

अरुण बरोका, आई.ए.एस.

सयुंक्त सचिव

**Arun Baroka, IAS**  
Joint Secretary



सत्यमेव जयते

भारत सरकार  
पेयजल एवं स्वच्छता मंत्रालय  
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**Government of India**  
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Sir/Madam,

As you are aware that INDOSAN 2016 was successfully held on 30<sup>th</sup> September, 2016 in Delhi and it won't have been possible without your support and participation. INDOSAN has provided further boost to the programme and therefore your active support is imperative towards the Swachh Bharat Mission (SBM) implementation.

In this event the Hon'ble Prime Minister mentioned in his address, that "cleanliness is not something to be achieved by budget allocations". It is rather, something that should become a "Jan Andolan" (mass movement). We are hopeful that States are already taking steps in this direction. This is the time for midcourse corrections for the strategies and action plans being followed at all levels and particularly behaviour change strategies, which is the mainstay of the SBM-G. In this context we would like your State to share with us your current and future BCC strategy to make SBM-G a jan andolan (mass movement). Additionally, it is requested that the Ministry be updated on the work related to SBM by sharing details about events/drives/activities, especially in the form of photos and captions.

Please direct the queries and materials to Ms. Sandhya Singh ([sandhya.singh@nic.in](mailto:sandhya.singh@nic.in)) and Ms. Vasudha Kaul ([vasudhakaul@kpmg.com](mailto:vasudhakaul@kpmg.com), 9910011981).

Warm Regard

Yours Sincerely

Arun Baroka

To

Principal Secretary/Secretary In-charge of Rural Sanitation All States/UTs

Copy To

State Coordinators In-charge of Rural Sanitation All States/UTs