



ભક્તકવિ નરસિંહ મહેતા યુનિવર્સિટી, જુનાગઢ

(ગુજરાત અધિનિયમ નં. ૨૩/૨૦૧૫ દ્વારા સ્થાપિત)

BHAKTA KAVI NARSINH MEHTA UNIVERSITY, JUNAGADH

[Established vide Government of Gujarat Act No. 23/2015]



આઝાદી કા
અમૃત મહોત્સવ



એક સાથે એક જાતે એક ભવિષ્ય
ONE GASTH - ONE FAMILY - ONE FUTURE

પરીપત્ર:

વિષય: સ્વચ્છતા હી સેવા અભિયાન બાબત

સંદર્ભ: ઉચ્ચ શિક્ષણ કમિશનરશ્રીની કચેરીના પત્ર ક્રમાંક:ઉશિક/મકમ-૮/૫૨૪/૨૦૨૩/૮૫૪૫-
૮૬૪૪ તા.૨૮/૦૮/૨૦૨૩

ભક્તકવિ નરસિંહ મહેતા યુનિવર્સિટી સંલગ્ન તમામ કોલેજોના આચાર્યશ્રીઓ, અનુસ્નાતક કેન્દ્રોના ઇન્ચાર્જશ્રીઓ, અનુસ્નાતક ભવનોના અધ્યક્ષશ્રીઓને જણાવવામાં આવે છે કે સંદર્ભ પત્ર અનુસાર મહાત્મા ગાંધીજીની જન્મ જયંતિએ શ્રદ્ધાંજલી આપવા માટે પૂર્વદિવસે તા.૦૧/૧૦/૨૦૨૩ના રોજ સવારે ૧૦ કલાક થી ૧૧ કલાક દરમિયાન જનભાગીદારી દ્વારા વિશાળ સ્વચ્છતા ડ્રાઈવ માટે સ્વચ્છતા હી સેવા અભિયાનનું આયોજન થનાર હોય, જે સંદર્ભે ૧ કલાક શ્રમદાન માટે Standard operating procedure (SOP) આપવામાં આવેલ છે જે ધ્યાને લઈ યુનિવર્સિટી સંલગ્ન કોલેજો, અનુસ્નાતક કેન્દ્રોના કેમ્પસ ખાતે તા.૦૧/૧૦/૨૦૨૩ના રોજ સવારે ૧૦ કલાક થી ૧૧ કલાક દરમિયાન સ્વચ્છતા અભિયાનનું આયોજન કરવા અનુરોધ કરવામાં આવે છે. કોલેજ દ્વારા કરવામાં આવેલ કાર્યવાહીનો અહેવાલ કોજન્ટ પોર્ટલ પર રીપોટીંગ કરવા જણાવવામાં આવે છે.

કા.કુલસચિવ

ક્રમાંક:બીકેએનએમયુ/૨૪૦/૨૦૨૩

ભક્તકવિ નરસિંહ મહેતા યુનિવર્સિટી,
સરકારી પોલીટેકનીક કેમ્પસ, ભક્તકવિ નરસિંહ મહેતા યુનિવર્સિટી રોડ,
ખડીયા, જુનાગઢ.
તા.૩૦/૦૮/૨૦૨૩

પ્રતિ,

ભક્તકવિ નરસિંહ મહેતા યુનિવર્સિટી સંલગ્ન તમામ કોલેજોના આચાર્યશ્રીઓ, અનુસ્નાતક કેન્દ્રોના ઇન્ચાર્જશ્રીઓ તેમજ અનુસ્નાતક ભવનોના અધ્યક્ષશ્રીઓ તરફ...

નકલ સાદર રવાના:

- માન.કુલપતિશ્રીના અંગત સચિવશ્રી
- સીસ્ટમ મેનેજરશ્રી, આઈ.ટી. વિભાગ (જરૂરી કાર્યવાહી અર્થે)





ઉચ્ચ શિક્ષણ કમિશનરશ્રીની કચેરી
મહેકમ શાખા, બ્લોક નં. ૧૨, બીજો માળ, ડૉ. જીવરાજ મહેતા ભવન,
ગાંધીનગર, ગુજરાત રાજ્ય.



ક્રમાંક : ઉશિક/મકમ-૮/પરચ/૨૦૨૩/૮૫૫૫૮૬૪૪

તા. ૨૬/૦૬/૨૦૨૩.

પ્રતિ

- (૧) રજીસ્ટ્રારશ્રી, યુનિવર્સિટી(તમામ).
- (૨) આચાર્યશ્રી, સરકારી કોલેજ(તમામ).
- (૩) આચાર્યશ્રી, વિદ્યાપીઠ(તમામ).
- (૪) આચાર્યશ્રી, ગ્રાન્ટ ઇન એઇડ કોલેજ(તમામ).

વિષય:- સ્વચ્છતા હી સેવા-૨૦૨૩ બાબત.

સંદર્ભ:- શિક્ષણ વિભાગ, સચિવાલય, ગાંધીનગર ના તા.૨૬/૦૬/૨૦૨૩ ના પત્રાંક:- પરચ/૨૦૨૩/
૪૮૬/ખ-૧.

શ્રીમાન,

ઉપર્યુક્ત વિષય અને સંદર્ભ પરત્વે જણાવવાનું કે સ્વચ્છતા હી સેવા-૨૦૨૩ કાર્યક્રમ અંતર્ગત રૂરલ ડેવલપમેન્ટ વિભાગના સચિવશ્રીનો તા-૨૫/૦૬/૨૦૨૩ ના ઇ- મેઇલની નકલ બિડાણ સહિત આ સાથે મોકલી આપતા જણાવવાનું કે, ભારત સરકારના ગૃહ અને શહેરી બાબતોના મંત્રાલયના તા.૨૨/૦૬/૨૦૨૩ના પત્રથી મહાત્મા ગાંધીજીની જન્મ જયંતિ તા.૦૨/૧૦/૨૦૨૩એ શ્રધ્ધાંજલી આપવા માટે પૂર્વદિવસે તા.૦૧ ઓક્ટોબરના રોજ સવારે ૧૦,૦૦ કલાકે જનભાગીદારી દ્વારા વિશાળ સ્વચ્છતા ડ્રાઇવ માટે સ્વચ્છતા હી સેવા-૨૦૨૩ નું આયોજન કરવામાં આવેલ છે. જેમાં ૧ કલાક શ્રમદાન માટેની Standard operating procedure (S.O.P) આપવામાં આવેલ છે. જે આ સાથે સામેલ રાખી મોકલી આપવામાં આવે છે જેમાં જણાવ્યા અનુસારની આપશ્રીની કક્ષાએથી યોગ્ય કાર્યવાહી કરી તેનું રીપોર્ટીંગ કોજન્ટ પોર્ટલ પર અચૂકપણે કરવા જણાવવામાં આવે છે.


સંયુક્ત કમિશનર

ઉચ્ચ શિક્ષણ કમિશનરની કચેરી
ગુ.રા.ગાંધીનગર

ગુજરાત સરકાર
શિક્ષણ વિભાગ
બ્લોક નં. ૫, સાતમો માળ, સચિવાલય,
ગાંધીનગર - ૩૮૨૦૧૦.

