



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 करूंगा / करूंगी?" "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)



SWACHH SANKALP SE SWACHH SIDDHI



पेयजल और स्वच्छता मंत्रालय

Ministry of Drinking Water and Sanitation

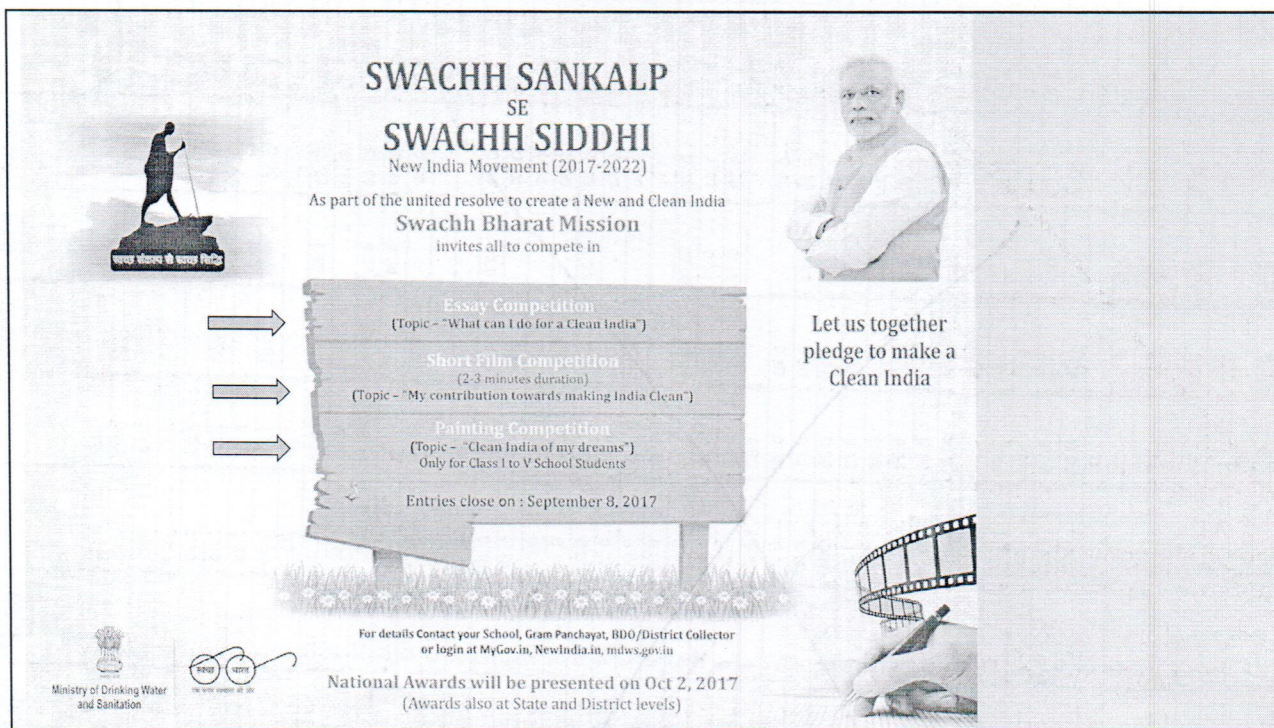


India

Filth – Quit



- PM's clarion call on Quit India anniversary (9th August), *Sankalp Se Siddhi* (SSS) for a NEW INDIA 2017-2022.
- A leading resolve of SSS is : dirt and filth to quit India.
- MDWS's Swachh Sankalp Se Swachh Siddhi
- A countrywide **Film, Essay and Painting Competition** between 17th August and 8th September as another major step towards making Swachhta a people's movement.
- Active participation of all is crucial for making creating massive swachhta awareness.



