

के. संजय मूर्ति, भा.प्र.से.

सचिव

K. SANJAY MURTHY, IAS  
Secretary

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सत्यमेव जयते



आजादी का  
अमृत महोत्सव

भारत सरकार

Government of India

शिक्षा मंत्रालय

Ministry of Education

उच्चतर शिक्षा विभाग

Department of Higher Education

127 'सी' विंग, शास्त्री भवन, नई दिल्ली-110 001  
127 'C' Wing, Shastri Bhawan, New Delhi-110 001

D.O. No. 11014/04/2024-EBSB

Dated: 5<sup>th</sup> September, 2024

*Dear Sir / Madam,*

The Swachhata Hi Seva Campaign in 2023 witnessed tremendous response from all quarters of society, bringing together diverse stakeholders, especially HEIs, in contributing to the goal of Garbage Free India. Continuing this tradition, I am writing to seek your whole-hearted support and enthusiasm in organising the 'Swachhata Hi Seva 2024' (SHS 2024) campaign to be observed from 14th September to 1st October, 2024 with the theme of '**Swabhav Swachhata – Sanskaar Swachhata**'. This will culminate in the Swachh Bharat Diwas celebrations on 2nd October, 2024. A DO letter from Secretary, D/o Drinking Water and Sanitation (D/o DWS) and Secretary, M/o Housing & Urban Affairs (MoHUA) in this regard is enclosed for perusal.

2. The SHS 2024 campaign is to be carried out using the 'Whole of Government' approach and will have three main pillars of activities-

i. **Swachhata Ki Bhaagidari** – with emphasis on Public Participation, Awareness & Advocacy; activities such as pledges, competitions, walkathons, plantation drives (Ek Ped Maa Ke Naam), clean street food challenge, waste to art, sale of recycled products, Swachh Bharat Cultural Fests etc. may be organised.

ii. **Sampoorna Swachhata through Shramdaan including Swachhata Lakshit Ekayi** - Mega cleanliness drives with 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 will be undertaken. Each of the cities will also be transformed with beautification, plantation, waste to art installations by communities etc.

As a special initiative this year, emphasis will be given for timebound transformation of 'black spots' or **Cleanliness Target Units (CTU)** i.e. difficult to clean, neglected spots posing environmental, health and hygiene risk– through partnership with local bodies, civil society, industry and local community. While CTUs are being identified by urban local bodies (ULBs), CFHEIs/ ABs are encouraged to identify their own CTUs where holistic and sustainable transformation can be achieved through design thinking, use of cutting-edge technology, process re-engineering and Jan bhagidari.

iii. **SafaiMitra Suraksha Shivirs** - Single-window health and welfare camps may be conducted for SafaiMitras for preventive health care screening/ check-ups and to enable linkages with various welfare schemes of Central and State Government which could benefit them. Such Shivirs will also be planned at district or block level by the District Administration, HEIs may coordinate with the administration to facilitate participation by Safai Mitras in these Shivirs to avail entitlements under welfare schemes. If any potential beneficiary is left out from any scheme, s/he will be covered by district administration as per their entitlement by 2nd October 2024.



3. These activities are to be organised in active collaboration with ULBs, lead banks, PSUs and civil society. For heightened community engagement and wider amplification, social media may be effectively leveraged by tagging official twitter handles- @SwachhBharatGov, @SwachhBharat, @MoHUA\_India, @MoJSDDWS) and using Campaign Hashtags- #SHS2024, #SwabhavSwachhata, #SanskaarSwachhata, #SwachhataHiSeva2024.

4. All efforts and endeavours made during SHS 2024 will culminate in the **Swachh Bharat Diwas celebration on 2nd October, 2024** which may include events such as Celebration of transformed CTU sites, felicitation of SafaiMitras, awards to best performers, etc.

5. A presentation prepared by D/o DW&S detailing key features and objectives of SHS 2024, process for execution of activities and expectations from all stakeholders is enclosed herewith for guidance. The presentation can also be seen at the link; <https://www.youtube.com/live/tHpOsN0Nbm4?si=Lw9b8mceERNrqGBV>.