ફોન નં. ૦૭૯ ૨૩૨૫૧૩૪૫, ફેક્સ નં. ૦૭૯ ૨૩૨૫૧૩૨૫

સમયમર્યાદા/ટોચ અગ્રતા

પત્ર ક્રમાંક: પરચ/૨૦૨૩/૪૮૬/ખ-૧

તારીખ: ૨૯/૦૯/૨૦૨૩

પ્રતિ,

નિયામકશ્રી

ઉચ્ચ શિક્ષણની કચેરી,

બ્લોક-૧૨, ડૉ.જીવરાજ મહેતા ભવન,

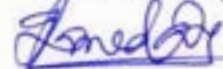
ગાંધીનગર.

વિષય : સ્વચ્છતા હી સેવા-૨૦૨૩ બાબત.

શ્રીમાન,

ઉપર્યુક્ત વિષય અંગેના રૂરલ ડેવલોપમેન્ટ વિભાગના સચિવશ્રીનો તા-૨૫/૦૯/૨૦૨૩ ના ઇ-મેઇલની નકલ બિડાણ સહિત આ સાથે મોકલી આપતા જણાવવાનું કે, ભારત સરકારના ગૃહ અને શહેરી બાબતોના મંત્રાલયના તા.૨૨/૦૯/૨૦૨૩ના પત્રથી મહાત્મા ગાંધીજીની જન્મ જયંતિ તા.૦૨/૧૦/૨૦૨૩એ શ્રદ્ધાંજલી આપવા માટે પૂર્વદિવસે તા.૦૧ ઓક્ટોબરના રોજ સવારે ૧૦.૦૦ કલાકે જનભાગીદારી દ્વારા વિશાળ સ્વચ્છતા ડ્રાઇવ માટે સ્વચ્છતા હી સેવા-૨૦૨૩ નું આયોજન કરવામાં આવેલ છે. જેમાં ૧ કલાક શ્રમદાન માટેની Standard operating procedure (S.O.P) આપવામાં આવેલ છે. જે અન્વયે રાજ્યની ઉચ્ચ શિક્ષણ સંસ્થાઓમાં સ્વચ્છતા હી સેવા-૨૦૨૩ કાર્યક્રમના અમલીકરણ માટે સૂચનાઓ પરિપત્રીત કરવા આજ્ઞાનુસાર વિનંતી છે.

આપનો વિશ્વાસુ,



(ડૉ.જે.જે.રણોદરા)

સેક્શન અધિકારી

શિક્ષણ વિભાગ

બિડાણ: ઉપર મુજબ

Swatchata Hi Seva campaign-2023

Ms. Manisha Chandra Mam, IAS (Commissioner & Secretary)

Mon 9/25/2023 6:19 PM

To: A K Rakesh, IAS <secagri@gujarat.gov.in>; A. K. Patel (GOG-RNB Dept.) <secrnb@gujarat.gov.in>; Alok Kumar Pandey, IAS (GoG-Revenue Dept.) <correv@gujarat.gov.in>; Anupam Anand <ceoguj@gujarat.gov.in>; Ashwini Kumar IAS <secsyc@gujarat.gov.in>; Avantika Singh (GOG-Info Dept.) <secinb@gujarat.gov.in>; Avantika Singh (Secretary to CM) <sec2cm@gujarat.gov.in>; C J Gothi (GOG-LPA Dept.) <secpa@gujarat.gov.in>; C V Som, IAS (GOG-NWRWS Dept.) <secrr@gujarat.gov.in>; D M. Patel (GOG-GLS Dept.) <secassembly@gujarat.gov.in>; D R PATEL <secgcst@gujarat.gov.in>; Dhananjay Dwivedi, IAS (GoG-NWRWS Dept.) <secws@gujarat.gov.in>; Dr. Anju Sharma <secled@gujarat.gov.in>; Dr. S. Murali Krishna IAS (GOG-TDD-Dept.) <sectdd@gujarat.gov.in>; Dr. Vinod R. Rao, IAS (GoG-Education Dept.) <secedu-pri@gujarat.gov.in>; G.C Brahmabhatt (GOG-Election Dept.) <secsec@gujarat.gov.in>; Hareet Shukla, IAS <sectourism@gujarat.gov.in>; J P Gupta (GOG-Finance Dept.) <secfd@gujarat.gov.in>; Jayant Thaker (GOG-RNB Dept.) <sec1-ahd-rnb@gujarat.gov.in>; K A Patel (GoG-NWRWS Dept.) <secwr@gujarat.gov.in>; K K Nirala (GoG-WNCW Dept.) <sec-wncw@gujarat.gov.in>; K M Bhimjiyani, IAS (GoG-Finance Dept.) <secexp@gujarat.gov.in>; K M Lala (GOG-LNPA Dept.) <secInpa@gujarat.gov.in>; K R Parikh (GoG-N,WR,WS & K Deptt.) <sec-kalpsar@gujarat.gov.in>; Kamal Dayani, IAS (GoG-GAD Dept.) <secpers@gujarat.gov.in>; KAUSHIK BHIMAJIYANI <seccpd@gujarat.gov.in>; Kirit M Adhvaryu (GoG-GAD Dept.) <sec-ser-gad@gujarat.gov.in>; Mamta Verma (GoG-EPD Dept.) <secepd@gujarat.gov.in>; Manoj Aggarwal, IAS (GoG-Health Dept.) <sechfwd@gujarat.gov.in>; Mohammad Shahid, IAS (GoG-GAD Dept.) <secartd@gujarat.gov.in>; MS Mona K Khandhar IAS (GoG- Revenue Dept.) <secric@gujarat.gov.in>; Ms. Arti Kanwar, IAS <secea@gujarat.gov.in>; Mukesh Kumar, IAS (GoG-Education Dept.) <secedu-he@gujarat.gov.in>; Mukesh Kumar, IAS (GoG-Education Dept.) <secedu@gujarat.gov.in>; Mukesh Puri IAS (GoG-Home Dept.) <sechome@gujarat.gov.in>; Pankaj Kumar (GoG-GAD Dept.) <secnri@gujarat.gov.in>; R. G. Gohil, IAS <sec-hn-urban@gujarat.gov.in>; Rakesh Shankar, IAS (GoG-GAD Plan Dept.) <secplan@gujarat.gov.in>; S H Trivedi (GOG-NWRWS Dept) <secnwrws@gujarat.gov.in>; S. J. Haider IAS (GOG-IMD Dept.) <secimd@gujarat.gov.in>; Sangeeta Singh (GoG-Revenue Dept.) <psec-revappeals@gujarat.gov.in>; Sanjeev Kumar, IAS <secfed@gujarat.gov.in>; sec-cell-gsfc <sec-cell-gsfc@gujarat.gov.in>; sec-gsspm <sec-gsspm@gujarat.gov.in>; secnir <secnir@gujarat.gov.in>; sec-pyvb <sec-pyvb@gujarat.gov.in>; sec-rajbhavan <sec-rajbhavan@gujarat.gov.in>; secyvc <secyvc@gujarat.gov.in>; Shri Ashwini Kumar, IAS (GOG-UD Dept.) <securban@gujarat.gov.in>; Shri C. V. Som, IAS (GOG-NWRWS Dept.) <secnarmada@gujarat.gov.in>; Shri M K Das IAS <sectrans@gujarat.gov.in>; Shri M K Das IAS (GOG- Revenue Dept) <secrev@gujarat.gov.in>; Shri PRAVIN K. SOLANKI, IAS (GoG-IMD Dept.) <seccri@gujarat.gov.in>; Shri R C Meena (GOG-FCS Dept.) <secfcs@gujarat.gov.in>; Shri Raj Kumar (Chief Secretary) <chiefsecretary@gujarat.gov.in>;

by
Mx/9 11c
Issue
Ds (HE)

S.O. 142
HE of
(24/9/23) fsc
23/9

27/9/23

GEN-486/14-1
29/9/23

Res Madam/Sir,

As a part of the ongoing Swatchata Hi Seva campaign-2023, a one hour Shramdaan campaign led by Hon. PM is to be organised on 1st October, 2023 from 10 am to 11 am. Your department's support is elicited for the same. Details are mentioned in the letter attached herewith.

