

Most Immediate

F.No. A-13021/1/2014-Admn. (Vol.2)

Government of India
Ministry of Rural Development
Department of Land Resources

6th Floor, Block No. 11
CGO Complex, Lodhi Road,
New Delhi-110003

Dated: 15th June 2017

To:

The Chairman

State Level Nodal Agency (SLNA) for WDC-PMKSY

All States (except Goa)

Subject: Promotion of *Swachhata* in all Watershed Development Projects in the State.

Sir,

1. I am directed to refer to the above-mentioned subject and to say that promotion of *Swachhata* is in overall national and public interest. *Swachhata* will not only benefit the people of the country, improve their health and surroundings, but also help advance the nation's image in the international arena, and add towards attracting investment, tourism, etc.
2. It is requested that drinking water, sanitation, cleanliness and other *swachhata* activities may be ensured in all watershed development projects in the state on a continuing basis throughout the year/s.
3. Periodic focussed drives and awareness campaigns may also be taken up as appropriate from time to time.
4. Elements of self-responsibility and self-discipline may also be imbibed, so that the project implementers are self-motivated to ensure holistic *swachhata* for self and projects.



5. Particular attention may be paid to impeccable standards of drinking water, sanitation and cleanliness of the office premises and project areas, for both the project implementers and the common people who reside.

6. While proactively adopting *swachhta* activities, the common people may also concurrently be made aware, encouraged and motivated for adopting sanitation, cleanliness and other *swachhta* practices.

7. In all the 8214 on-going watershed development projects in the country it is important to imbibe certain *swachhta* activities which may continue and sustain in the future. These activities would fit into the schematic design and programme objectives of watershed development and also *per se* be in accordance with the essential aims and objectives of *swachhta*. Such activities would be dependent on project / site-specific conditions, and may *inter alia* include:

(i) regular water supply to and proper maintenance of toilets if any created as entry point activities;

(ii) creation of compost pits including by converging with MGNREGS or through voluntary contribution of labour for disposal of agricultural residues, animal dung, etc. or disposal of any unclean / waste materials, etc. in or near the project areas;

(iii) tree plantation in and near habitations and community assets in the project areas;

(iv) convergence with central and state programmes to create drinking water and sanitation facilities in habitations and community places in the project areas;

(v) sensitization of grassroots functionaries / user groups / self-help groups towards cleanliness and hygiene, as well as towards the specific need to build and repair toilets in villages / habitations and take up other sanitation activities;

(vi) spreading awareness among school and college students / youth;

(vii) cleanliness drives in departmental offices at state / district / project level and in their neighbourhoods;

(viii) awareness campaigns for officials, general public, school and college students, youth, etc.;

(ix) awareness classes about rain water harvesting and recharging of ground water table;

(x) awareness classes regarding water contamination and its role in spreading contagious diseases;

(xi) mass anti-polythene etc. campaigns;

(xii) etc.

8. It may be emphasized that the *swachhta* activities may be professionally grounded, to ensure their sustainability (institutionalized mechanisms for ensuring sustainability of the *swachhta* activities may be put in place).

9. Drinking water and sanitation being the core fundamentals of *swachhta*, synergy and coordination with the Drinking Water and Sanitation Departments of the State may also be taken up in a concerted manner.

10. For disposing e-waste generated in the offices, the E-Waste (Management) Rules, 2016 may be scrupulously adhered to.

11. It is requested that suitable instructions may kindly be issued for all projects within June 2017 positively. A copy may be endorsed to this Department.

12. Good practices adopted in any particular project may be introduced in other similarly situate projects.

13. Progress of action taken at each and every project may kindly be monitored on a monthly basis.

14. Action taken reports may be sent to this Department on a quarterly basis. The first action taken report for the next quarter ending September 2017 may kindly be sent by 07th October 2017 to Deputy Director General (WM).

Yours faithfully

(Prabhat Tyagi)

DIGF (WM)

Tele: 24364602

Copy to: The Chief Executive Officer, SLNA of all States (except Goa)