

NEW DELHI MUNICIPAL COUNCIL
PALIKA KENDRA:NEW DELHI

No. 163/PS/Secy./D/2019.

Dated: 11.09.2019

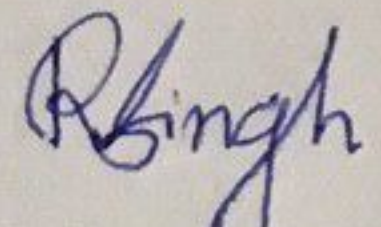
CIRCULAR

A presentation was made before the Cabinet Secretary on 10.09.2019 at 2.30 PM on the highlights of deliverables expected during – **“Swachhta Hi Sewa – 11th Sept. - 2nd October, 2019”** [may be downloaded from NDMC website].

All HoDs are hence enjoined to ensure that within their respective departments concrete initiatives are taken to align their activities as part of their overall campaign.

Accordingly, HODs should also send a daily report to the undersigned regarding efforts made by them to enable effective participation of all their functionaries including those at the grass-root level.

Reports and photographs may also be mailed at swachhta.pakhwada@ndmc.gov.in. It is further suggested that departments may collaborate with each other to combine their strength rather than working in separate silos. For example Director (MS) can use the Mobile Health Vans to bring greater awareness on the issue in active synergy with 'Swachhta Cell'.


(Rashmi Singh)
SECRETARY

Encl. : As above.

To:

All HODs

Copy to :

1. MOH
2. CMO (HQ)

}

to coordinate and have reports compiled on a daily basis

3. Dir. (PR)

-

For having regular reporting on the social media/other print & electronic media



*Department of Drinking Water and Sanitation
Ministry of Jal Shakti*

स्वच्छता ही सेवा (SHS) 2019



SHS 2017 & 2018: Mass community mobilization for **Swachhata Shramdaan**

SHS 2019:

Massive community mobilization for Plastic Waste Shramdaan and banning of Single Use Plastics (SUPs)

- Large scale campaigns for cleaning public and tourist places, markets, statues, hospitals, bus stands
- Ministries to initiate innovative programs to ensure maximum activities undertaken



CALENDAR: SHS 2019



**11th September
– 1st October**

**जन जागरुकता,
तैयारी और
स्वच्छता श्रमदान**

- **Awareness generation** across towns and villages
- **Preparations** for collection, disposal of plastic waste
- **Shramdaan** for general swachhata

2nd October

**व्यापक
Plastic Waste
श्रमदान**

- **Nationwide shramdaan** for plastic waste collection & segregation

**3rd October
– 27th October
(Diwali)**

**समुचित
निपटान**

- **Recycling and effective disposal** of the collected plastic waste

Key Features

जन जागरूकता और स्वच्छता श्रमदान (11th Sep – 1st Oct)

- Preparation for collection & disposal of all plastic waste, esp from railway, highways
- Campaign on replacing plastic bags with jute/cloth bags with mass production

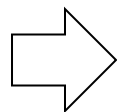
व्यापक Plastic Waste श्रमदान (2nd Oct)

- Massive plastic waste collection drives by all, across rural and urban areas
- 10,000 – 15,000 tonnes of estimated plastic waste to be collected

समुचित निपटान (3rd Oct – 27th Oct)

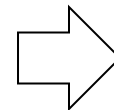
3rd – 7th October 2019

Transportation of collected waste from **78,000 wards/ 6 lakh villages** to City/District collection hubs



8th – 10th October 2019

Segregation into recyclables and non-recyclables



11th – 27th October 2019

Transportation to industries for recycling/disposal (Road construction, cement kilns, etc.)

Outcome Indicators

People's
participation for
plastic waste
shramdaan

Amount of
collected,
recycled/disposed
plastic waste

Steps towards the
curbing of SUPs

Replacement of
plastic bags with
cloth/jute bags

Plastic waste
management units
in all Blocks

Use of existing
plastic litter in
cement kilns and
road construction

*All Districts to report progress against indicators using SBM District login ID and password
sbm.gov.in/shs2019*

Next Steps for States

1

IEC and awareness
activities

Massive IEC and mass media campaign with wide range of activities as wall paintings, billboards, posters, social media material, **village gram sabhas** to educate people through IPC to shun use of Single Use Plastics and collection and disposal of plastic waste.

2

Plastic Shramdaan on
2nd October

- Mass participation of people during campaign
- Mass mobilization for **Plastic Shramdaan/Collection on 2nd October**

3

Plastic disposal
(3rd Oct- 27th Oct)

- Ensure plastic waste is being collected in each District at **central location**
- Transportation of waste from villages/blocks to central hub
- Coordination with **Cement industry, MORTH bodies** and local recyclers for disposal
- Appropriate disposal through recycling/ NHAI/cement plants

4

Update daily progress

Update daily progress of SHS activities by Districts on (sbm.gov.in/shs2019) portal



Swachh Bharat Diwas

2nd October 2019

*Department of Drinking Water and Sanitation
Ministry of Jal Shakti*

Swachh Bharat Diwas – 2nd October 2019

Objective

- Celebrate the achievement of ODF India
- 5th Anniversary of Swachh Bharat Mission

Participants

- 20,000 (Sarpanches, Swachhagrahis, SHG members etc.)
- 10,000 from Gujarat and 10,000 from other States (Statewise allocation of participants shared)

Venue

- Exposure visits to 3 Gandhi trails in Gujarat on 1st October
- Final event on 2nd October at Sabarmati riverfront, Gandhinagar

Key immediate asks from States

S No.	Activities to be completed	Deadline
1	<p>Registration – (20,616 participants registered)</p> <ul style="list-style-type: none"> • Approval of registered participants – (16,210 approved) • Formation of team leaders • Finalizing and uploading travel plans 	15 th Sep 2019
2	Nomination of awardees under following categories (Sarpanches and Swachhagrahis)	23 rd Sep 2019
3	Arrival/Departure of participants to be coordinated to States	<p>Arrival - 30th Sep evening</p> <p>Departure - 3rd October morning</p>

Thank You