Hoping for a positive and prompt response,

Kind regards,

MANISHA CHANDRA, IAS. Commissioner & Secretary,
Govt. of Gujarat|Rural Development Department|
Block No.16, Dr. Jivraj Mehta Bhavan,
Gandhinagar 382010
T:+91 (079) 23253461/079-23253454
E: secrd@gujarat.gov.in

Ministry of Drinking Water and Sanitation
New Delhi



2/8/2019-SBM IV
Date: 22nd September, 2023

Dear Chief Secretary/ Administrator,

As part of Swachhata Pakhwada - Swachhata Hi Seva (SHS) 2023, a massive cleanliness drive led by people is envisaged to be held on 1st Oct '23, at 10 am across the country as a tribute to Mahatma Gandhi on the eve of his birth anniversary on 2nd Oct '23. Hon'ble Prime Minister and other dignitaries would also be joining the swachhata activities on ground

2. For this, the following urgent actions are needed:

- i. Identify field units that will execute cleanliness events on 1st Oct '23. For urban areas, the ULBs are to be designated as field units. For rural areas, the Block would act as the field unit under the overall supervision of the District Collector/CEO ZP as the case may be.
- ii. Each field unit should create cleanliness event(s) on the Citizens' Portal - 'Swachhata Hi Seva' (<https://swachhatahiseva.com/>) as provided in the enclosed note.
- iii. Each ULB and Gram Panchayat should identify sites for these events (cleanliness drive). Atleast 2 sites per ward in ULBs and one site per GP should be selected as appropriate. In case of wards with high population, more number of event sites can be selected and in case of wards with lesser population, event sites can be clustered. Each of these events need to be created with a unique identity on the portal. These events should also be publicised widely through all local communication platforms.
- iv. All these created events would be available on a map which citizens can view and choose the event they want to join by going through the options that would be available on the portal.
- v. On 1st Oct, the organizing field unit must ensure that actual cleaning activity takes place at 10 am with the volunteers contributing at least one hour of shramdaan resulting in visible cleanliness.

3. To facilitate this process, an online preparatory meeting is being scheduled on 23rd Sept at 4.00 pm with all States/UTs (link is being shared). It is requested to depute Pr Secy/Secy in charge of SBM-Urban and Rural, Panchayati Raj and Rural Development. It is also requested to advise all District Collectors/ CEO ZPs and Commissioners/ EOs of ULBs to attend along with their teams. A demonstration of the portal will also be provided during the meeting. In addition, a dedicated handholding support for States/UTs is being organised on 24th Sept, 10:30 am onwards. A brief note on the key aspects for 1st Oct '23 is enclosed for your information and necessary action.

4 You are requested to chair a meeting by 27th Sept to review the final preparedness for the entire State/ UT for the mega cleanliness drive to be held on 1st Oct, 23.
Looking forward to your leadership and cooperation.

Encl.

Manoj Joshi

(Manoj Joshi)

Secretary

Ministry of Housing & Urban Affairs

Government of India

Vini Mahajan

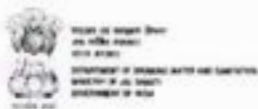
(Vini Mahajan)

Secretary

Department of Drinking Water and Sanitation

Government of India

To: Chief Secretaries/ Administrators of all States/ UTs



SOP for 1st Oct 2023 for States/UTs

1) Call to Action:

- i. To conduct actual cleaning drive
- ii. By citizens
- iii. Across the nation
- iv. For at least 1 hour of shramdaan
- v. At 10.00 am
- vi. Resulting in visible cleanliness

2) Specific deliverables:

- i. Number of events
- ii. Expected participation
- iii. Expected quantitative output (for eg: kms of railway track cleaned, number of kms of national highway cleaned etc.)

3) Creation of events on Swachhata Hi Seva – Citizens Portal

(<https://swachhatahiseva.com/>)

- i. User IDs for all ULBs and Blocks
- ii. Each ULB and Block will identify sites for these events (cleanliness drive). Atleast 2 sites per ward in ULBs and 1 per GP should be selected as appropriate to population. In case of wards with high population, more number of event sites can be selected and in case of wards with lesser population, event sites can be clustered. Each of these events need to be created with a unique identity (email ID) on the portal.
- iii. All these created events would be available on a map which citizens can view and choose the event they want to join by going through the options that would be available on the portal
- iv. At the site public can click pictures and upload on the event page. Each event will have separate microsites.

- v. After completion of the event, the creator of the event will have to close the event on the portal.
- vi. States/UTs/ Districts/ Field Units would be able to view various reports on the portal.

4) Detailed logistics plan:

- i. Planning of the event(s)
 - a. Exact location
 - b. Timing
 - c. Contact details of coordinator of event
- ii. Nature of cleaning:
 - a. Material planning like brooms, cutters, thailas, containers etc,
 - b. Tie-up with local body for transportation of the collected garbage to the designated points for solid waste management (No site should create a garbage dump after the activity)

5) Event requirements

- i. Promote participation
- ii. Must necessarily result in cleaning
- iii. High focus on garbage vulnerable places like railway tracks, road sides, ponds, slums, under bridges, market spaces, religious and tourist locations, zoos and wildlife areas etc.
- iv. Each event must be with public participation
- v. Event to be started at 10:00 am
- vi. At least one hour of shramdhaan by each one
- vii. All activities to be SUP free and zero waste events

6) Important timelines

Date	Activity
23 rd Sept	<ul style="list-style-type: none"> i. Online meeting with States ii. States to select nodal officers with teams for overseeing the field arrangement, coordination, reporting, public engagement etc.
24 th Sept	<ul style="list-style-type: none"> i. Dedicated online training of field units for event creation on portal

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Date	Activity
25 th Sept - 26 th	i. Field units to finalize logistics for proper implementation of the events ii. Uploading of events on citizen portal iii. Urban local bodies/ District administration to coordinate with offices under other Ministries conducting events so as to tie up logistics, site of final disposal of garbage etc. iv. Final State plan by 26 th Sept
27 th Sept	i. State level Coordination meeting under chairmanship of Chief Secretary for overall planning and execution of 1 st Oct

7) Dissemination strategy

- i. Promote citizen participation on <https://swachhatahiseva.com/> (AV will be shared from Gol, regional translations may be made)
- ii. Promote pictures of activities pre and post on social media
- iii. All steps maybe taken for maximum participation from citizens including dissemination through local media, digital media and social media
- iv. Ensure the event highlights are posted on social media handles of Governor, CM, Ministers, MPs, MLAs, Mayors, Corporators, Sarpanches, Chief Secretary, all Secretaries, ULB Commissioners, DMs/ CEO ZPs, eminent citizens, lead organizations, brand ambassadors etc.
- v. Focus of social media posts should be on scale of activity, innovation, peoples engagement, pre and post situation pictures
- vi. Re-tweet posts from important handles/brand ambassadors and influencers
- vii. Official Hashtag: #SwachhBharat
- viii. Official Handles to be tagged: @SwachhBharatGov, @swachhbharat
- ix. Similar engagement instructions to be given to field offices

