



No.S-18012/42/2015-SBM  
Government of India  
Ministry of Drinking Water and Sanitation  
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4<sup>th</sup> Floor, Paryavaran Bhawan,  
CGO Complex, Lodhi Road,  
New Delhi – 110003.  
Dated the 23<sup>rd</sup> September, 2015

To,  
Chief Secretary / Administrator  
All States / UTs

Subject: Nation-wide Sanitation / Cleanliness Campaign – extension / revision of campaign period upto 31<sup>st</sup> October, 2015 – reg.

Sir/Madam,

Kindly refer to the DO letter No.561/2/2/2014-CA.IV dated 21<sup>st</sup> September, 2015 (copy enclosed) from the Cabinet Secretary, Government of India and DO No.2/2/S(DWS)/2015 dated 22<sup>nd</sup> September, 2015 from the Secretary, Ministry of Drinking Water and Sanitation (copy enclosed) and also the letter dated 14<sup>th</sup> September, 2015 of the undersigned regarding observation of Nation-wide Sanitation / Cleanliness Campaign from 25<sup>th</sup> September, 2015 to 11<sup>th</sup> October, 2015.

2. It has, now, been decided to extend the observation of the nation-wide sanitation / cleanliness campaign upto **31<sup>st</sup> October, 2015**.
3. You may, accordingly, carry out the campaign from 25<sup>th</sup> September, 2015 to 31<sup>st</sup> October, 2015 by appropriately modifying the plans already drawn up for observation of this campaign.

Yours faithfully,

(Saraswati Prasad)

Joint Secretary (Swachh Bharat Mission-Gramin)

Tele No. 24362705

**Copy to:**

1. Principal Secretary / Secretary in-charge of Rural Sanitation, All States / UTs.
2. SBM-G Coordinators, All States / UTs.

**Copy also to:**

1. Joint Secretary (SBM-Urban), Ministry of Urban Development, Nirman Bhawan, New Delhi.

प्रदीप कुमार सिन्हा  
PRADEEP K. SINHA



मंत्रिमंडल सचिव  
भारत सरकार  
CABINET SECRETARY  
GOVERNMENT OF INDIA

D.O. No. 561/2/2/2014-CA.IV

21<sup>st</sup> September, 2015

Dear Chief Secretary/ Administrator,

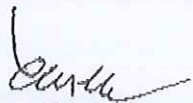
As you are aware, the Prime Minister had announced Swachh Bharat Mission on 2<sup>nd</sup> October, 2014 to achieve a clean India by the 150th birth anniversary of Mahatma Gandhi in 2019. It is heartening to note that State and local Governments, community organizations and people at large have been actively participating in this Mission. As the first year of the Mission draws to a close, there is a need to reiterate our commitment and reinvigorate our efforts towards this national endeavour. In this context, it has been decided to once again undertake an intensive Swachhta Abhiyan (National Cleanliness Campaign) during the period 25<sup>th</sup> September to 11<sup>th</sup> October, 2015.

2. During this Abhiyan, there is a need to involve people of different walks of life in order to generate mass public awareness. You have already prepared an annual action plan for cleanliness, as well as a five year plan. Completion of one year of Swachh Bharat Mission is an occasion to review implementation of these plans so far, as well as give the whole campaign a boost by taking concrete further action towards cleaning government offices and public places such as hospitals, railway stations, bus terminals, schools, roads and markets, statues/monuments, rivers/ponds, parks etc. It is essential to enlist the widest possible participation of government and public sector organizations, non-government organizations, education and health institutions, rural and urban local bodies, self-help groups, youth organizations, resident and market associations, business and industrial Chambers and Associations and people at large.

3. I look forward to your leadership and guidance for making the Swachhta Abhiyan a success in your State/UT. I also request you to send a copy of the plan outlining the various activities proposed to be undertaken during the campaign to the Department of Drinking Water & Sanitation, who have already sent a list of suggestions to the concerned Secretary of your State/UT in this regard.