6. Additionally, the final logo for SHS 2024 in Hindi and English to be used for the purpose of branding and communication, final Campaign Guidelines and poster indicating key dates pertaining to SHS 2024 are enclosed herewith for ease of reference. A short AV on broad components of SHS 2024 which could be used for various preparatory activities may be accessed at <https://drive.google.com/file/d/18cMVD7f8X55brCkj92gf095614O-gp20/view?usp=sharing>

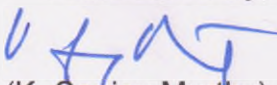
In case of any query, you may get in touch with the concerned officials from D/oDW&S - Mr. Binay Jha, Director, SBM Urban (Mob. 9958293615), Mr. Rahul Singh, NPMU (Mob. 9650010704) and Mr Ashish, NPMU —(Mob. 9350008338).

7. In order to familiarise participating stakeholders with the workflow in the IT portal for SHS 2024, DoDWS and MoHUA will be conducting training sessions in the coming days and link for the same will be communicated shortly. Meanwhile, I would request you to nominate a senior official to coordinate and monitor the activities planned under SHS 2024, including identification and transformation of CTUs, at the earliest. Details of nominated official may be communicated at [ebbs-edu@gov.in](mailto:ebbs-edu@gov.in) or [ebbsmhrd19@gmail.com](mailto:ebbsmhrd19@gmail.com) in the enclosed format.

8. As always, I look forward to your unflinching cooperation and meaningful contribution in realising the noble theme of SHS 2024 '**Swabhav Swachhata – Sanskaar Swachhata**'; by leading and being at the fore-front of this campaign.

Regards.

Yours sincerely,

  
(K. Sanjay Murthy)

Encl: As above.

Heads of all CFHEIs as per the list enclosed.

ICHR ICSS Head of Unit



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:28<sup>th</sup> August, 2024

Dear Secretary,

As you are aware, 2<sup>nd</sup> 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 10<sup>th</sup> anniversary of the launch of Swachh Bharat Mission. **To honour this milestone, SHS 2024 campaign will be observed from 14<sup>th</sup> September to 1<sup>st</sup> October with the theme of 'Swabhav Swachhata - Sanskaar Swachhata' (स्वभाव स्वच्छता - संस्कार स्वच्छता) with Swachh Bharat Diwas celebration on 2<sup>nd</sup> 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 Sampoorna 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.
- **Sampoorna 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

JS (HE)

W  
29/8



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 1<sup>st</sup> 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 14<sup>th</sup> 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 30<sup>th</sup> August 2024 to Shri Jitendra Srivastava, JS&MD SBM-Grameen ([js-sbm@gov.in](mailto:js-sbm@gov.in)) & Ms. Roopa Mishra, JS& MD SBM-Urban ([js.sbm-mohua@gov.in](mailto:js.sbm-mohua@gov.in)). For smooth coordination and dissemination of SHS 2024

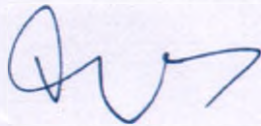


guidelines, a meeting will be held shortly (date to be intimated separately) through video-conferencing. All Nodal Officers of Central Ministries may be requested to attend the meeting. Details for the meeting will be communicated separately.

