

W-11031/7/2017-Water
Government of India
Ministry of Drinking Water and Sanitation
NPMU, RWSSP-LIS (NNP)

4th Floor, Pt. Deendayal Antyodaya Bhawan,
CGO Complex, Lodhi Road,
New Delhi-110003

Dated: 31.08.2017

To,

The Principal Secretary / Secretaries
In-Charge of Rural Water Supply
All States Governments

Subject: Swachh Sankalp Se Swachh Siddhi

Dear Sir / Madam,

Please refer to our DO letter no. W-11031/7/2017 dated 21.08.2017 regarding inviting entries for Essay and Film competition for 'Swachh Sankalp Se Swachh Siddhi'.

2. In this regard, a DO letter of Secretary (DWS) dated 24.08.2017 has recently been issued to all States (Sample copy enclosed). The actions expected to be taken by all States are mentioned in this letter.

You are requested to mobilize large number of entries for the above competitions by 08.09.2017 while following the directions stated in the said letter.

Encl: As above

Yours Sincerely,



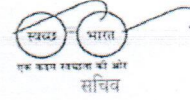
(Rajesh Kumar)
Director (Water)

Cc:

1. Engineer-in-Chief / Chief Engineer (RWS)
2. Director (WSSO)

परमेश्वरन अय्यर

Parameswaran Iyer



सचिव
भारत सरकार
पेयजल एवं स्वच्छता मंत्रालय

Secretary
Government of India
Ministry of Drinking Water & Sanitation
4th Floor, Pt Dindayal Antodaya Bhawan, N
D-110003
Tel: 24361011, 24362715,
e-Mail: param.iyer@gov.in
D.O. No.2/2/S(DWS)/2017
24th August, 2017

Dear Sh. Mishra

This is in continuation to my DO letter no. 2/2/S(DWS)/ 2017, dated 14th August 2017 regarding "Swachh Sankalp se Swachh Siddhi tak" sent to all Chief Secretaries of the States. The Ministry of Drinking Water and Sanitation is organising countrywide Film, Essay and Painting Competitions between 17th August and 8th September, 2017 as another major step towards making Swachhta a people's movement. The core objective is to generate mass involvement in Swachh Bharat Mission and related issues.

2. The themes of the aforementioned competitions, to be held under the overall banner of Swachh Sankalp se Swachh Siddhi, are:

- o **Essay Competition:** "मैं स्वच्छता के लिए क्या करूँगा / करूँगी?" / "What will I do for cleanliness in my surroundings?" (250 words)
- o **Short Film Competition:** "भारत को स्वच्छ बनाने में मेरा योगदान" / "My Contribution to make my country clean"
- o **Painting Competition:** "मेरे सपनों का स्वच्छ भारत" / "The Clean India of my dreams" (This competition is only for Primary school students)

3. Entries to the first two categories are invited through **online using MyGOV portal** and **off-line** by requesting to the participants to submit their entries to the Block or District offices as arranged by the Block and District administration. For third category (Painting) only primary school students are eligible and competitions are being organised by Department of School Education and Literacy (DOSEL).

4. Further, in reference to the Video-Conference held on 22 August, 2017 with all the Principal Secretaries of States, where the concept, purpose and process of this massive competition was spelt out, following actions need to be taken at District and State level for facilitating the non-MyGov entries (off-line entries) from General Public.

i). Action to be taken at District Level:

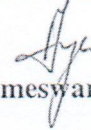
- a) Convey information regarding the programme to the district, block and village level officials.
- b) You are required to instruct the districts to evolve a mechanism, using district officials like BDO, AE/JEs and others to collect essays and short films from the common public in the district. The collection of the entries has to be completed immediately after completion of last date of submission, i.e. 8th September, 2017.
- c) The District Collector will be required to constitute a committee to evaluate the essays and short films collected at the district level.
- d) Three best entries in both categories (6 in total) from each district shall be sent to the State (State Mission Director/ in-charge SBM) latest by 12th September 2017 after evaluation of the same.
- e) Publicity of the competition should be done locally using IEC funds.
- f) Local CSCs will support individuals who want to apply online through MyGov free of charge. Districts may generate awareness about this as well during the publicity campaigns.

ii). Action to be taken at State Level:

- a) The entries forwarded by the Districts (3 per district per category) after evaluation by their respective committees need to be collected by 12th September, 2017
5. Further, the online entries which will be entered centrally through the Mygov Portal will be segregated and sorted out state wise by the MDWS and then forwarded to respective States for evaluation. You are requested to please send the name and contact info of a Nodal Officer at the State level with whom all entries received from your State on MyGov will be shared.
6. The State Mission Director / in-charge SBM is required to constitute an evaluation panel for evaluating the entries sent by the districts as well as the on-line entries received, in a transparent, efficient and timely manner. The state/District level Committee constituted to evaluate the offline entries can be used to evaluate the online entries as well. A detailed guideline regarding the evaluation of the on-line entries will be issued shortly.
7. The three best Essays and Short films (6 in total) need to be sent to the Ministry of Drinking Water and Sanitation by 16th September, 2017.
8. The best essays and short films may be suitably rewarded at district as well as State level on 2nd of October, 2017 in the States. The funds for these awards can be sourced through the IEC funds available with the State Governments under SBM- G.
9. I request complete co-operation and enthusiastic participation from your end in successful conduct of the event. You are, further required to give wide publicity regarding the competition across the state and facilitate wider participation of people, including Swachhagrahis/ motivators of your state.

With regards

Yours sincerely,



Parameswaran Iyer

Shri Rajat Mishra
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सत्यव्रत साहु, आई.ए.एस.
संयुक्त सचिव
Satyabrata Sahu, I.A.S.
Joint Secretary



Urvashi सत्यमेव जयते

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

D.O. No. W-11031/7/2017-Water
Dated : 21st August, 2017

Dear Madam/Sir,

The Ministry of Drinking Water & Sanitation plans to organize a countrywide **Film, Essay** and Painting competition **between 16th August, 2017 and 8th September, 2017** as another major step towards making Swachhata a people's movement. The basic objective is to generate mass awareness in SBM and related issues. The theme of the said competitions to be held under the overall banner of 'Swachh Sankalp Se Swachh Siddhi' are as under:

- **Essay Competition:** "मैं स्वच्छता के लिए क्या करूँगा / करूँगी?" "What can I do for a clean India?" (250 Words)
- **Film competition:** "भारत को स्वच्छ बनाने में मेरा योगदान" / "My Contribution towards making India clean" (2-3 minutes duration)
- **Painting** – Not applicable with respect to this letter

2. Based on the said competitions, National Swachh Bharat awards shall be presented on **2nd October, 2017**. Awards will also be presented at the State and District levels. An advertisement in this respect is enclosed herewith for wide publicity amongst all stakeholders like functionaries of Government / PRIs / Non-officials / NGOs working in Rural Water Supply sector including people working in water quality laboratories at Block, District and State levels.

3. An active participation in large numbers for this will be successful only by availing your active leadership and close monitoring. It is hereby requested to submit the entries as attached files in <https://www.mygov.in> with prefixing #water #language in the comment box.

4. The entries for **Essays and Films** can be submitted in regional language in addition to English & Hindi. We expect at least **one essay and one film from each Gram Panchayat** of your State. Please ensure this through Director, WSSO, Engineer-in-Chief / Chief Engineer implementing NRDWP may direct all field level officers to actively participate in this programme. It would be encouraging for them, if you convene Video Conferencing within your State with your District level officers immediately.

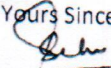
5. Director, WSSO will be nodal officer for monitoring the above campaign. In case of any query in this regard, they may contact Ms. Urvashi Prasad Asthana, Sr. Consultant of the Ministry (011-24368683), E-mail ID : urvashi.asthana@gov.in.

6. The demonstration of the process to be followed for the above would be made during the Video Conferencing to be held tomorrow 22.08.2017 at 10.30 AM under the chairmanship of Secretary (DWS). You are requested to participate in the same along with EIC / CE and Director (WSSO).

7. It is reiterated that the **last date for sending nominations is 08.09.2017**.

With Regards,

Yours Sincerely


[Satyabrata Sahu] 21/8/17

To,
Principal Secretaries / Secretaries
In-charge of Rural Water Supply Department
All States
Cc:
1. EIC / CE (RWS)
2. Director (WSSO)

ग्रामीण क्षेत्रों में
पेयजल स्थायित्व एवं सम्पूर्ण स्वच्छता

Sustainable Drinking Water and
Sanitation for all in Rural Areas

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