With regards

Yours sincerely,

  
(P.K. Sinha)

विजयलक्ष्मी जोशी  
VIJAYLAXMI JOSHI IAS



सचिव  
भारत सरकार  
पेयजल एवं स्वच्छता मंत्रालय  
Secretary  
Government of India  
Ministry of Drinking Water & Sanitation  
4<sup>th</sup> Floor, Paryavaran Bhawan, Lodhi Road, New Delhi 110003  
Tel: 24361670, 24361671  
e-Mail: [secydw@nic.in](mailto:secydw@nic.in)  
Website : [www.ddws.nic.in](http://www.ddws.nic.in)

D.O. No. 2/2/S(DWS)/2015  
22<sup>nd</sup> September, 2015

Dear

Re-launching of  
“National Sanitation Campaign” on the birth anniversary of Pt Deen Dayal Upadhyay on 25<sup>th</sup> September 2015 and to be continued till 11<sup>th</sup> October 2015 culminating on the day of the birth anniversary of Shri Jai Prakash Narain.

As you are aware, Government of India is committed to achieving Swachh Bharat status by 2<sup>nd</sup> October 2019 coinciding with the 150<sup>th</sup> birth anniversary of Mahatma Gandhi.

The key to changing the grim sanitation situation in the country is to change the mindset of people i.e. the general apathy towards cleanliness. This is possible only if “Mission Sanitation” is taken up as a People’s Movement.

Keeping the above in view, the Government of India proposes that an extensive National Sanitation Campaign be launched once again on the birth anniversary of Pt Deen Dayal Upadhyaya from 25<sup>th</sup> September 2015 and to be continued till 11<sup>th</sup> October 2015 culminating on the day of the birth anniversary of Shri Jai Prakash Narain.

The focus of the campaign should be on:

- Awareness to keep villages clean including through street cleaning and solid and liquid waste management including ways to do it.
- Awareness on safe sanitation and the need to build and use toilets
- Importance of hand washing with soap
- Safe disposal of Child Faeces
- Safe handling and storage of drinking water
- Various IEC/IPC activities communicating the above issues should be undertaken (including a visit to every rural home). It needs to be emphasized during communication, that cleanliness can impact people’s lives, by reducing incidences of diseases while enhancing the security and pride of the women and the children. This has a positive impact on the economy and the GDP.
- To carry the message of Swachhta to each and every rural home, Students to act as “Cleanliness Ambassadors”.



- It is envisaged that this Campaign be one for all Departments of the Government and each and every Government functionary right from State to Panchayat level has to be involved in the Campaign. At Panchayat level/village level, Sarpanches, Panchayat Members, Block Coordinators, ASHA workers, Swachhta Doots, Teachers, Revenue Functionaries and all Departmental functionaries of various departments will be involved along with organizations like NCC, NSS, Boy Scouts, Girls Guides, NYK volunteers etc to carry the message of sanitation.

In addition to having interventions at the State, District and GP levels, the Sanitation Campaign should aim to reach out to each and every individual household. Extensive activities need to be undertaken at the household levels, maximum emphasis should be given ensuring coverage of each Panchayat and motivating each and every household to build and use toilets. Thus apart from effective planned use of Mass Media (Radio, TV, Newspapers), Digital media (Voice SMS), Direct Media (Hoardings, posters, wall writings, bust panels) and Motivational media (Nukkad Nataks, documentary film shows), the Swachhta Campaign should see the extensive use of Interpersonal Communications at the household level. Reaching every household has to be the base of the planning. Efforts is to be made to mobilize communities at the Gram Panchayat level by holding Sanitation Melas/Rallies and walks/runs by students with banners/paintings in local languages.