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



सत्यमेव जयते

पेयजल एवं स्वच्छता विभाग  
जल शक्ति मंत्रालय  
भारत सरकार

DEPARTMENT OF DRINKING WATER AND SANITATION  
MINISTRY OF JAL SHAKTI  
GOVERNMENT OF INDIA



सत्यमेव जयते

आवासन और शहरी कार्य मंत्रालय  
भारत सरकार

MINISTRY OF HOUSING AND  
URBAN AFFAIRS  
GOVERNMENT OF INDIA



एक कदम स्वच्छता की ओर

# स्वच्छता ही सेवा 2024

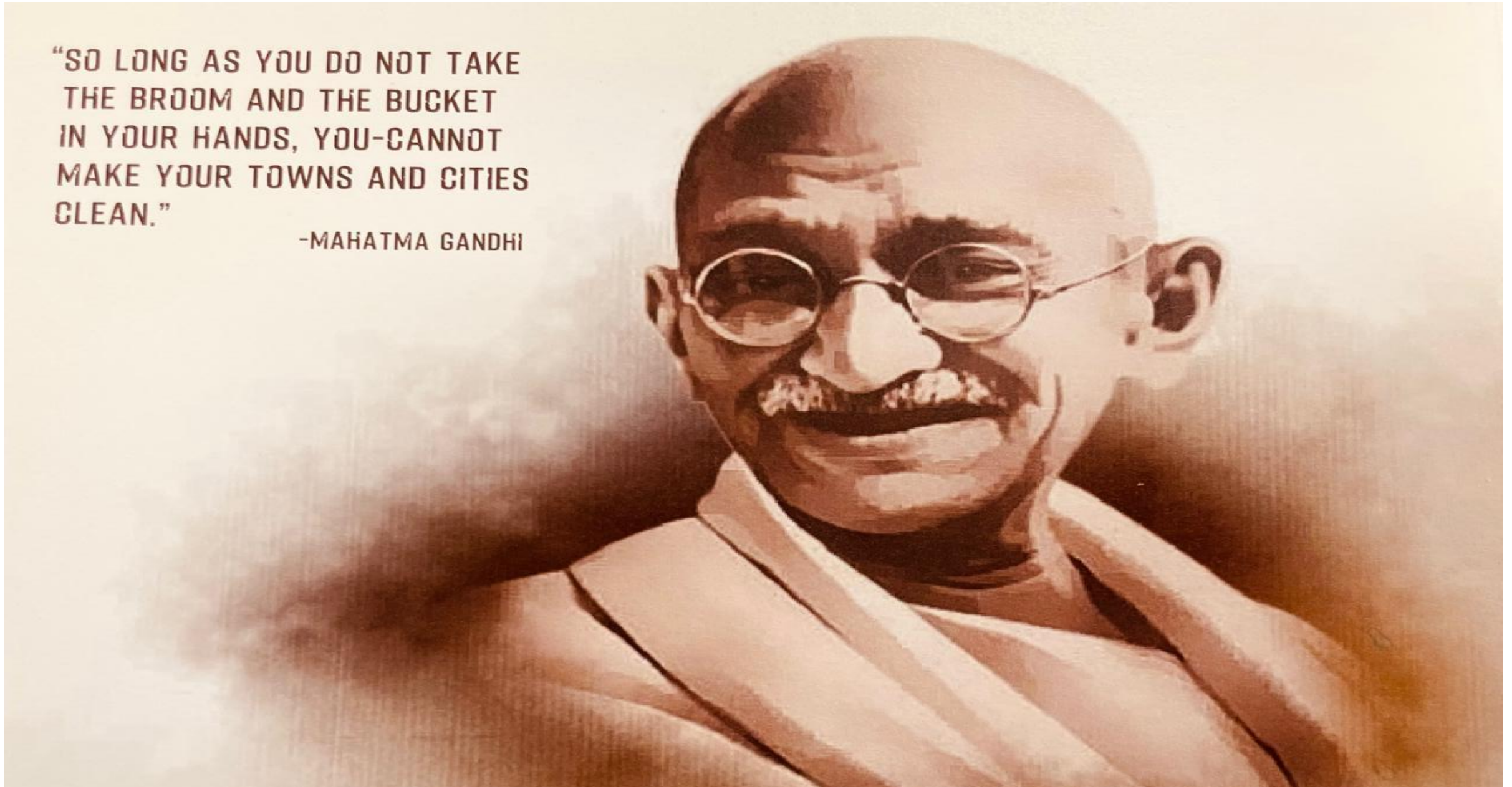
17 सितम्बर - 2 अक्टूबर 2024

स्वभाव स्वच्छता, संस्कार स्वच्छता



“SO LONG AS YOU DO NOT TAKE  
THE BROOM AND THE BUCKET  
IN YOUR HANDS, YOU-CANNOT  
MAKE YOUR TOWNS AND CITIES  
CLEAN.”

-MAHATMA GANDHI



# Swachhata Hi Seva Campaign



“...इस बार 2 अक्टूबर गाँधी जयंती को ‘स्वच्छ 2 अक्टूबर’ मनाने का संकल्प करें और इसके लिए 15 सितम्बर से ही ‘स्वच्छता ही सेवा’ इस मंत्र को घर-घर पहुंचायें ..

