

URGENT
"स्वच्छ भारत अभियान"

GOVERNMENT OF NCT OF DELHI
DIRECTORATE OF AUDIT
(Administration Branch)

4th Level, C-Wing
Delhi Sectt.
New Delhi

No. F.9(8)/DOA/Estt./2014/dcaaudit/ 32-35

Dated: 01.01.2015

Sub.: Regarding starting of Swachhta Drive w.e.f. 25th December, 2014.

In continuation of this office Order dated 26.09.2014 regarding Cleanliness Campaign for "Swachh Bharat Abhiyan", please find enclosed herewith the copy of the OSD(Swachh Bharat) letter dated 19.12.2014 on the subject cited above for information and strict compliance accordingly.

Encl.: As above


(H.R. NAUGAIN)
ACCOUNTS OFFICER (AUDIT)
TEL. NO. 23392280

Copy to: -

1. All the branch incharges, Directorate of Audit.
- ✓ 2. AAO(Website) for placing the letter on the website of department.
3. Guard File.
4. Notice Board.

02/01/15
sh Chandan / for n.c.w.
sh Dinesh

h7/c

Fin/14/19054
26-12-14

**IMMEDIATE/
SWACHH BHARAT ABHIYAN**

**GOVT. OF NATIONAL CAPITAL TERRITORY OF DELHI
OFFICE OF THE OSD, SWACHH BHARAT
7TH LEVEL, C-WING, DELHI SECRETARIAT, IP ESTATE, NEW DELHI**

No.F1(9)/OSD (SBA)/2014/152-197
230-272

Dated : 19.12.2014

To

1. All Pr. Secretaries/Secretaries/HoD's of GNCTD,
2. Chairperson, New Delhi Municipal Council.
3. Commissioner, South MCD
4. Commissioner, North MCD
5. Commissioner, East MCD

for compliance
Dec 23

PPSC
Arora
27/12

Spotam. P. Pandey
23/12

23/12
Dr. Bhanu (AOLA)
23/12

Subject: Regarding starting of Swachhta Drive w.e.f. 25th December, 2014.

Sir/M'am,

Please find enclosed herewith a copy of D.O. letter dated 4th Dec.2014 from Secretary Ministry of Urban Development, Govt. of India to the Chief Secretary, GNCTD wherein it is indicated that response from all the States towards Swachh Bharat Mission has been encouraging and may organizations and public at large are coming forward to contribute to achieve the target of Swachh Bharat Mission by 2nd October 2019.

He has further requested to **“Commit totally”** and **“to ensure cleanliness in the entire city especially around the places of concern and call upon citizens also to commit themselves totally to cleanliness and to start the Swachhta drive w.e.f. 25th December, 2014.”**

F-V
A (AOLA)
A (PAO)

A proposed **activity chart, department-wise**, to be implemented in the upcoming Swachhta Drive is enclosed. All departments may also use **MyGov platform** for sharing information about Swachh Bharat activities and put images and videos of their activities on MyGov as well as Facebook and Twitters since MyGov platform allows organizational activities to be aggregated so that the activities performed by any department can be seen in one place.

22/12/14

It has also been requested to ensure that Ward Councillors take up the exercise in right earnestness and they motivate citizens also to voluntarily dedicate at least two hours per week of service towards cleanliness and upload the photographs of the places before and after the cleanliness drive to the website www.mygov.in regularly every week.

This may kindly be given **“TOP PRIORITY.”**

Encl. as above.

Yours faithfully,
Gitanjali Gupta
19/12/14
(Gitanjali Gupta)
OSD Swachh Bharat

Copy for information to:

- 1) Principal Secretary to Lt. Governor, Delhi
- 2) OSD to Chief Secretary, Delhi