2. For this effort to be successful it is obvious that large scale mobilization of possible partners has to be done. These may include:

- IEC consultants, Swachhta doots, Block and District Coordinators and VWSC members;
  - School Students;
  - Services of ASHA, Anganwadi workers, SHG Groups, School Teachers, Doctors, PRIs, Patwaris, and Village level workers of all Departments;
  - Local leaders and religious leaders for visibility and acceptance;
  - Services of NCC cadets, Boy Scouts, Girl Guides, Nehru Yuvak Kendras;
  - Rotary and Lions Club and other similar organizations to reach out to various sections;
  - Like minded and reputed NGOs, CSOs, SHGs, especially Women SHGs across the country;
  - The state may also contact officers of other departments like Health, Women and Child Development and School Education and request them to spare the services of their personnel during the sanitation campaign;
  - Multilateral organizations UNICEF, WSP, GSF, WSSCC
  - Agencies like Wateraid, Plan Arghyam, Water for People etc
  - Media representatives
- All States are to prepare an extensive day-wise plan for the Campaign detailing activities to be taken up. A function on 2<sup>nd</sup> October 2015 could also be organized in Gram Sabhas with focus on sanitation.
  - A brief "Suggested Action Points for celebrating the National Sanitation Campaign" is enclosed for reference. The state action plan may be broadly developed on these lines. However, States are expected to develop and improve on this Plan with specific local initiatives.
  - A detailed/date based Activity Plan (at State, District, Block and GP levels) on how States plan to organize the National Sanitation Campaign may be shared with this Ministry by 23<sup>rd</sup> September 2015.



- The available funds under SBM-IEC will be utilized for the Sanitation Campaign
  - Specific IEC materials to be used at all levels need to be planned and prepared in time. Assistance of the Ministry as well as organization like UNICEF, WSP, NGOs and any other sanitation service organizations can be taken for this. Many States and Organizations have developed excellent quality IEC material which can be shared amongst States
  - All the States are kindly requested to immediately identify a State Nodal Officer for the Sanitation Campaign and intimate this Ministry his/her name, contact number and e-Mail address for future communication.
3. Actual "triggering" a demand for toilets may also be carried out inter-alia with help of experts on "Community Led Total Sanitation (CLTS)".

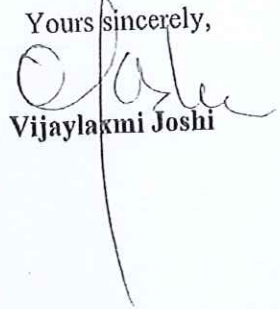
4. For any further clarification/support, the help of the following officers may be obtained:

Shri Nipun Vinayak, Director (SBM)  
Ministry of Drinking water and Sanitation  
e-Mail: [vinayaknipun@nic.in](mailto:vinayaknipun@nic.in), Tele: 011 24364427 (M) 09650307575

Ms. Sandhya Singh, Joint Director (IEC)  
Ministry of Drinking Water and Sanitation  
e-Mail: [sandhya.singh@nic.in](mailto:sandhya.singh@nic.in) Tele: 011 24364112 (M) 07838115499

5. It may also be noted that the National Sanitation Campaign will include and be followed up by programmes on World Hand Washing Day which falls on 15<sup>th</sup> October 2015. The planning may be done accordingly.

With regards.

Yours sincerely,  
  
Vijaylaxmi Joshi

Chief Secretary / Administrator,  
All States / UTs.



Action Points Suggested for National Sanitation (Cleanliness) Campaign  
Being held from 25.09.2015 to 11.10.2015

The following points are to be considered as suggested action for the National Sanitation (Cleanliness) Awareness Campaign

(I) State Level Activities

1. Inauguration of the National Sanitation Campaign on 25<sup>th</sup> September, 2015.
2. Awareness advertisements on sanitation in TV and radio networks at the State level.
3. Use of Bulk voice SMS highlighting sanitation messages.
4. Setting up hoardings / posters in State / District Headquarters and campaigns on bus panels, etc.
5. Running sponsored articles / issues highlighting sanitation in newspapers.
6. Organizing Elocution contests / Declamation contests / painting contests on subjects like cleanliness of villages, safe sanitation practices, hand washing, safe storage of water, solid and liquid waste management practices, sanitation and health, etc. at schools and give away prizes for the same.
7. Participation of involving State Chief Minister, Minister and other dignitaries appropriately may be considered during the campaign.