नरेंद्र मोदी  
प्रधान मंत्री, भारत  
27 अगस्त, 2017

## SHS in Previous Years

**2017**

*Swachhata - Hi - Seva*

**2018**

*Swachhata*

**2019**

*Plastic Waste Management*

**2021**

*Azadi Ka Amrit Mahotsav*

**2022**

*Visual Cleanliness*

**2023**

*Garbage Free India*



# Tweets by Hon'ble Prime Minister during SHS

## 2017



**Narendra Modi** @narendramodi

Follow

I salute all those who participated actively in the [#SwachhataHiSeva](#) movement. Let us continue this momentum & work towards a clean India.

16:42 · 02 Oct 17

1,522 Reposts 31 Quotes 6,752 Likes

## 2018



**Narendra Modi** @narendramodi

The [@tatatrusters](#) are at the forefront of helping the nation fulfil Bapu's dream of a Swachh Bharat. Delighted that Mr. Ratan Tata joined us today and extended valued support to the 'Swachhata Hi Seva Movement.' [@RNTata2000](#) [#SHS18](#)



## 2019



**Narendra Modi** @narendramodi

Follow

As we begin 'Swachhata Hi Seva' and pledge to reduce single use plastic, I sat down with those who segregate plastic waste.

I salute them for their hardwork and contribution towards fulfilling Bapu's dream.



19:13 · 11 Sep 19

8,747 Reposts 1,110 Quotes 56.3K Likes

## 2023



**Narendra Modi** @narendramodi · Follow



Today, as the nation focuses on Swachhata, Ankit Baiyanpuriya and I did the same! Beyond just cleanliness, we blended fitness and well-being also into the mix. It is all about that Swachh and Swasth Bharat vibe! [@baiyanpuria](#)



