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संयुक्त सचिव
V. Radha, I.A.S.
Joint Secretary



भारत सरकार
पेयजल एवं स्वच्छता मंत्रालय
Government of India
Ministry of Drinking Water and Sanitation

D.O.No. S-18020/74/2017-SBM-III
Date: 11th September, 2018

To,

Principal Secretary / Secretary,
In-Charge Rural Sanitation,
All States/UTs

Sub: Observation of Swachhata Hi Seva 2018

Madam/Sir,

Please refer to earlier letter of even number dated: 30th August, 2018 regarding **Swachhata Hi Seva 2018 (SHS)**, being organized from 15th September to 2nd October, 2018. SHS aims at accelerating the *Jan-Andolan* for realizing the Hon'ble Prime Minister's vision of a Clean India, further reinforcing the belief that 'Sanitation is everyone's business'.

For observing Swachhata Hi Seva 2018 in a befitting manner and for focused participation resulting in reinvigorating the Jan-Andolan, an event *Swacchagrahiyo Ke Swachhagrahi*, is being scheduled on the 25th Sept'18, wherein each Swachhagrahi under the Swachh Bharat Mission (Gramin) is required to mobilize 100 or more members from the community to undertake shramdaan. It may be noted that the action plan of the event may be uploaded on the D35 module of the SBM(G) IMIS, not later than 15th Sept, 2018, following which the details of all of the participation of the actual event, is to be uploaded on D34 Module of the IMIS.

It may also be noted that all the details of citizens engagement, undertaken during the fortnight campaign shall be duly reported on the SHS portal (other than the above mentioned event), which can be accessed from the link <https://swachhbharatmission.gov.in/SHS2018>. For recording and reporting purposes only High-Resolution images be uploaded on the portal (Minimum Size: 200 KB). To ensure quality reporting of various SHS activities, you may like to consider the following steps-

- All Hi-Quality images to be shared only by email (and not by whatsapp), atshs2018reporting@gmail.com and bhavnathakur@kpmg.com
- Media briefs and newspaper clippings to be uploaded on the SHS portal and the link of the news clipping can mentioned in the description.
- The SHS portal is highly simplified and a mobile based OTP generated login has been provided for making it user-friendly and easy to access. In case of further assistance please reach out to my office or to Mr. Ikshwaku Sharma (ikshwakus@kpmg.com) {Mobile no. 09560501922}.

Yours faithfully,


V Radha

Copy to:

1. Mission Director/State coordinator, SBM(G), all States/UTs
2. All DMs/District Collectors