

विजयलक्ष्मी जोशी आई.ए.एस.  
VIJAYLAXMI JOSHI I.A.S.



सचिव  
भारत सरकार  
पेयजल एवं स्वच्छता मंत्रालय

Secretary  
Government of India

Ministry of Drinking Water and Sanitation  
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D.O. No. W 11013/8/2014-SBM (Pt I)  
1<sup>st</sup> December 2014

Dear Chief Secretary,

As you are aware the Swachh Bharat Mission was launched by Hon'ble Prime Minister on 2<sup>nd</sup> October 2014 and all Central and State Government Ministries and associated organizations have been participating enthusiastically to achieve its objectives. The Mission has also received wide media coverage and is being followed with interest by all sections of society.

2. MyGov platform also provides the facility to participate in this Mission in various ways. Individuals can take the Swachhta pledge and issue challenges to their friends and colleagues as well as upload images and videos of the activities they have performed. People who have received a challenge can accept the challenge, post images and videos of their activities and also issue a fresh challenge to others. This facility, therefore, has great potential to accelerate the Swachh Bharat activities in a very short time span.

3. Similarly, while Government organizations put up images and videos of their activities on MyGov as well as Facebook and Twitters, MyGov platform allows organizational activities to be aggregated so that the activities performed by any organization can be seen in one place.

4. I request you to kindly issue appropriate instructions to your officers as well as all departments and subordinate organizations to use MyGov platform for sharing information about Swachh Bharat activities. Needless to say, every officer or employee can also take the Sanitation pledge and issue challenges in his/her individual capacity.

With regards,

Yours sincerely,

(Vijaylaxmi Joshi)

To

ALL CHIEF SECRETARIES OF STATES/UTs