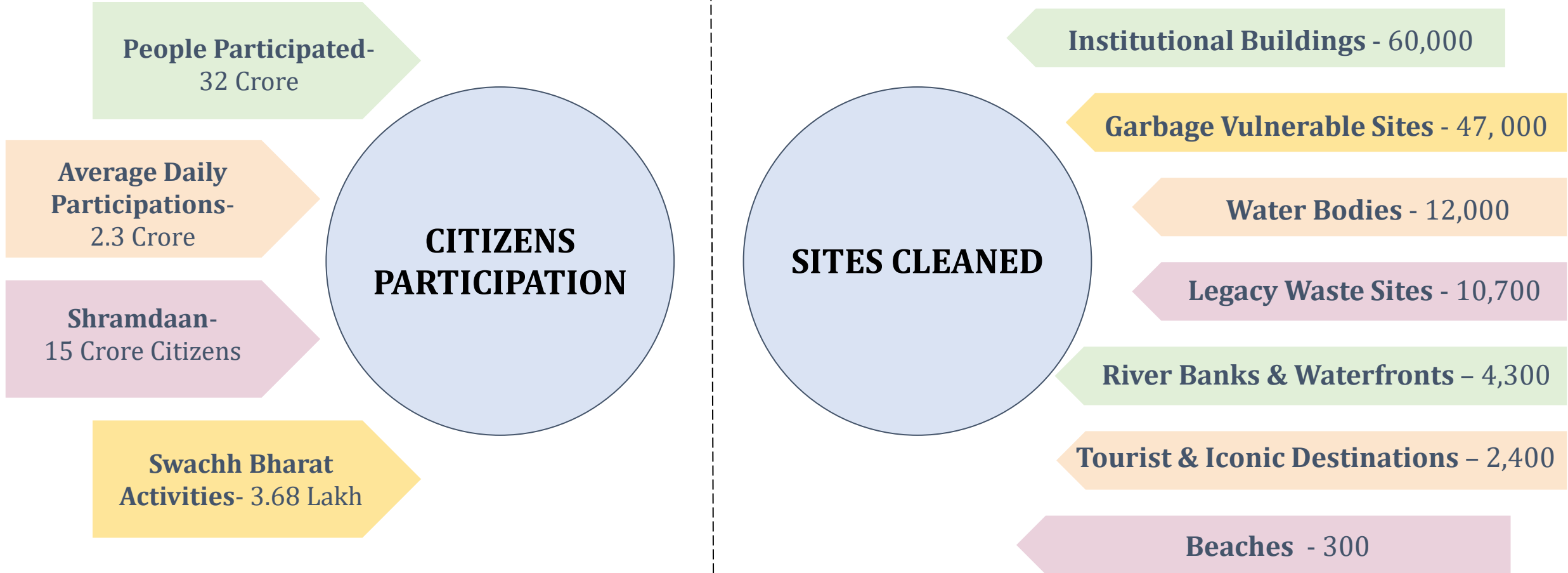
1:00 PM · Oct 1, 2023

153.3K Reply Share

Read 4.6K replies



# Achievement of SHS 2023







“आज मैं ‘मन की बात ‘ के माध्यम से देशवासियों से एक आग्रह भी करना चाहता हूँ । 1 अक्टूबर यानी रविवार को सुबह 10 बजे स्वच्छता पर एक बड़ा आयोजन होने जा रहा है । आप भी अपना वक़्त निकालकर स्वच्छता से जुड़ें इस अभियान में अपना हाथ बटायें।”

**नरेंद्र मोदी**  
प्रधान मंत्री, भारत

**8.75 Crore people simultaneously cleaned 9 Lakh sites**



# 15<sup>th</sup> August 2024- Independence Day Speech



“जब देश के अग्रिम पंक्ति में बैठे लोगों से लेकर गरीब बस्तियों में रहने वाले लोग और छोटे-छोटे बच्चे तक स्वच्छता की चर्चा करें, हर परिवार में स्वच्छता का वातावरण बन जाए और स्वच्छता के संदर्भ में एक-दूसरे को रोकने-टोकने के प्रयास निरंतर चलते रहें, तो ये भारत में स्वच्छता को लेकर आई नई चेतना का प्रतिबिंब है।”

**नरेंद्र मोदी**  
**प्रधान मंत्री, भारत**  
**15 अगस्त, 2024**





## Swachhata Hi Seva 2024

*Swabhav Swachhata - Sanskaar Swachhata*



# Swachhata Hi Seva 2024- Three Key Pillars



## WHOLE OF SOCIETY APPROACH

### Swachhata Ki Bhagidaari

*Public Participation, Awareness & Advocacy*

### Sampoorna Swachhata

*including Swachhata Lakshit Ekayi*

### Safai Mitra Suraksha Shivirs

*Preventive health checkups & social security coverage*



# Swachhata Ki Bhaagidari





# Swachhata Ki Bhaagidari



**Refurbish SBM Assets**



**Ek Ped Maa Ke Naam**



**Competitions for SBM**



**SBM Sports Leagues**



**Door to door awareness**



**RRR Activities**

## KEY COMPONENTS

- ✓ Proper planning of activities
- ✓ Behaviour Change & Public Participation
- ✓ Partnerships
- ✓ Large scale public participation
- ✓ Innovative Approach



# Swachhata Ki Bhaagidari

## Swachh Food Streets Initiative

- ✓ Facility strengthening
- ✓ Collection & Disposal of Waste
- ✓ Clean CTs / PTs
- ✓ Vendor Sensitization
- ✓ Waste to Art installations
- ✓ Citizen Engagement



## Waste to Art Installations

Engage youth groups, design institutes, colleges, art clubs, community organizations

- ✓ Murals
- ✓ Sculptures
- ✓ Decorative items



## Swachh Bharat Cultural Fests

- ✓ Fixed location
- ✓ High footfall places
- ✓ Collaborate with ZCCs
- ✓ Local & regional art, culture, music & dance forms
- ✓ SafaiMitras/ SHGs
- ✓ Cultural Performance



## MASS SCALE CLEANLINESS DRIVES

- ✓ Public spaces
- ✓ Offices, institutional buildings
- ✓ Commercial & Market areas
- ✓ Educational institutions
- ✓ Public transport hubs, major roads & highways, railway tracks
- ✓ Sanctuaries, zoos & protected areas, trekking & camping sites
- ✓ Water bodies (rivers, lakes, ponds, drains etc)
- ✓ Tourist spots, religious & spiritual places
- ✓ Legacy waste sites
- ✓ Cleaning of all CTs / PTs
- ✓ Upgrading SBM assets





