

IMMEDIATE

No.J-11060/37/2014-RH
Government of India
Ministry of Rural Development

New Delhi, dated 28th October, 2014

All Secretaries/ Principal Secretaries,
Rural Development Department,


Subject: Prime Minister's call for "Swachh Bharat" – Action Plan for constructing toilets by States/UTs
reg.

Sir/Madam,

I am directed to say that an Action Plan (copy enclosed) has been prepared by the Ministry of Rural Development as per the Prime Minister's call for "Swachh Bharat" as a mass movement to realize Gandhiji's dream of a clean India, by the 150th Birth Anniversary of Mahatma Gandhi in 2019.

It is requested that necessary follow-up action with regard to organizing drive for cleaning within the vicinity of IAY houses and construction of toilets in respect of the IAY houses which have already been sanctioned by the State Government may be undertaken. A compliance report in this regard may be sent to this Ministry by 15.11.2014.

Yours faithfully,



(M. Rama Krishna)

Under Secretary to the Govt. of India

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on website.

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Action Plan to be prepared by Scheme Divisions in respect of various institutions under them and projects being implemented on behalf of DoRD

S.No.	Activity
1.	Issue of instructions relating to the one month cleaning drive in states.
2.	Preparation of action plans by Scheme Divisions for implementation through various schemes being implemented by them.
3.	<p>Activities identified for cleaning drive:</p> <ul style="list-style-type: none"><li data-bbox="233 890 1325 966">(i) State governments to be asked to coordinate various activities under different DoRD programmes for organising cleaning drives.<li data-bbox="233 1001 1325 1120">(ii) Involvement of Self Help Groups (SHGs) created under NRLM for implementation of various identified activities to be undertaken under the cleaning drive.<li data-bbox="233 1154 1325 1189">(iii) Involving Gram Sabhas/Gram Panchayats/BNVs in the cleaning drive.<li data-bbox="233 1223 1325 1299">(iv) Instructions are being issued to SHGs to observe the cleanliness month from September 25, 2014.<li data-bbox="233 1333 1325 1409">(v) Involving PMGSY contractors to clean up culverts and clean bushes as a part of their contract.<li data-bbox="233 1444 1325 1519">(vi) State governments to be asked to start work during this one month on constructing toilets which have already been sanctioned.<li data-bbox="233 1554 1325 1588">(vii) IEC activities for promoting cleanliness in and around villages.