Dissemination Strategy Timelines	
23 rd Sept	PIB release for 1 st Oct from Gol
24 th - 25 th Sept	i. Similar press releases from State Govts. regarding cleanliness drives on 1st Oct at 10 am with each person volunteering for Shramdaan for 1 hour

Dissemination Strategy Timelines	
	ii. At least 1 tweet from all handles informing public about the initiative
26 th Sept	i. Once action is finalized and events are created on the portal press releases from States and ULBs/ Districts regarding https://swachhatahiseva.com/ calling on public to join on 1st Oct at 10 am at the location of their choice to offer 1 hour of Swachhata Shramdaan ii. Social media posts (at least 2-3 per day) from various handles promoting the event and encouraging public participation iii. This is the time when excitement should be built up by engaging with brand ambassadors, influencers, eminent citizen, political leaders, leading journalists, cultural ambassadors, senior officers, etc. announcing on their respective social media handles regarding their participation on 1st Oct
29 th Sept	i. Pre-event press release by Gol, State Govts, District Admin and ULBs
30 th Sept	i. High decibel dissemination on various platforms
1 st Oct	i. At least 10 number of posts on various live activities (pictures, videos, testimonials) from various handles ii. Media to be invited to participate and cover various events iii. High quality photography and video documentation should be done for best practices iv. Post event press release
2 nd Oct	i. Coverage of prabhat pheris, shradhanjalis, rangolis, felicitation etc.

- 8) **Daily reporting** of Pakhwada activities to be given for rural areas on DDWS portal <https://swachhbharatmission.gov.in/shs2023/> and urban areas on Swachhatam Portal <https://admin.sbmurban.org/u/login>

9) **National Team**

Activity		Urban	Rural
Officer charge	In-	Shri Shyam Lal Poonia, Dy.Secy, SBM(U), MoHUA Email: slp-mohua@gov.in Mobile: 7085481617	Shri Sanjay Sinha Director, SBM-G, DDWS Email: sanjay.sinha67@nic.in Mobile: 9811590877

State Coordinators	List at Annex -1	List at Annex-2
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Training Calendar for States/ Field Units for event creation on Swachhata Hi Seva Portal

S.N o.	States/ UTs	Date and Time
1	A&N Islands	Date: 24 th Sept 23 Time : 10:30 am – 12:00 pm https://swachhbharaturban.webex.com/swachhbharaturban/j.php?MTID=md908ffd206014efcf4b3ae51c103b2bd Sunday, September 24, 2023 11:30 AM 1 hour 30 minutes (UTC+05:30) Chennai, Kolkata, Mumbai, New Delhi Meeting number: 2515 031 7048 Password: 1234
2	Chandigarh	
3	D&NH and D&D	
4	Delhi	
5	Jammu and Kashmir	
6	Ladakh	
7	Puducherry	
8	Arunachal Pradesh	
9	Assam	
10	Manipur	
11	Meghalaya	
12	Mizoram	
13	Nagaland	
14	Sikkim	
15	Tripura	
16	Andhra Pradesh	Date: 24 th Sept 23 Time : 12:00 pm – 1:30 pm https://swachhbharaturban.webex.com/swachhbharaturban/j.php?MTID=mc1f735a2011d488c32997254491bb3d5 Sunday, September 24, 2023 2:00 PM 1 hour 30 minutes (UTC+05:30) Chennai, Kolkata, Mumbai, New Delhi Meeting number: 2512 004 1405 Password: 1234
17	Bihar	
18	Chhattisgarh	
19	Goa	
20	Gujarat	
21	Haryana	
22	Himachal Pradesh	
23	Jharkhand	
24	Karnataka	
25	Kerala	
26	Madhya Pradesh	Date: 24 th Sept 23 Time : 2:30 pm – 4:00 pm https://swachhbharaturban.webex.com/swachhbharaturban/j.php?MTID=m5592cb60074c24642ccbcdf486cfe28c Sunday, September 24, 2023 3:30 PM 1 hour 30 minutes (UTC+05:30) Chennai, Kolkata, Mumbai, New Delhi Meeting number: 2513 724 2656 Password: 1234
27	Maharashtra	
28	Odisha	
29	Punjab	
30	Rajasthan	
31	Tamil Nadu	
32	Telangana	
33	Uttar Pradesh	
34	Uttarakhand	
35	West Bengal	

n/c

Annex- 1 State Coordinators Urban

#	Name	States/UTs	Contact number
1.	Anjali Singhania	Ladakh, Chandigarh, A&N Islands	9560110282
2.	Amit Sethi	Uttarakhand, Meghalaya, Nagaland, Manipur	9810099406
3.	Sirisha Darbha	Gujarat, Madhya Pradesh, Karnataka, J&K,	9866320206
4.	Vishal Verma	Uttar Pradesh, Rajasthan, Jharkhand	9711146339
5.	Kritika Kaushik	Bihar, Odisha, Chhattisgarh, Goa	9717234533
6.	Sehrish Hazarika	Assam, West Bengal, Tripura	9903422641
7.	Swagata Kainthola	Puducherry, Daman & Diu and Dadra & Nagar Haveli	7409426643
8.	Pooja Ravi	Tamil Nadu, Maharashtra	8860932698
9.	Tarun Rajvanshi	Himachal Pradesh, Sikkim	8745964264
10.	Vijaya V	Kerala, Delhi	9388710051
11.	Rahul Jha	Mizoram, Arunachal Pradesh	9717622366
12.	Rahul Singh	Punjab, Haryana	9650010704
13.	Manisha Reddy	Andhra Pradesh, Telangana	7702354938

Annex- 2 State Coordinators Rural

S. No.	State Name	Area Officer		Consultant	
1	A & N Islands	Rajeev Jauhari, DS	8130598201	Vikram Aditya Singh	8054856136
2	Andhra Pradesh	Kapil Chaudhary, Dir	9425163478	Sakshi Srivastva	8585933909
3	Arunachal Pradesh	R.P. Shukla, DS	9891789170	Bharat Rao	9992666447
4	Assam	R.P. Shukla, DS	9891789170	Neeraj Tiwari	8979216117
5	Bihar	Karanjit Singh, Dir	8860898138	Vinay Tiwari	8860621083
6	Chhattisgarh	Sanjay Kr Sinha, Dir	9811590877	Pankaj Dargar	9250824475
7	DNH & DD	R.P. Shukla, DS	9891789170	Dr. Pooja Passi	8826379591
8	Goa	R.P. Shukla, DS	9891789170	Dr. Pooja Passi	8826379591
9	Gujarat	Karanjit Singh, Dir	8860898138	Uma Shankar Pandey	9999358083
10	Haryana	Rajeev Jauhari, DS	8130598201	Mahima Malik	9711244024
11	Himachal Pradesh	Sanjay Kr Sinha, Dir	9811590877	Uma Shankar Pandey	9999358083
12	Jammu & Kashmir	R.P. Shukla, DS	9891789170	Vinay Tiwari	8860621083
13	Jharkhand	Dr. Anupama, Dir	7044074272	Ravindra Bohra	9149169348
14	Karnataka	Dr. Anupama, Dir	7044074272	Shivani Sood	9816079138
15	Kerala	Sanjay Kr Sinha, Dir	9811590877	Pankaj Dargar	9250824475
16	Ladakh	R.P. Shukla, DS	9891789170	Vinay Tiwari	8860621083
17	Lakshadweep	Rajeev Jauhari, DS	8130598201	Dr. Pooja Passi	8826379591
18	Madhya Pradesh	Kapil Chaudhary, Dir	9425163478	Uma Shankar Pandey	9999358083
19	Maharashtra	Dr. Anupama, Dir	7044074272	Ikshwaku Sharma	9560501922
20	Manipur	Rajeev Jauhari, DS	8130598201	Bharat Rao	9992666447
21	Meghalaya	Sanjay Kr Sinha, Dir	9811590877	Neeraj Tiwari	8979216117
22	Mizoram	Rajeev Jauhari, DS	8130598201		
23	Nagaland	Dr. Anupama, Dir	7044074272	Vikramaditya Singh	8054856136
24	Odisha	Sanjay Kr Sinha, Dir	9811590877	Asis Sadhu	9654114056
25	Puducherry	Dr. Anupama, Dir	7044074272	VikramAditya Singh	8054856136
26	Punjab	Kapil Chaudhary, Dir	9425163478	Rajnish Sharma	9873002709
27	Rajasthan	Dr. Anupama, Dir	7044074272	Ikshwaku Sharma	9560501922
28	Sikkim	Sanjay Kr Sinha, Dir	9811590877	Neeraj Tiwari	8979216117
29	Tamil Nadu	Kapil Chaudhary, Dir	9425163478	Shivani Sood	9816079138
30	Telangana	Sanjay Kr Sinha, Dir	9811590877	Sakshi Srivastva	8585933909
31	Tripura	R.P. Shukla, DS	9891789170	Pankaj Dargar	9250824475
32	Uttar Pradesh	Kapil Chaudhary, Dir	9425163478	Meeta Jaruhar	8809854073
33	Uttarakhand	Rajeev Jauhari, DS	8130598201	Ravindra Bohra	9149169348
34	West Bengal	Dr. Anupama, Dir	7044074272	Asis Sadhu	9654114056