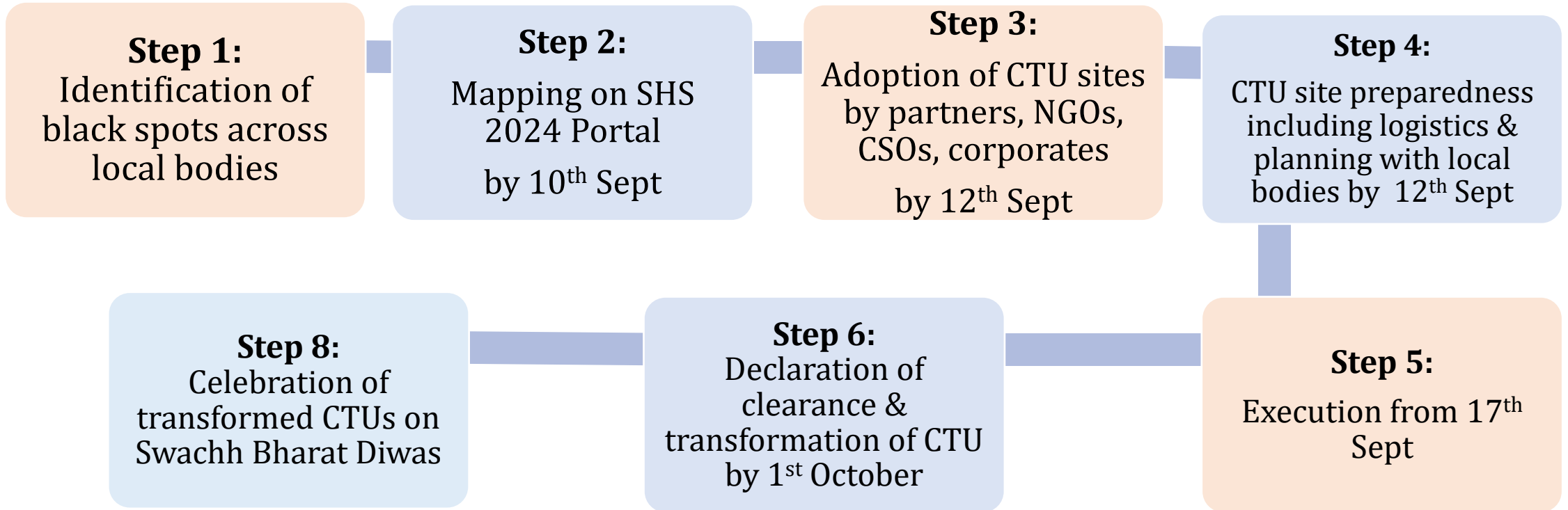
## What is a Black Spot?

- 1 Generally neglected garbage points
- 2 Difficult to clean as part of regular swachhata / cleanliness drives
- 3 Posing environmental, health & hygiene risk

After mapping , Black Spot will be **Swachhata Lakshit Ikayi / Cleanliness Target Unit (CTUs)**



# Sampoorna Swachhata & Swachhata Lakshit Ekayi



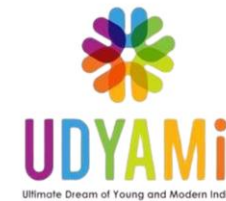
**STEPS FOR TARGETED TRANSFORMATION OF SWACCHATA LAKSHIT EKAYI**



# SafaiMitra Suraksha Shivirs

## PURPOSE

- ✓ Single window camps for SafaiMitras
- ✓ Linkage to welfare schemes to improve access to social protection



Benefits under other Central Govt. & State Govt. will also be considered for all eligibility

# SafaiMitra Suraksha Shivirs



## *Single window camps for health & welfare*

- ✓ Beneficiary Mapping & Logistics Planning
- ✓ Planning with Health department for healthcare service providers
- ✓ Year-round access to healthcare for SafaiMitras & their dependents to be ensured
- ✓ Sensitization workshops for health & wellbeing
- ✓ Application for various welfare schemes in the Shivirs
- ✓ Rapid field assessment regarding eligibility
- ✓ Completion of due diligence during the fortnight