(II) District Level Activities

1. Inauguration of the Sanitation Campaign at the district level, by organizing rallies at District Headquarters with participation of Elected Representatives, District Officials, Officers of various departments, school children, NGOs, CSOs, Media, etc.
2. Sanitation Messages on hoardings at District and Block levels, at Bus Stands, Railway Stations, Schools, important traffic junctions, Hospitals, Panchayat Offices, etc.
3. Messages on Local Cable TV Channels, slide show in theatres.
4. Organize Nukad natak around Bus Stands, Market Places,
5. District level Elocution / Painting Contests for Schools and Colleges.

(III) GP Level Activities

1. Organization of a meeting on the inaugural day of the Sanitation Campaign on 25/9/2015, and on Gandhi Jayanti Day at GP / Gram Sabha involving participation by all stakeholders including political leaders / religious leaders, PRI members, school children, Village level Government workers. Formal inauguration of the Sanitation Campaign on 25<sup>th</sup> September, 2015 with skits / nukkad natak / jatras / school children rallies / runs / walks (carrying sanitation messages) and actual cleaning up the village through local volunteers and grass-root workers also involving students to be repeated every 2-3 days to ensure a completely clean village.



NO-W-11037/1/2014-NBA

Government of India  
Ministry of Drinking Water and Sanitation

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4<sup>th</sup> Floor, Paryavaran Bhavan, CGO Complex,  
Lodhi Road, New Delhi-110 003  
Dated the 14<sup>th</sup> September, 2015

To

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

Sub: Nation-wide Sanitation/Cleanliness Campaign from 25<sup>th</sup> September, 2015 to 11<sup>th</sup> October, 2015

Sir/Madam,

As you are aware, Prime Minister gave a clarion call for "Swachh Bharat" as a mass movement to realize Gandhiji's dream of a clean India by the 150<sup>th</sup> birth anniversary of Mahatma Gandhi in 2019. He has desired that once again on the eve of the first year of the Mission, a nation-wide campaign be organized with the participation of all sections of the society to rekindle mass awareness to ensure lasting behavioural change to achieve this goal. In this context, it has been proposed that an intensive National Cleanliness Campaign be undertaken beginning from 25<sup>th</sup> September, 2015 and ending with the birth anniversary of Shri Jaya Prakash Narayan on 11<sup>th</sup> October.

2. For a campaign of this nature to be as successful, there is a need for creating once again massive public awareness and for participation and action for cleaning homes, government offices, schools, hospitals, work places, streets, roads and markets, railway stations and bus terminals, statues, monuments, rivers, lakes, ponds, parks and other public places. It is important to involve government and public sector officials at every level, non-government organizations, education and health institutions, rural and urban local bodies, self-help groups, youth organizations, resident and market associations, as well as business and industrial Chambers and Associations in the cleanliness and awareness drives. A variety of activities such as marches, marathons, debates, street plays, music and essay competitions, cleanliness drives and other community activities may be used to re-focus public attention of this campaign and on the need for cleanliness. Effective use of mass media such as radio, television and newspapers, digital media such as internet and mobile and direct media may be made in this regard. The design of the campaign may be flexible, innovative and appropriate to local needs. A suggested action points is enclosed for your guidance. Expenditure on these activities can be met from the IEC Component of SBM.

3. I look forward to your full scale participation in this national endeavour and hearing from you on the action plan of your State / UT as well as suggestions to undertake the cleanliness and awareness campaign in a befitting manner. Secretary, Ministry of DWS will be taking a Video Conference on 23<sup>rd</sup> of September to assess preparedness for the campaign.

Yours faithfully,

(Saraswati Prasad)  
Joint Secretary (SBM-G)

Encl.: As above

Copy to:

1. Chief Secretary/Administrator of All States/ UTs
2. Joint Secretary, SBM (Urban), Ministry of Urban Development, Nirman Bhavan, New Delhi

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