No. S-13015/62/2023-SBM-VI-DDWS, Dated: September 4, 2023

Dear Chief Secretary,

As you are aware 2nd October is observed as Swachh Bharat Diwas (SBD) to celebrate the Jan Andolan for Swachhata which is a tribute to the Mahatma on the day of his Jayanti. As a prelude to SBD-2023, the annual *Swachhata Hi Sewa* (SHS) fortnight is being jointly organised by Swachh Bharat Mission-Grameen and Urban (by DDWS and MoHUA) wef 15th Sept to 2nd Oct 2023.

2. **Theme of SHS-2023 is 'Garbage Free India'** with focus on visible cleanliness and welfare of SafaiMitras. Like earlier years the spirit of cleanliness activities is voluntarism/shramdaan. The focus of these swachhata drives would be on high footfall public places like bus stands, railway stations, beaches tourist places, zoos, national parks & sanctuaries, historical monuments, heritage sites, river fronts, ghats, drains and nallahs etc. in both rural & urban areas of State/ UT.

3. SHS-2023 celebrations would include the following components:

a.) **Swachhata Hi Seva (SHS) - Fortnight long Cleanliness Drives** - Cleanliness drives from 15th September till 2nd October should be conducted across all areas in the State. Some of the suggested activities are as follows:

- Removal of garbage from all important places listed in para 2 above;
- Cleaning of all legacy waste sites in districts and villages;
- Repair, painting, cleaning and branding of all sanitation assets like litter bins, public toilets, dhalaos, waste transport vehicles, MRFs etc. in the area;
- Saturating villages, towns and cities especially markets, public places, tourist spots etc. with SBM wall paintings and dustbins;
- Swachhata Quizzes, Plantation drives, Swachata Pledges, Swachhata Run;
- Cleaning/ plogging drives to clean riverbanks and removal of waste (including plastic) from water bodies especially in Ganga Grams and Ganga Towns;

- Cleanliness drives of tourist spots, along with IEC initiatives to discourage usage of Single Use Plastic (SUP) items, saturating dry and wet waste bins in line with the *Hara Geela Sookha Neela* campaign, etc.;
- Cleanliness drives in Cantonment Board areas along with IEC campaigns encouraging alternatives to SUP;
- Cleanliness drives and awareness activities may be taken up in schools with children understanding the importance of waste segregation at source, journey of waste, waste to wealth, alternatives to SUP etc. Wherever possible, Sanitation Clubs may be formed at schools/ colleges; and
- Conducting special programs, cultural events promoting the sanitation journey of the country.

b.) Indian Swachhata League 2.0 - To mobilize youth action for swachhata, youth led teams should come together and compete to clean their environment especially beaches, hills and tourist places on 17th Sept '23 across the State. The detailed SOP details on ISI 2.0 would be shared separately.

c.) SafaiMitra Suraksha Shivir- Single window welfare camps to saturate all sanitation workers under various Central Govt. schemes and health checkup camps from 17th September onwards. The detailed SOP on SafaiMitra Suraksha Shivir would be shared separately.

4. Cleanliness drives are to be voluntary and should be conducted by involving Nehru Yuva Kendra volunteers, NCC Cadets, NSS, Swachhata Praharis, Self Help Groups, Swachhagrahis, RWAs, Market Associations, etc.

5. The 'Shramdaan' during SHS-2023 must be well documented and with high resolution photography and videography. Pictures of on-ground activities are to be uploaded on the SHS Portal (*link for which will be shared shortly*).

6. The tagline for all promotional activity is '**Garbage Free India**' and all the communication, branding material and social media hashtags will be made available at link, which will be shared shortly.

7. Hon'ble Minister of Jal Shakti and Hon'ble Minister of Housing & Urban Affairs, have been requested to jointly launch the SHS 2023 on **15th Sept'23** through a virtual programme and they will have a 'Samvaad' with Sarpanches, Block Pramukhs, Mayors, Chairperson Zila Parishads, DM/ DCs along with other officials of rural and urban local bodies, DRMs and other district level officials of various Line Ministries (DoESL, Tourism & Culture, Forest/ Environment, Youth Affairs, Cantonment Boards etc.). VC link shall be shared via email shortly.

8. From SBM(G) Shri Rajeev Jauhari, Deputy Secretary (rajeev.ja@gov.in, M -8130598201) and from SBM(U) Ms. Sravanthi Jeevan (sravanthi.kanamala@gov.in, M-9899596586), will be

15/c

coordinating with the States/UTs. For all portal related issues, Mr. O.P Agarwal (omprakash@nic.in| 9871888276) from NIC will be the Nodal Point person.

9. It is requested that a meeting may be convened at your level with all relevant stakeholders at State & District level to apprise them of the various activities involved and to motivate them to make SHS 2023 a huge success.