# National Curtain Raiser & Campaign Countdown Activities

***Curtain Raiser Date: 14<sup>th</sup> September 2024***

## **Tentative Agenda:**

To discuss preparedness of States/UTs, Districts, local bodies & Central Ministries, national level curtain raiser events will be organized with relevant representatives. Similarly, States & local administration must also organize final countdown activities in the run up to the roll out of SHS 2024

*Note - The details of the same will be shared separately.*

***Campaign Countdown Activities in States/ Districts /Local Bodies to begin from 14<sup>th</sup> -16<sup>th</sup> September 2024 to enable smooth preparedness of SHS- 2024***

# Campaign Roll Out(1/2)

***Date: 17<sup>th</sup> September 2024***

- States/UTs are requested to start transformation of CTUs / Swachhata Laskhit Ekayi, organize Shramdaan activities across the State/UTs and in the ULBs/ Districts.

## **Suggestive State Activities Initiate activity that will enable transformation of CTU**

1. Voluntary Shramdaan activities in various areas as per Guidelines
2. Announcing SHS 2024 plans focusing on Swachhata Ki Bhaagidari – Public participation, awareness & advocacy activities for Swachh Bharat
3. SafaiMitra Suraksha Shivirs
4. Activities like swachhata pledges, runs, rallies, human chains, Prabhat pheris, and waste collection vehicle flag-offs, etc
5. Highlighting the State's 10-year journey and achievements



## **States are also advised to invite the following dignitaries-**

- Hon'ble Chief Minister of the State/UT
- State/UT Ministers, Members of Parliament, Members of State/UT Legislative Assemblies & political leadership
- Senior officers of various Line Ministries - Rural Development, Panchayati Raj, Urban Development, Women & Child Development, DoSEL and Health
- District and ULB officials
- Panchayati Raj Institutions (PRI) members, Village Field Functionaries, SafaiMitras/ Sanitation Workers, eminent citizens/ volunteers, SHGs, RWPFs/ partner organizations, Development Partners, NGOs, and CSOs



- ✓ Celebration of transformed CTU sites
- ✓ Felicitation of SafaiMitras & Other State Champions
- ✓ Awards to best performers of SHS 2024
- ✓ Inauguration / Foundation of CTs/PTs/ SWM projects/ STPs/ FSTPs/ Any other initiative

### CATEGORY OF AWARDS FOR SHS- 2024

- *Swachhata Ki Bhagidaari*
- *Swachhata Lakshit Ekayi – CTU Transformation*
- *SafaiMitra Suraksha Shivirs*
- *Swachh Food Streets*
- *SBM Culture Festivals*
- *SBM Waste To Art Installations*
- *Public Advocacy*
- *Partners*
- *Special Initiatives*

**Jury for identification of the awardees to be constituted at State & District Level**



## Monitoring & Review

- Ministries (including PSUs & Subordinate offices) to assign nodal officer (JS & above)
- State Mission Directors of SBM-U & SBM-G designated as nodal officers in State/UTs

### National Steering Committee

Chaired jointly by **Secretary MOHUA and Secretary DDWS**,  
Regular interaction with States/ Central Ministries/ Key ULBs

### State Steering Committee

Chaired by **Chief Secretary**  
Convener- Secretary, Urban Development/ Panchayati Raj  
Members – Inline Deptts. (Health, WCD, Social Welfare, Education, Panchayati Raj)

### District Steering Committee

Chaired by **District Collector**  
Convener- PDDRDA/ CEO ZP/ ADM DODA  
Members - Urban Development, Panchayati Raj, Women & Child Development, DoSEL, Health, & any other departments deemed necessary by the District.

