

Vini Mahajan
Secretary
Government of India
Department of Drinking Water & Sanitation
Ministry of Jal Shakti



Srinivas R Katikithala, IAS
Secretary
Government of India
Ministry of Housing and Urban Affairs

D.O.No.13/7/2024-SBM-IV

Date:28th August, 2024

Dear Secretary,

As you are aware, 2nd October is observed as Swachh Bharat Diwas as a tribute to the Father of the Nation, on his Jayanti. As a prelude, a fortnight of 'Swachhata Hi Sewa' (SHS) has been observed since 2017 to strengthen voluntarism and collective action for swachhata. This year, we also commemorate the 10th anniversary of the launch of Swachh Bharat Mission. **To honour this milestone, SHS 2024 campaign will be observed from 14th September to 1st October with the theme of 'Swabhav Swachhata - Sanskaar Swachhata' (स्वभाव स्वच्छता - संस्कार स्वच्छता) with Swachh Bharat Diwas celebration on 2nd October.** The campaign will facilitate large-scale advocacy and citizen participation for swachhata, mega cleanliness drives with focus on clearing of dirty and difficult garbage spots (black spots), recognize the contribution of sanitation workers, celebrate the achievements over the past decade, and also reaffirm our commitment to Sampurna Swachhata.

2. This campaign will be carried out in a **'Whole of Government Approach'** with its emphasis on people's participation making 'Sanitation everyone's business' and will be jointly organized by SBM-Grameen & SBM-Urban under the Department of Drinking Water and Sanitation (DDWS) and the Ministry of Housing and Urban Affairs (MoHUA). The SHS 2024 campaign will have three main pillars of activities-

- **Swachhata Ki Bhaagidari** – Widespread engagement with citizens, communities, and organizations to raise awareness and trigger involvement through various activities like pledges, competitions, walkathons, plantation drives etc. During the campaign, innovative activities like clean street food challenge, waste to art, sale of recycled products, Swachh Bharat Cultural Fests may be organised. Events would include engagement of influencers and brand ambassadors to drive the campaign message, etc.
- **Sampurna Swachhata through Shramdaan including including Swachhata Lakshit Ekayi** – Mega cleanliness drives with peoples shramdaan focussing on general cleanliness across urban and rural areas with focus on community assets like water bodies, roads, railway stations, garbage dumps, nallahs, etc. As a special

initiative this year, emphasis will be given for timebound transformation of difficult and dirty spots (Cleanliness Target Units (CTU) - स्वच्छता लक्षित एकाई) through partnerships. Each of the cities will also be transformed with beautification, plantation, waste to art installations by communities etc.

- **SafaiMitra Suraksha Shivirs** – Single-window health and welfare camps for SafaiMitras for preventive health care treatment and linkages with various welfare schemes of Central and State Government.

3. In view of the same, it is requested that all States/ UTs and local bodies celebrate SHS 2024 by:

- planning for intensive cleanliness drives through Shramdaan during SHS 2024,**
- conducting Swachh Bharat Cultural Fest**
- identification and mapping and eventual transformation of 'Cleanliness Target Units' by 1st October 2024,**
- mobilizing partnerships** with Ministries/Departments, PSUs, private sector organizations, NGOs, CSOs, CSR funds, philanthropies etc. for SHS 2024
- planning innovative advocacy activities to promote स्वभाव स्वच्छता - संस्कार स्वच्छता**

In the States/UTs/Constituencies where Election Code of Conduct is in force the SHS guidelines will not be applicable. Also, States affected by flooding/natural calamities may take up SHS activities based on ground conditions.

4. National launch of SHS 2024 will be on the 14th September, 2024 with participation of Hon'ble Union Ministers of Housing and Urban Affairs, Jal Shakti and Panchayati Raj in a hybrid mode with States, districts, partner organizations etc. Details for the same will be shared separately. It is expected that the State and District launches are carried out immediately after the National launch programme. A detailed guideline for SHS 2024 is enclosed herewith.

5. All activities during SHS-2024 are to be uploaded on the specially curated IT Portal for SHS 2024. Details and login credentials will be shared subsequently, followed by IT trainings for local bodies, PSUs and Central Ministries.

6. All Central Ministries are requested to assign a nodal officer of the rank of Joint Secretary (JS) to coordinate efforts of the Ministry/Department. The contact details of the nodal officer should be communicated by 30th August 2024 to Shri Jitendra Srivastava, JS&MD SBM-Grameen (js-sbm@gov.in) & Ms. Roopa Mishra, JS& MD SBM-Urban (js.sbm-mohua@gov.in). For smooth coordination and dissemination of SHS 2024

guidelines, a meeting will be held shortly (date to be intimated separately) through video-conferencing. All Nodal Officers of Central Ministries may be requested to attend the meeting. Details for the meeting will be communicated separately.

7. At the Ministry level, care maybe taken to sensitize all the lower formations (including that of subordinate and attached offices, PSUs and autonomous organizations under the Ministry/Department) to take part in SHS 2024 with full vigour and in a spirit of Jan Andolan to make this campaign a success. Special attention will need to be paid to the dovetailing of the activities of the Central Government Ministries and Departments with other state actors at the district level so that the Dignity Camps, Shramdaan and Advocacy activities envisioned under this campaign catalyse the movement towards Sampoorna swachata. Active reporting of the activities on the IT portal and an effective 360 degree media plan that effectively utilizes digital, social as well as mainstream media will be the other major activities that will need monitoring and guidance from your level.

We look forward to your personal leadership and support in making this campaign a resounding success.

With regards,



(Vini Mahajan)
Secretary, DDWS



(Srinivas R Katikithala)
Secretary, MoHUA

To,
All Secretaries of Central Govt Ministries