With regards,

Manoj Joshi

(Manoj Joshi)

Secretary

Ministry of Housing & Urban Affairs
Government of India

Vini Mahajan

(Vini Mahajan)

Secretary

Department of Drinking Water and
Sanitation
Ministry of Jal Shakti
Government of India

To

Chief Secretary

All States/UTs



आवास और शहरी कार्य मंत्रालय
भारत सरकार
MINISTRY OF HOUSING AND
URBAN AFFAIRS
GOVERNMENT OF INDIA



Swachhata Hi Seva

15 September - 2 October 2023

Garbage Free India

Meeting with all States/ UTs and Local Bodies
23rd Sept 2023, 4:00 pm

Background



Celebrate 9 years of Swachh Bharat Mission
Visibly higher order of cleanliness through shramdaan & jan bhagidari

Timelines

S.No	Activities	Date
1	Launch of Swachhata Pakhwada 2023	15 th Sept
2	Indian Swachhata League 2.0	17 th Sept
3	SafaiMitra Suraksha Shivir	17 th – 20 th Sept
4	Swachhata Diwas Celebration	1 st - 2 nd Oct



All Ministries,
States/UTs, ULBs & GPs



Theme: Garbage Free
India



15th Sept – 2nd Oct 2023

01st Oct 2023 - Call to Action



- ✓ Actual cleaning drive
- ✓ By people
- ✓ Across the nation
- ✓ For at least 1 hour
- ✓ At 10.00 am
- ✓ Resulting in visible cleanliness

Action Points for Ministries/ States



- Identification of field units for implementation
- Creation of events on <https://swachhatahiseva.com/>
- Planning for smooth execution of event
- Dissemination of messages
- Review and monitoring

1 अक्टूबर को सुबह 10 बजे
1 घंटे का
स्वच्छता के लिए
श्रमदान करें

Creation of Events on Citizen Portal (1/3)



- ULBs will be field units for urban areas
- Districts will be field units for rural areas or share login credentials with blocks to act as field units
- Similarly, Ministries to identify field units for implementation
- Each field unit will be required to identify site(s) in rural or urban areas where cleanliness drives will be taken up
- Each of these site(s) will have to be created as a unique event on the 'Swachhata Hi Seva' portal (<https://swachhatahiseva.com/>)

Creation of Events on Citizen Portal (2/3)



- This event creation will be done by:
 - ✓ ULBs in urban areas
 - ✓ District/ Blocks in rural areas
 - ✓ Central Ministry by itself or enabling the field unit to have login credentials

- User IDs will be provided for:
 - ✓ ULBs (same as Swachhatam portal)
 - ✓ Districts (same as IMIS – DDWS) which can be shared with Blocks
 - ✓ Ministries (same as DDWS - SHS portal) which can be shared with field units

Creation of Events on Citizen Portal (3/3)



- All these created events will be available on a map
- Citizens can view and choose the event they want to join
- Created events should be widely publicised by Ministries/ States/ Districts/ ULBs and Field Units through local communication platforms.
- After completion of the activity, the creator of the event will be required to close the event on the portal giving details of the participation, key highlights etc.
- Time for closure of all events on the portal is 4 pm on 1st Oct '23

Logistics Plan (1/2)



i. Planning of each event

- a. Date of event - 1st Oct 23
- b. Timing - 10 am
- c. Location
 - a) Ward as unit urban areas
 - b) Village as unit for rural areas
 - c) Location details with coordinates on map
- d. Expected number of participants
- e. Contact details of event in-charge
- f. Two sites per ward in ULBs & one site per GP as per population; for wards with higher population, more events can be created, for wards with lesser population, clustering can be done



Logistics Plan (2/2)

ii. Nature of cleaning

- a. Material planning like brooms, cutters, thailas, containers etc. (special instructions for the event to be specified)
- b. Tie-up for transportation of the collected garbage to the designated points for solid waste management
- c. No site should create a garbage dump after the activity
- d. All activities to be SUP free and zero waste events
- e. Volunteers to carry their own water bottles .

This must be an actual cleaning drive resulting in visible cleanliness

This is not a photo-op event with many people with brooms sweeping a small area

Choice of Location



Event sites can be either in urban or rural areas

- Garbage Vulnerable Points (GVPs)
- Railway tracks and Stations
- Airports and surrounding areas
- Roadsides (NH, SH, local)
- Waterbodies
- Ghats
- Slums
- Under bridges
- Market spaces
- Backlanes
- Places of worship
- Areas surrounding public & private offices

- Tourist locations
- Bus Stands, toll plaza
- Zoos and wildlife areas
- Gaushalas
- Hills
- Beaches
- Port areas
- Residential areas
- Health institutions and adjacent areas
- Areas surrounding Anganwadis
- Areas surrounding schools and colleges
- Any other

Convergence

- Since the activities will be in urban and rural areas, district administration must facilitate with all line departments/ ministries field organizations
- Field Offices of Central Ministries conducting these activities can collaborate either with the local body or with the District Admin to ensure collection and transportation of waste to designated sites
- Any NGO/ RWA/ Pvt. organization etc. interested in organizing a cleaning event can apply online on the portal to the ULB/ District Admin as the case may be. Upon approval they can also create events on the portal

Reports



- i. State/ Ministry/ Field Units can view the following progress on real time basis
 - a. Creation of event
 - b. Type of event created (for e.g. beach cleaning, park cleaning etc.)
 - c. Picture count uploaded by citizens
 - d. Status of events - Open/ Closed

All the above can be filtered and viewed at Village/GP/ULB/District/State/Ministry level

Dissemination Strategy (1/3)



- i. AV of 'Ek Tareekh- Ek Ghanta' will be shared from national level. The same to be disseminated at Ministry/ State/ Field Level through social media, digital platforms, AV vans, local radio channels, door to door campaigns etc.
- ii. Creative of 'Ek Tareekh- Ek Ghanta' will be shared from national level. The same to be disseminated through posters, banners, billboards, hoardings, digital displays, railway platforms, bus stands, toll booths, public & pvt. offices, buses, metros, inside train compartments, high footfall areas etc. Swachhanjali banners on all websites
- iii. Promote citizen participation on <https://swachhatahiseva.com/> through different platforms through messages from dignitaries political leadership, brand ambassadors, officers, local influencers, officers etc. along with adequate messaging from urban ULBs, Districts, GPs and all field units

Dissemination Strategy (2/3)



- iv. There should be adequate social media posts from all handles
- v. Focus of social media post should be on:
 - a. Actual cleaning
 - b. on scale of activity,
 - c. innovation,
 - d. people participation
 - e. pre and post situation pictures
- vi. Ensure the event highlights are posted on social media handles of Ministers, MPs, MLAs, Mayors, Senior Govt. officers etc.
- vii. Cross tweeting between ministries
- viii. Re-tweet posts from important handles/brand ambassadors and influencers

Official Hashtag: #SwachhBharat , #SwachhataHiSeva
Official Handles to be tagged: @SwachhBharatGov, @swachhbharat

31/c



Dissemination Strategy Timelines (3/3)

23rd Sept	PIB release for 1 st Oct from Gol
24th - 26th Sept	<ul style="list-style-type: none"> i. Once action is finalized and events are created on the portal press releases from Ministries/ States on final plan for 'Ek Tareekh - Ek Ghanta' calling on public to join on 1st Oct at 10 am at the location of their choice through https://swachhatahiseva.com/ to offer 1 hour of Swachhata Shramdaan ii. Social media posts from all handles informing public about the initiative iii. Release of 'Ek Tareekh - Ek Ghanta' AV and creative from Gol and dissemination on all platforms as already described
26th Sept onwards	<ul style="list-style-type: none"> i. This is the time when excitement should be built up by engaging with eminent citizen, political leaders, leading journalists, cultural ambassadors, senior officers, etc. announcing on their respective social media handles regarding their participation on 1st Oct
29th - 30th Sept	<ul style="list-style-type: none"> i. Pre-event press release by Central Ministries/ States and Field Units etc. ii. High decibel dissemination on various platforms
1st Oct	<ul style="list-style-type: none"> i. At least 10 number of posts on various live activities (pictures, videos, testimonials) from various handles ii. Media to be invited to participate and cover various events iii. High quality photography and video documentation should be done for best practices iv. Post event press release
2nd Oct	<ul style="list-style-type: none"> i. Coverage of shradhaanjalis, felicitation etc.

