

File No: S-13/1/2022-SBM-VI-DDWS
Government of India
Ministry of Jal Shakti
Department of Drinking Water and Sanitation
Swachh Bharat Mission (Grameen)

4th Floor, Pt. DD Antyodaya Bhawan
CGO Complex, Lodhi Road
New Delhi – 110003
10th November, 2022

To

Addl. Chief Secretary/Principal Secretary/Secretary
In charge of Rural Sanitation
All States/UTs

Sub: Organize a "Swachhta Run" at GP level on 19th November, 2022 (World Toilet Day) - reg.

Madam/Sir,

As you are aware, Swachh Bharat Mission (Grameen) has been recognized as the largest behaviour change programme. It represents the influential force of people's movement or Jan-Andolan that transformed the lives of our people, bringing significant improvement in terms of economic, environmental, health and social benefits, and enhanced the safety and dignity of women of our country.

2. In SBM (G) Phase II, there is a huge scope and greater need for creating mass awareness on various components of ODF Plus among community members for facilitating behaviour change and triggering desirable actions and practices for promoting ODF Plus.

3. In this context, to provide further impetus to the people participation in the Mission, all the states/UTs are requested to organize a "Swachhta Run" at GP level on **19th November, 2022 (World Toilet Day)** with the involvement of: -

(i) local hero(es), swachhgrahis, SHGs', Asha workers, volunteers, self-motivated people, youth, school children, and local folk artists

(ii) local elected representatives'/sports persons to flag off the "Run" and participate in the "Run" to enthuse the local masses for participation.

4. The objective of "Swachhta Run" is to create awareness among the people about the importance of usage of toilet, safe sanitation, visual cleanliness and align them to the SBM-G phase II components.

5. All the States/UTs may ensure that all the GPs: -

(i) undertake a Swachhta pledge by all the participants prior to the start of "Run"

(ii) display banners, posters, and slogans on SBM-G Phase-II during the "Run" and all along its route.

(iii) it would be preferred if the starting point and the termination point of the "Run" is of some historical significance or GP office itself;

(iv) GPs may provide refreshments; medical kits, T-shirts, participation certificates



& memento to the participants;

(v) the length and duration of the "Run" may be decided by the GP itself;

(vi) Expenditure for "Swachha Run" may be made as per the provisions of SBMG Phase - II guidelines (Para 2 & 3 of chapter 6 on IEC), reproduced as under:

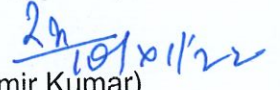
a. Provision for IEC and Capacity Building for SBM(G) Phase II will be up to 5% of the total project expenditure with up to 2% to be utilized at the central level and up to 3% at the State/ district levels.

b. The 3% at State level shall be used on IEC/BCC/ IPC and all related communication activities, and capacity building. The State must put in its share of funds for IEC in the Centre to State ratio of 60:40 for all States except for NER/special category States where the sharing ratio is 90:10.

6. It is expected that the increased awareness resulting from the campaign will promote behaviour change and community action towards ODF plus India. You are requested to ensure that all the GPs organise and participate this Swachhta Run with full fervour and enthusiasm. State/UTs' IEC funds may be utilised for the same.

7. A module for entering the details of the "Swachhta Run" will be shared shortly.

Yours faithfully,



(Samir Kumar)

Joint Secretary (SBM-GIEC)

Copy to: 1. Chief Secretaries, All States/UTs
2. Mission Directors, SBM-G, All States/UTs