ACTION PLAN FOR SWACHH BHARAT DRIVE STARTING 25th DEC,2014

S.No	Activities/Areas to be covered under Swachhta Drive	Nodal Department(s)
Involvement Of:		
1.	SHGs	Mission Convergence, Women & Child Development Department
2.	Market Associations	Trade & Taxes Department/ Deputy Commissioners(North Delhi MC, South Delhi MC & East Delhi MC)
3.	Malls excluding Cinema Halls	Trade & Taxes Department
4.	Cinema Halls	Excise Department
5.	Citizens: Individual/RWAs/Housing Societies	Dy. Commissioners (Revenue) & concerned Deputy Commissioners(North Delhi MC, South Delhi MC & East Delhi MC) and New Delhi Municipal Corporation(NDMC)
6.	NGOs	Social Welfare Department, Mission Convergence, Women & Child Development Department
7.	CBOs	Social Welfare Department, Mission Convergence, Women & Child Development Department
Action to be taken-in cleaning of:		
8.	Homes	Social Welfare Department
9.	Public places	North Delhi MC, South Delhi MC & East Delhi MC)
10.	Roads/Streets	North Delhi MC, South Delhi MC & East Delhi MC)/PWD
11.	Gardens/parks	Environment Department/ North Delhi MC, South Delhi MC & East Delhi MC)
12.	Police Stations	Home Department
13.	Bus Stations	Transport Department/DTC
14.	Hospitals	Health & Family Welfare Department
15.	Schools	Education Department
16.	Offices including Branch Offices	All concerned HODs, Heads of Autonomous bodies
Activities:		
17.	Address and appeal on TV/Electronic-Print media by dignitaries	DIP
18.	Rallies: Bikes/cycle/rickshaw	Deputy Commissioners (MCD)
19.	Walkathons	Sports Branch, Dte. Of Education
20.	Marathons	Sports Branch, Dte. Of Education
21.	Competitions (Paintings/ poster/ Declamation/ Elocution	Education Department
22.	Quizzes on sanitation	Education Department
23.	Drama/Nookad Natak on Sanitation	Sahitya Kala Parishad and all academies (ACL Department)
24.	Shapath- online and spoken	DIP
25.	TV shows/Radio Talks/TV spot	DIP
26.	AV Vans (Audio Visual)	DIP

WS/C

36/051/1313M
18/12/14

शंकर अग्रवाल, आई.ए.एस.
SHANKAR AGGARWAL, IAS



सत्यमेव जयते

सचिव भारत सरकार
Secretary to the Government of India

शहरी विकास मंत्रालय
निर्माण भवन, नई दिल्ली-110
MINISTRY OF URBAN DEVELOPMENT
NIRMAN BHAWAN, NEW DELHI-110002
Tel.: 23062377, Fax : 23061459
E-mail : secyurban@nic.in
URL : http://moud.gov.in

O/o Secretary Urban Development
Govt of NCT of Delhi
16 DEC 2014
Dy. No. UD/17/10374

D.O. No.Q-15014/2/2009-CPHEEO/PHE-II

Dated 4th December 2014

Dear Sir,

You are aware that Govt. of India has launched "Swachh Bharat Mission" on 2nd October, 2014 to achieve complete cleanliness in the country by 2nd October, 2019. Hon'ble Prime Minister has called upon all concerned, at various forums, to contribute intensively for creation of public awareness about cleanliness and its advantages. The Mission covers all 4,041 statutory cities and towns as per census 2011 and the components eligible under SBM with broad funding pattern are (i) Household Toilet - Rs.4,000 per toilet as an incentive; (ii) Community Toilet - max. 40% VGF; (iii) Public toilets - 100% private investment; and (iv) Solid Waste Management Project - max. 20% VGF. The projects will be implemented involving State Govt. contribution, substantial private sector investment, Corporate Social Responsibility (CSR) Funds, contribution from beneficiaries and Government of India incentive/support for Viability Gap Funding (VGF).

2. Hon'ble Urban Development Minister, Government of India wrote to you vide D.O.No.1103-D/UDM/VIP, dated 19th September, 2014 requesting to contribute actively in the "Swachh Bharat Mission" by organizing painting, essay writing and elocution competitions etc. about cleanliness and create public awareness through involvement of citizens at large for change in their mindset towards sanitation. The response from all States has been encouraging and many organizations and public at large are coming forward to contribute to achieve the target of Swachh Bharat Mission by 2nd October, 2019. Your kind cooperation is solicited in forwarding the progress on Swachh Bharat Mission as requested in my D.O. letter dated 08-10-2014.

3. May I, therefore, request you to "commit yourself totally" to ensure cleanliness in the entire town/city especially around the places of concern and call upon citizens also to commit themselves totally to cleanliness. This may be started as a Swachhta drive w.e.f. 25th December, 2014. They should also be encouraged to take appropriate measures like awareness creation, maintaining cleanliness in and around residential/ work/ business/ institutional premises, displaying of SBM logo and administering Swachhta Pledge etc. You are further requested to ensure that Ward Councillors take up the exercise in right earnestness and they motivate citizens also to voluntarily dedicate at least two hours per week of service towards cleanliness and upload the photographs of the places before and after the cleanliness drive to the website www.mylgov.in regularly every week.

DS
CO
DC

17/12

OSD, SBM

(MDD) h/c

4. The draft guidelines on SBM are uploaded on Ministry's website www.moud.gov.in under "Swachh Bharat". The logo and pledge of Swachh Bharat Mission is also available on Ministry's website for your kind reference.

With best wishes,

Yours Sincerely,

Shankar Aggarwal
4/XII

(Shankar Aggarwal)

To,
The Mayors/Chairpersons of ULBs
The Chief Secretaries of States/UTs
The Principal Secretaries Housing/ Urban Development