Timelines



Date	Activity
23 rd Sept	i. Online Meeting with Central Ministries, States/ UTs
24 th Sept	i. Online training on the portal for all States/ UTs and field units
25 th Sept	i. Online training on the portal for all Central Ministries and field units
By 26 th Sept	i. Identification of field units for implementation ii. Meeting with field units by respective Ministries iii. The deliverables and planning for 1st Oct iv. Selection of appropriate nodal officer with team for overseeing the field arrangement, coordination, reporting, public engagement etc. v. Field units to finalize logistics for proper implementation of the events vi. Uploading of events on citizen portal
26 th / 27 th Sept	i. Review by respective Chief Secretaries and Secretaries to see finalized plans
30 th Sept/ 1 st Oct	i. Depute senior officers to field to oversee arrangements and participate in the activity on 1 st Oct



Thank You

Coordination for 1st Oct



Ministries & Field Offices:

Officer In-charge	Shri Binay Kumar Jha, Director, SBM (U), MoHUA Email: binay.jha@nic.in Mobile: +91 9958293615
Coordinators for IT Support	

States & Field Offices:

	Urban	Rural
Officer In-charge	Shri Shyam Lal Poonia, Dy.Secy, SBM(U), MoHUA Email: slp-mohua@gov.in Mobile: 7085481617	Shri Sanjay Sinha Director, SBM-G, DDWS Email: sanjay.sinha67@nic.in Mobile: 9811590877
	State Coordinators	



Coordinators for Ministries

#	Ministries	Name & Contact Number
1	MHA	Rahul Jha 9717622366
2	Defence	
3	Railways	
4	MoRTH	
5	Civil Aviation	Sirisha Darbha 9866320206
6	Tourism	
7	Youth and Sport Affairs	
8	MoPNG	
9	Higher Education	Vijaya V 9388710051
10	MoEFCC	
11	Earth Science & Ocean Development	
12	Department of Water Resources, River Development & Ganga Rejuvenation	
13	Corporate Affairs	Pooja Ravi 7409426643
14	Culture	
15	DFS	
16	MEA	

#	Ministries	Name & Contact Number
17	Heavy Industries and Public Enterprises	Rahul Singh 9650010704
18	Ports Shipping and Waterways	
19	Steel	
20	Food & Public Distribution	
21	DPIIT	Manisha Reddy 7702354938
22	MoHFW	
23	MietY	
24	Power	
25	I&B	
26	All others	Amit Sethi (9810099406) Anjali Singhania (9560110282) Tarun Rajvanshi (8745964264) Vishal Verma (9711146339)

Coordinators for States/UTs - Urban



#	Name	States/UTs	Contact number
1	Anjali Singhania	Ladakh, Chandigarh, A&N Islands	9560110282
2	Amit Sethi	Uttarakhand, Meghalaya, Nagaland, Manipur	9810099406
3	Sirisha Darbha	Gujarat, Madhya Pradesh, Karnataka, J&K,	9866320206
4	Vishal Verma	Uttar Pradesh, Rajasthan, Jharkhand	9711146339
5	Kritika Kaushik	Bihar, Odisha, Chhattisgarh, Goa	9717234533
6	Sehrish Hazarika	Assam, West Bengal, Tripura	9903422641
7	Swagata Kainthola	Puducherry, DD and D&NH	7409426643
8	Pooja Ravi	Tamil Nadu, Maharashtra	8860932698
9	Tarun Rajvanshi	Himachal Pradesh, Sikkim	8745964264
10	Vijaya V	Kerala, Delhi	9388710051
11	Rahul Jha	Mizoram, Arunachal Pradesh	9717622366
12	Rahul Singh	Punjab, Haryana	9650010704
13	Manisha Reddy	Andhra Pradesh, Telangana	7702354938

37/c



Coordinators for States/UTs – Rural (1/2)

#	State Name	Area Officer		Consultant	
1	A & N Islands	Rajeev Jauhari, DS	8130598201	Vikram Aditya Singh	8054856136
2	Andhra Pradesh	Kapil Chaudhary, Dir	9425163478	Sakshi Srivastva	8585933909
3	Arunachal Pradesh	R.P. Shukla, DS	9891789170	Bharat Rao	9992666447
4	Assam	R.P. Shukla, DS	9891789170	Neeraj Tiwari	8979216117
5	Bihar	Karanjit Singh, Dir	8860898138	Vinay Tiwari	8860621083
6	Chhattisgarh	Sanjay Kr Sinha, Dir	9811590877	Pankaj Dargar	9250824475
7	DNH & DD	R.P. Shukla, DS	9891789170	Dr. Pooja Passi	8826379591
8	Goa	R.P. Shukla, DS	9891789170	Dr. Pooja Passi	8826379591
9	Gujarat	Karanjit Singh, Dir	8860898138	Uma Shankar Pandey	9999358083
10	Haryana	Rajeev Jauhari, DS	8130598201	Mahima Malik	9711244024
11	Himachal Pradesh	Sanjay Kr Sinha, Dir	9811590877	Uma Shankar Pandey	9999358083
12	Jammu & Kashmir	R.P. Shukla, DS	9891789170	Vinay Tiwari	8860621083
13	Jharkhand	Dr. Anupama, Dir	7044074272	Ravindra Bohra	9149169348
14	Karnataka	Dr. Anupama, Dir	7044074272	Shivani Sood	9816079138
15	Kerala	Sanjay Kr Sinha, Dir	9811590877	Pankaj Dargar	9250824475
16	Ladakh	R.P. Shukla, DS	9891789170	Vinay Tiwari	8860621083
17	Lakshadweep	Rajeev Jauhari, DS	8130598201	Dr. Pooja Passi	8826379591

Coordinators for States/UTs – Rural (2/2)



#	State Name	Area Officer		Consultant	
18	Madhya Pradesh	Kapil Chaudhary, Dir	9425163478	Uma Shankar Pandey	9999358083
19	Maharashtra	Dr. Anupama, Dir	7044074272	Ikshwaku Sharma	9560501922
20	Manipur	Rajeev Jauhari, DS	8130598201	Bharat Rao	9992666447
21	Meghalaya	Sanjay Kr Sinha, Dir	9811590877	Neeraj Tiwari	8979216117
22	Mizoram	Rajeev Jauhari, DS	8130598201		
23	Nagaland	Dr. Anupama, Dir	7044074272	Vikramaditya Singh	8054856136
24	Odisha	Sanjay Kr Sinha, Dir	9811590877	Asis Sadhu	9654114056
25	Puducherry	Dr. Anupama, Dir	7044074272	VikramAditya Singh	8054856136
26	Punjab	Kapil Chaudhary, Dir	9425163478	Rajnish Sharma	9873002709
27	Rajasthan	Dr. Anupama, Dir	7044074272	Ikshwaku Sharma	9560501922
28	Sikkim	Sanjay Kr Sinha, Dir	9811590877	Neeraj Tiwari	8979216117
29	Tamil Nadu	Kapil Chaudhary, Dir	9425163478	Shivani Sood	9816079138
30	Telangana	Sanjay Kr Sinha, Dir	9811590877	Sakshi Srivastva	8585933909
31	Tripura	R.P. Shukla, DS	9891789170	Pankaj Dargar	9250824475
32	Uttar Pradesh	Kapil Chaudhary, Dir	9425163478	Meeta Jaruhar	8809854073
33	Uttarakhand	Rajeev Jauhari, DS	8130598201	Ravindra Bohra	9149169348
34	West Bengal	Dr. Anupama, Dir	7044074272	Asis Sadhu	9654114056

