

No. SMG-2/2007-IV RDD-SBM  
Government of Himachal Pradesh  
Rural Development Department

From

The Director-cum-Special Secretary (RD) to the  
Government of Himachal Pradesh

To

All the Deputy Directors-cum-Project Officers (DRDAs)  
in Himachal Pradesh .

Dated : Shimla -171009,                      3                      March 2016

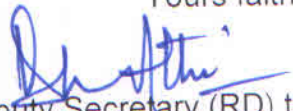
Subject: -

Inclusion of District Magistrates (DMs) on Swachh Bharat Mission  
Hike.

Sir/Madam,

On the subject mentioned above, I am directed to enclose herewith a copy of Ministry's letter No 11020/13/2015-SBM dated 16<sup>th</sup> February 2016 for information. The Ministry has created Swachh Bharat Hike Group and desired that all the DMs /CEOs ZP may be added in HIKE Swachh Bharat Group. It is therefore requested that an account may be created in HIKE by such Officers and necessary details (Name, Designation, Mobile No.) may also be sent to this office so that the group could be linked by the State 'Admin' in HIKE Swachh Bharat group.

Yours faithfully,

  
Deputy Secretary (RD) to the  
Govt. of Himachal Pradesh



भारत सरकार  
Government of India

पेय जल एवं स्वच्छता मंत्रालय  
पार्यावरण भवन, बी-1 विंग, 8वीं, 9वीं एवं 12वीं मंजिल  
सी.जी.ओ. कॉम्प्लेक्स, लोधी रोड  
नई दिल्ली-110 003  
Ministry of Drinking Water and Sanitation  
Paryavaran Bhawan, B-1 Wing, 8th, 9th & 12th Floor  
C.G.O. Complex, Lodhi Road  
New Delhi-110 003

No. 11020/13/2015-SBM

Dated 16<sup>th</sup> February, 2016

To

Principal Secretaries/Secretary, In-charge (Rural Sanitation)  
All States/UTs

Subject: Inclusion of District Magistrates (DMs) on Swachh Bharat Mission HIKE

Madam/Sir,

You are aware that Swachh Bharat Mission (Gramin) requires a forum for constant discussion, sharing of ideas, practical solutions and cross-learning. Given the complexity of addressing the issue in its entirety, especially the issue of behaviour change, we need to constantly learn measures that are working elsewhere.

2 You will appreciate that districts are the key implementation units and Collectors/CEOs ZP are the key-driving force to successful implementation of the programme in districts. A District Collector/CEO ZP is most suited to share his/her experience, especially those measures which have worked at scale and with sustainable outcomes.

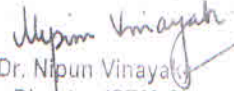
3 Swachh Bharat Mission Hike Group is one such forum, where such cross-learning is constantly carried out. It is essential now to expand this group to include maximum Collectors/CEOs ZPs where they are primarily responsible for the programme. It is, therefore, requested that all your DMs/CEOs ZP may be added to the HIKE Swachh Bharat group. For this purpose, the State Coordinators/Mission Directors of each State are being made 'Admin' of the HIKE Group.

4 Since HIKE group can accommodate a maximum of only 500 members, and the Swachh Bharat HIKE group already has more than 220 members, it is expected that only DMs or CEO, ZPs are added at this stage. Other officials/non-officials, if key, in the implementation of SBM-G, may also be added in consultation with the Ministry.

5 This exercise may be completed by the end of February, 2016.

6 The names, designation and mobile numbers of DMs/CEOs, that are added to the Swachh Bharat HIKE group by the State Admins, may be shared with Ms. Bhavana Thakur, Consultant (Mob: 9910562907/email: bhavana.thakur@gov.in)

Yours faithfully,

  
(Dr. Nipun Vinayak)  
Director (SBM-G)

Copy to: State Coordinators, SBM-G, All States/UTs