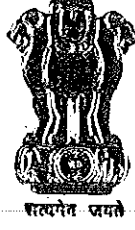


अक्षय राउत
विशेष कार्य अधिकारी
स्वच्छ भारत मिशन (ग्राम)

AKSHAY ROUT
Officer on Special Duty
Swachh Bharat Mission (G)



भारत सरकार
पेयजल एवं स्वच्छता मंत्रालय

Government of India
Ministry of Drinking Water & Sanitation



Dated the, 17th October, 2016

No. S-13015/45/2016-SBM

To,

The Principal Secretaries/Secretaries in charge of Rural Sanitation,
All States

Subject : Short videos on Swachh Bharat Mission (Gramin)

Sir/Madam,

You are aware that Swachh Bharat Mission (Gramin) is being implemented in mission mode with the objective to achieve universal sanitation coverage by 2019. Ministry of Drinking Water and Sanitation (MDWS) appreciate the efforts being undertaken by the Departments and Sanitation teams of different States to achieve this challenging and daunting target.

A lot of good and innovative work is happening in the States at various levels related to Swachh Bharat Mission. To institutionalize such efforts and use them as a resource material for IEC and BCC activity, it has been decided that each district will video shoot five stories from their district, that represent some positive action being undertaken under SBM (G). This activity will be completed in 10th November, 2016.

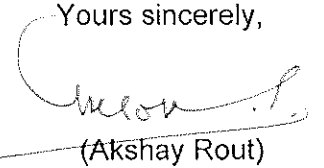
The States will screen these videos and select one video per district for screening at the State level. This screening may be organized at the State level in the month of November, 2016. A representative from the MDWS may be invited for these screenings.

The State will send one video per district to MDWS by 05.12.2016. The MDWS will organize a programme in December to screen in the presence of the State officials/non officials, the best videos from each State.

You will agree that this exercise will generate much enthusiasm in field functionaries. It will re-energise the programme by providing voice and recognition to many unsung champions working in villages. The films may be produced in-house using the existing manpower and facilities.

This information may be communicated to all the districts immediately and the process begun as outlined above.

Yours sincerely,



(Akshay Rout)

Copy to : Swachh Bharat Mission(G) Coordinators, All States