**District will be considered as unit of execution of SHS**

## Activities to be reported on SHS Portal

- ✓ Swachhata Ki Bhaagidari
- ✓ Sampoorna Swachhata
- ✓ Swachhata Lakshit Ekayi
- ✓ SafaiMitra Suraksha Shivirs



**Specially curated IT Portal for SHS -2024 – To streamline information & reporting of activities**

**All CTUs to be geo-located on the IT Portal by 10<sup>th</sup> September 2024**



## Adopt **360-degree multi-media advocacy plan**

- Highlight campaign activities & best practices
- Amplification of voices of citizens & beneficiaries
- Post updates, progress reports & achievements

## Official Twitter handles to be tagged for wider reach

@SwachhBharatGov

@SwachhBharat

@MoHUA\_India

@MoJSDDWS

### CAMPAIGN HASHTAGS

#SHS2024

#SwabhavSwachhata

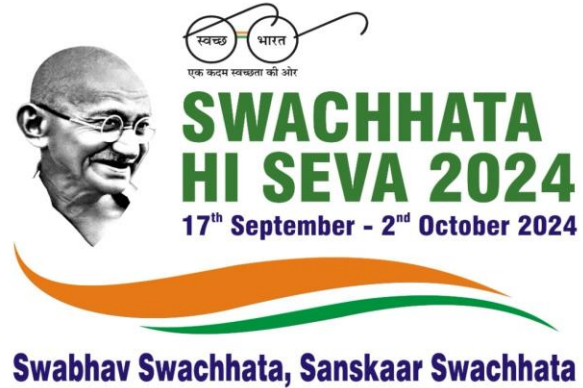
#SanskaarSwachhata

#SwachhataHiSeva2024



**Digital & Social Media to be mobilized for maximum amplification for SHS 2024**

# SHS Advocacy Material



✓ Uniform & Common branding to be ensured during the campaign

✓ Link to the editable files of materials is :

[https://drive.google.com/drive/folders/15gfahmNBsThTs7og0bb3oHqjPlCUlACy?usp=drive\\_link](https://drive.google.com/drive/folders/15gfahmNBsThTs7og0bb3oHqjPlCUlACy?usp=drive_link)



## INDICATIVE COLLABORATION POINTS

- ✓ **Adoption** of CTUs
- ✓ **Sampoorna Swachhata** Drives
- ✓ **Swachhata Ki Bhagidaari** for Advocacy activities
- ✓ **Skilling** of women SHGs & sanitation workers
- ✓ Supporting **SafaiMitra Suraksha Shivirs**
- ✓ **Activation** of State & Regional Units
- ✓ **SUP** drives
- ✓ **Sponsoring** competitions

## SHS PARTNERS

**CPSUs/ SPSUs**

**Development Partners**

**Industry Associations**

**Spiritual Organizations**

**NGOs & CSOs**

# Impact Stories on 10 years of SBM

**A. Individual impact stories & testimonials on Swachhata** on how general public have felt the difference in their lives due to interventions made by adopting Swachhata practices by Urban Local Bodies

- Stories on how Swachh Bharat generated livelihood opportunities on ground.
- Stories of Innovation in the sector
- Stories to be submitted on SHS Portal
- Activities may be compiled by **15<sup>th</sup> September** for compilation for 2<sup>nd</sup> October

**B. Mission / Departments daily Swachhata related stories in highlighting,**

- How Swachhata is incorporated in daily office operations of Delhi offices/ State Field Units etc.
- Best practices adopted in offices/ on-ground in last 10 years can also be highlighted

- ✓ **Impact Stories to be submitted on SHS – 2024 Portal**
- ✓ **Activities may be compiled by 15<sup>th</sup> September for compilation for 2<sup>nd</sup> October Stories**



## Key Asks

<b>S.No</b>	<b>Key Asks</b>	<b>Timelines</b>
1.	SHS 2024 Preparedness Review Meeting with States/ UTs under chairmanship of JS & MD , SBM	5 <sup>th</sup> September
2.	Training on IT Portal	5 <sup>th</sup> – 6 <sup>th</sup> September
3.	Mapping of CTUs on Portal	10 <sup>th</sup> September
4.	Curtain Raiser & Countdown campaign activities	14 <sup>th</sup> September
5.	Submission of Impact Stories on SHS Portal	15 <sup>th</sup> September
6.	Campaign Roll out	17 <sup>th</sup> September
7.	Uniform branding / collaterals across all websites & social media	17 <sup>th</sup> September onwards
8.	On ground action on SHS- 2024	17 <sup>th</sup> September – 1 <sup>st</sup> October
9.	Swachh Bharat Diwas	2 <sup>nd</sup> October

**Thank You**