SWACHH SANKALP
SE
SWACHH SIDDHI
New India Movement (2017-2022)

As part of the united resolve to create a New and Clean India
Swachh Bharat Mission
invites all to compete in

Essay Competition
(Topic - "What can I do for a Clean India")

Short Film Competition
(2-3 minutes duration)
(Topic - "My contribution towards making India Clean")

Painting Competition
(Topic - "Clean India of my dreams")
Only for Class 1 to V School Students

Entries close on : September 8, 2017

Let us together
pledge to make a
Clean India

For details Contact your School, Gram Panchayat, BDO/District Collector
or login at MyGov.in, NewIndia.in, midws.gov.in

National Awards will be presented on Oct 2, 2017
(Awards also at State and District levels)

Ministry of Drinking Water and Sanitation

What we are attempting to achieve? (A conservative estimate)



Swachh Sankap Se Swachh Siddhi (S5)

1. More than 1 Crore Essays (max word 250)
2. More than 50,000 paintings (restricted to Class 1 to Class 5 students only)
1. More than 50,000 films (2-3 minutes duration only)

S5: National Awards



Essays	Paintings	Short Films
1. Junior School	Primary School Students	1. General Category (Under 18)
2. Senior School		2. General Category (Above 18)
3. CAPFs		
4. NCC		
5. Youth Awards		
6. Panchayat		
7. General Category (Under 18)		
8. General category (Above 18)		
9. One Special Award (Above 60)		
10. One Special Award (Differently abled)		

Institutionalized S5 National Awards

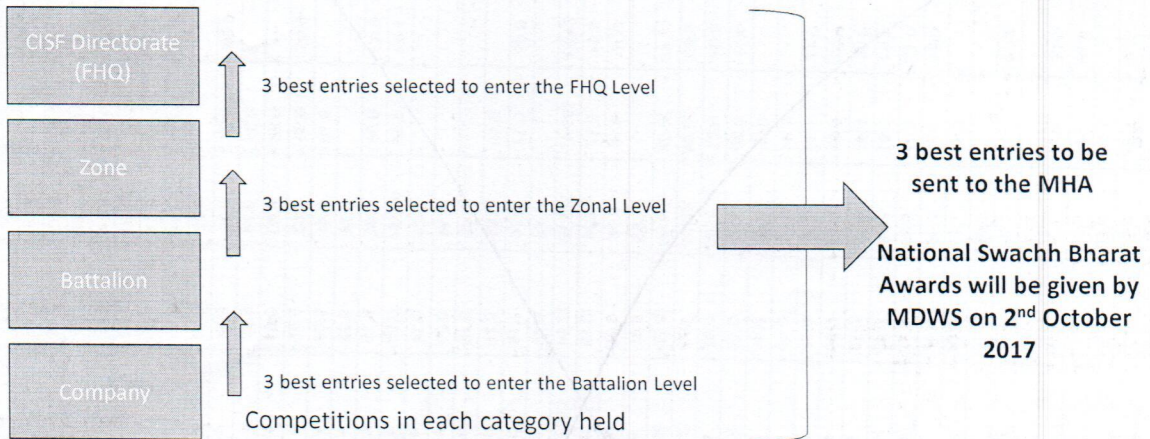


1. Schools Under DoSEL : DoSEL will provide best 3 entries in three categories (Essays- 2 ; Paintings)
2. CAPFs: MHA will provide best 3 entries in two categories (Essays and Films). Individual CAPF National Awards will also be given.
3. NCC: DG/NCC will provide best 3 entries in two categories (Essays and Films).
4. Youth Awards: Secy/ DoYA will provide best 3 entries in two categories (Essays and Films).
5. Panchayat Awards: Secy/ MoPR will provide best 3 entries in two categories (Essays and Films).
6. General Category Awards: Under 18 and above 18 years
Modes: MyGov and Offline

Cascading of entries (Swachh Sankalp Se Swachh Siddhi)



Example : CISF



Request for Active Participation from CAPFs



Expectation

- Pro-active involvement of top leadership
- Issue appropriate instructions
- Maximum Participation from jawans and officers
- Monitoring for qualitative participations
- Judging entries at various levels to arrive at the final 3 National Entries
- Related Logistics



Thank You



पेयजल और स्वच्छता मंत्रालय
Ministry of Drinking Water and Sanitation

