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Dated: 23rd September, 2014

Dear Deputy Commissioners

As you are aware that the Government of India has decided to launch a "National Sanitation Campaign" from 25th September, 2014 to 31st October, 2014 to achieve the committed goal of "Swachh Bharat" on the eve of 150th Birth Anniversary of Mahatama Gandhi on 2nd October, 2019.

The Government of India has emphasized that during this National Campaign all Government functionaries should actively support this cleanliness drive and make it as people's sanitation movement. The focus of the campaign should be on:

- i) Awareness to keep all villages in the rural areas clean including through street cleaning and Solid and Liquid Waste Management.
- ii) Awareness on safe sanitation and the need to build and use toilets.
- iii) Importance of Hand Washing with soap and safe disposal of Child Faeces.
- iv) Safe handling and storage of drinking water.

To make this campaign successful there is a need to create massive public awareness by using various tools of IEC and IPC such as rallies, street plays by local kala jathas, use of print and electronic media, door to door campaign, mobile messaging etc. Keeping in view of prevailing circumstances in the State, Department of Rural Development and Panchayati Raj has prepared suggested activities to be carried out at District, Block and Panchayat levels which are being sent separately. While the campaign will begin on 25th September, 2014, it has been decided that on 2nd October, 2014 will be celebrated as "Swachhta Pratigya Diwas" wherein not only all the Government Officers/Officials alongwith other stakeholders will be administered Oath on Sanitation but each district will also flag off Swachhata Rath along with atleast one troupe of Kala Jatha which will cover all Panchayats. Besides this special Gram Sabhas on sanitation will also be held on this day.

Hence, I would, therefore, urge you to take effective action for organizing this event successfully and wholeheartedly in the District.

With best wishes for successful campaign. .

Regards

Yours Sincerely,

Manisha Nanda
(Manisha Nanda)

(By name)
All Deputy Commissioners