39/c



Training Calendar for Ministries & Field Units

#	Ministries	Training Schedule
1	MHA	25th Sept. 2023 Time 11:00 am to 12:30 pm https://swachhbharaturban.webex.com/swachhbharaturban/j.php?MTID=m6926e4ef46ac2797ea6193f72fdf1716 Monday, September 25, 2023 11:00 AM 1 hour 30 minutes (UTC+05:30) Chennai, Kolkata, Mumbai, New Delhi Meeting number: 2512 056 4363 Password: 1234
2	Defence	
3	Railways	
4	MoRTH	
5	Civil Aviation	
6	Tourism	
7	Youth and Sport Affairs	
8	MoPNG	
9	Higher Education	
10	MoEFCC	
11	Earth Science & Ocean Development	
12	Department of Water Resources, River Development & Ganga Rejuvenation	
13	Corporate Affairs	
14	Culture	

#	Ministries	Training Schedule
15	DFS	25th Sept. 2023 Time 12:30 pm to 2:00 pm https://swachhbharaturban.webex.com/swachhbharaturban/j.php?MTID=m1c129ec7cc1b2cf1ff7fd4cccc3654ba Monday, September 25, 2023 12:30 PM 1 hour 30 minutes (UTC+05:30) Chennai, Kolkata, Mumbai, New Delhi Meeting number: 2514 646 7582 Password: 1234
16	MEA	
17	Heavy Industries and Public Enterprises	
18	Ports Shipping and Waterways	
19	Steel	
20	Food & Public Distribution	
21	DPIIT	
22	MoHFW	
23	MietY	
24	Power	
25	I&B	
26	All others	

Training Calendar for States & Field Units



#	States/ UTs	Training Schedule
1	A&N Islands	<p>Date: 24th Sept 23 Time : 10:30 am – 12:00 pm</p> <p>https://swachhbharaturban.webex.com/swachhbharaturban/j.php?MTID=md908ffd206014efcf4b3ae51c103b2bd</p> <p>Sunday, September 24, 2023 10:30 AM 1 hour 30 minutes (UTC+05:30) Chennai, Kolkata, Mumbai, New Delhi</p> <p>Meeting number: 2515 031 7048</p> <p>Password: 1234</p>
2	Chandigarh	
3	D&NH and D&D	
4	Delhi	
5	Jammu and Kashmir	
6	Ladakh	
7	Puducherry	
8	Arunachal Pradesh	
9	Assam	
10	Manipur	
11	Meghalaya	
12	Mizoram	
13	Nagaland	
14	Sikkim	
15	Tripura	



Training Calendar for States & Field Units

#	States/ UTs	Training Schedule
16	Andhra Pradesh	Date: 24th Sept 23 Time: 12:00 pm – 1:30 pm https://swachhbharaturban.webex.com/swachhbharaturban/j.php?MTID=mc1f735a2011d488c32997254491bb3d5 Sunday, September 24, 2023 12:00 PM 1 hour 30 minutes (UTC+05:30) Chennai, Kolkata, Mumbai, New Delhi Meeting number: 2512 004 1405 Password: 1234
17	Bihar	
18	Chhattisgarh	
19	Goa	
20	Gujarat	
21	Haryana	
22	Himachal Pradesh	
23	Jharkhand	
24	Karnataka	
25	Kerala	

#	States/ UTs	Training Schedule
26	Madhya Pradesh	Date: 24th Sept 23 Time : 2:30 pm – 4:00 pm https://swachhbharaturban.webex.com/swachhbharaturban/j.php?MTID=m5592cb60074c24642ccbdcdf486cfe28c Sunday, September 24, 2023 2:30 PM 1 hour 30 minutes (UTC+05:30) Chennai, Kolkata, Mumbai, New Delhi Meeting number: 2513 724 2656 Password: 1234
27	Maharashtra	
28	Odisha	
29	Punjab	
30	Rajasthan	
31	Tamil Nadu	
32	Telangana	
33	Uttar Pradesh	
34	Uttarakhand	
35	West Bengal	



Date: 24/09/2023

References:

1. Joint advisory by Secretary MoHUA, Gol and Secretary, DDWS, Gol dated 04.09.2023 addressed to Chief Secretary
2. Joint letter by Secretary, MoHUA, Gol and Secretary, DDWS, Gol dated 22.09.23 addressed to Chief Secretary
3. Advisory to DCs, DDOs, Director DRDAs by Secretary, Rural Development, Gujarat dated 23.09.23

Subject: Drawing up of *departmental action plan* for mass voluntary cleanliness drive led by Hon PM on 1st Oct '23

Respected Sir/Madam,

As you are aware, **Swachhata Month – Swachhata Hi Seva (SHS) 2023**, is being organised in the state from 15.09.23 to 15.10.23. Public participation through a '**Whole of Government Approach**' is central to the theme of SHS – 2023, '**Garbage Free India**' (Ref. 1).

As part of Swachhata Month, a massive cleanliness drive led by people is envisaged to be held **on 1st Oct, '23, at 10 am** across the State as a tribute to Mahatma Gandhi on the eve of his birth anniversary on 2nd Oct '23. **Hon'ble Prime Minister and other dignitaries** would also be joining in the swachhata activities on ground (Ref. 2).

District administrations have been issued detailed advisory in this regard (reference 3).

I urge you for wholehearted participation of your department and its subordinate offices in integrated planning for activities on 1st Oct '23. An indicative list of specific actions that may be taken by your department, is attached (Annexure 1).

Additionally, you are requested to *draw a detailed departmental action plan* considering the following:

1. Objective of the mass cleanliness drive on 1st Oct '23 is to ensure **one hour of shramdaan by each participant resulting in visible cleanliness**. No other frills are expected at the location.
2. These activities are to be organised as 'Single Use Plastic Free' and 'Zero Waste' events.

3. Another key aspect of these activities is to ensure **maximum voluntary public participation**.
4. Shramdaan activities are expected to be conducted in **every village/ward**. District administration is already advised to identify suitable locations.
5. These locations will be available on public portal <https://swachhatahiseva.com> so that people can choose suitable location to participate in shramdaan.
6. Steps may be taken to ensure that the population catered to by your department is mobilised to participate in these events.
7. Field offices of the department may work with district administration to include locations for shramdaan near assets of your department which tended to become a garbage vulnerable point. Independent shramdaan activities may also be directly conducted by the department. Kindly see to it that events are registered in the portal for public information.
8. Officers and staff of all associated units of department may also be encouraged to participate in shramdaan on 1st Oct '23.

The presentation shared by MoHUA and DDWS, GoI in this regard is attached herewith. (Annexure 2).

You are requested to plan contribution through your subordinate offices and issue clear necessary directions to them by 27.09.2023. Kindly appoint a senior departmental nodal officer for coordination on behalf of your department and intimate the details thereof to the undersigned by 5 pm on 26.09.2023.

I am sure your department will take leadership in mobilisation of public and motivating field units for a massive cleanliness drive on 1st Oct '23. A copy of instructions issued by you may kindly be forwarded to the undersigned for effective coordination.

Kind regards,

Yours sincerely,

25/09/2023
(Manisha Chandra)

To,
Additional Chief Secretaries/Principal Secretaries/Secretaries,
Government of Gujarat
(All departments)

Copy with compliments to:

1. Chief Secretary, Gujarat
2. Chief Principal Secretary to Chief Minister, Gujarat
3. Secretary, DDWS, Ministry of Jal Shakti, New Delhi
4. Personal Secretaries, Hon Ministers, Gujarat

Annexures:

1. Department wise list of indicative actions to be taken for 1st Oct '23
2. Presentation shared by MoHUA and DDWS, GoI