

शंकर अग्रवाल, आई.ए.एस.
SHANKAR AGGARWAL, IAS



सचिव भारत सरकार
Secretary to the Government of India

शहरी विकास मंत्रालय
निर्माण भवन, नई दिल्ली-110011
MINISTRY OF URBAN DEVELOPMENT
NIRMAN BHAWAN, NEW DELHI-110011
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D.O. No. Q-15014/2/2009-CPHEEO

Dated: 23rd September, 2014

Dear *Collector,*

You are aware that the Hon'ble Prime Minister, in his speech on the occasion of 68th Independence Day, emphasized the need for cleanliness in the country and appealed to the citizens to pay tribute to the Father of the Nation, Mahatma Gandhi, on his 150th birth anniversary by taking pledge to make India clean before 2nd October, 2019 through peoples' participation. Hon'ble Urban Development Minister has written to all Chief Ministers/ Administrators of States/UTs seeking their full and active participation in the campaign.

2. In this context, there is a need to create massive public awareness through intensive campaign on cleanliness. You will appreciate that this noble cause cannot be achieved without your full and proactive participation in the campaign. In the initial phase of preparation for sanitation drive, starting from 25th September to 2nd October, 2014, you are requested to ensure that all preparatory works be carried out so as to be fully ready to participate in launch of "Swachh Bharat Abhiyan" on 2nd October, 2014 by Hon'ble Prime Minister. The intensive sanitation drive is to continue from 2nd October, 2014 to 23rd October, 2014. This drive will sustain through various activities later and finally culminate on 150th birth anniversary of Mahatma Gandhi on 2nd October, 2019.

3. I, therefore, request you to actively participate in "Swachh Bharat Abhiyan" by organizing a pledge to keep country clean, on 2nd October 2014, in each of the Urban Local Bodies (ULBs). A copy of the pledge is enclosed. You are also requested to direct all CEOs of ULBs in the District for undertaking cleanliness drive which may involve cleaning of residential colonies, industrial estates, market places, streets, roads, and other public places etc. A 20 points illustrative activities sheet is enclosed as a guide for further action in this direction.

4. I request you to monitor action by local bodies regarding these points and send your feedback to Shri V.K. Chaurasia, Joint Adviser, Central Public Health and Environmental Engineering Organisation (CPHEEO) in Ministry of Urban Development on email: vk.chaurasia@nic.in.

5. I seek your full and active cooperation in this noble work.

With regards,

Yours Sincerely,

Shankar
23/9
(Shankar Aggarwal)

Encl: As above.

To,
All District Collectors