



F 50 (3) NHM/Swachh Bharat Abhiyan/2018/577-

Date: 1/10/2018

Principal Secretary
Rural development and Panchyati Raj System

Subject: Regarding "Swachhta hi Seva" campaign.

Ref: D.O no. Z-15015/23/2018 NHM-I dt 10th Sept'2018.

Please refer the Ministry of Health and Welfare DO letter no. Z-15015/23/2018 NHM-I dated 10th Sept'2018 regarding "Swachhta hi Seva" campaign which was launched by Ministry of Drinking Water and Sanitation in 2017 to celebrate Gandhi Jayanti in a fitting manner.


"Swachhta hi Seva" campaign for 2018 is to be held between 15th September to 2nd October'2018 at all village level across the states to build awareness on sanitation and cleanliness and initiate change in practices. The focus of the campaign is **empowering communities and building capacity of community**. The suggestive action plan for same is enclosed.

For empowering the community, following activities is to be undertaken at village level focussing on -

- General cleanliness of the village and individual hygiene
- Building and use of toilets
- School and anganwadi sanitation
- Liquid waste and solid waste management
- Promotion of hand washing
- Cleanliness for vector control
- Health awareness day/healthy life style day
- Tree plantation drive
- Collective action involving whole village for cleaning the selected common area like schools, panchayat bhavan or any other place

As per the direction of ministry, on 2nd October, 2018 Gandhi Jayanti is celebrated at the village level on the theme of "Swachhata hai Swasth Jeevan Ki Buniyad through activities such as competition for children/poster exhibition on sanitation ad hygiene, recognition of volunteers/staff etc.

Looking forward for your kind support.


Add. Chief Secretary
Medical, Health & FW
Date: 1/10/2018

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Copy to:-

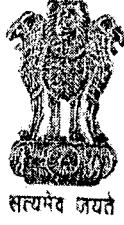
1. PS to Secretary, MH&FW & MD - NHM
2. Director Swachh Bharat Mission -Gramin (rajpr.dirccdu@rajasthan.gov.in)
3. State Nodal Officer QA &Kayakalp
4. SPM-NHM
5. All.


Project Director
NHM



मनोज झालानी
Manoj Jhalani

अपर सचिव एवं मिशन निदेशक (रा.स्वा.मि.)
Additional Secretary & Mission Director (NHM)



भारत सरकार
स्वास्थ्य एवं परिवार कल्याण मंत्रालय
निर्माण भवन, नई दिल्ली - 110011
GOVERNMENT OF INDIA
MINISTRY OF HEALTH & FAMILY WELFARE
NIRMAN BHAVAN, NEW DELHI - 110011

D.O. No.: Z-15015/23/2018 NHM-I
Dated the 10th September 2018

Dear Acs (PS),

You may recall that in 2017, following the Hon'ble Prime Minister's call to the nation to celebrate Gandhi Jayanti in a fitting manner, Ministry of Draining Water and Sanitation had launched the 'Swachhta Hi Seva' campaign. All public health facilities in the States/UTs had actively and wholeheartedly participated in the campaign.

2. The Swachhta Hi Seva campaign for 2018 is to be held between **15th September 2018 to 2nd October, 2018**. The suggested areas for MoHFW includes mobilisation of ASHAs for cleanliness drives with respective PHC as a focal point for reporting and uploading data. As in the previous year, Swachhata activities are to be organised at all public health facilities. To facilitate States to carry out the Swachhata Hi Seva 2018 Campaign seamlessly, a suggestive Action Plan has been prepared and is enclosed. States are free to add more activities or adopt innovative approaches.

3. May I request all States/UTS to hold the campaign in the slated period. I look forward to enthusiastic participation and meaningful contribution.

4. As indicated in the Action Plan, the campaign is to be documented with high resolution photos/HD videos and daily uploading of activities on <http://sbm.gov.in/shs2018> and mailed at shs2018reporting@gmail.com with CC ankit.sharma@gov.in.

5. A consolidated Report for the first week, that is, from 15th September 2018 to 23rd September, 2018 and second week, that is from 24th

स्वच्छ भारत—स्वस्थ भारत

Telefax : 23063687, 23063693 E-mail : manoj.jhalani@nic.in

-2-

September 2018 to 2 October 2018 may be mailed to
nrhmane@yahoo.co.in/jayendra.kayakalp@gmail.com

With regards,

Yours sincerely



(Manoj Jhalani)

Encl.: as above

Additional Chief Secretary/Principal Secretary/ Secretary Health-(All States/UTs)

Copy to:-

1. Mission Director (NHM)-(All States/UTs)
2. JS (NUHM)
3. Director (NHM-II/III/IV)
4. ED NHSRC
5. PPS to Secretary (HFW)
6. PPS to Secretary Ministry of Drinking Water and Sanitation
7. PPS to JS(GM)



(Manoj Jhalani)

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(Manoj Jhalani)

Swachhata Hi Seva- 2018 : 'Swachhata hai Swasth Jeevan Ki Buniyad '

Action Plan, NHM

(Empowering Community, Building Capacity)

FOCUS OF SWACHHATA HI SEVA CAMPAIGN-

- Empower communities through large scale awareness generation on Water Sanitation & Hygiene, itsr impact on Health and involving Communities in planning and implementation of the campaign.
- Build the institutional capacity by training Healthcare providers / frontline workers like ANMs ASHAs including VHSNC members.

A. PREPARATORY ACTIVITIES

- 10-11th September ,2018: Letter from McHFW to States/UTs for rollout of "Swachhata Hi Seva 2018" Campaign
- 12 th September ,2018: State level planning of Campaign and communication of directions for rollout to districts
- 13th September, 2018 : District level Planning & Coordination meeting between Health Department and Swachh Bharat Mission and further Communication to Public Health Facilities-SCs,PHCs,CHCs,SDHs,DHs,UPHCs,UHCs and other public health Facilities
- 14th September, 2018: Planning and coordination meeting at Public Health Facilities level and VHSNCs/MAS level Planning
- 11th to 14th September, 2018 : States/UTs and Districts need to prepare IEC on "Swachhata Hi Seva 2018", IEC to Create awareness on Water Sanitation & Hygiene and their impact on Health and its dissemination till Village Level. (Guidance at *Annexure*)

PLANNING ACTIVITIES FOR COMMUNITY LEVEL ACTION:

1. Planning at district level for the campaign
 - District teams to meet Block Community Mobilizer and ASHA Facilitators and draw up a plan for ASHA in every Gram Panchayat/ Urban local body area to undertake cleanliness activities in the community in collaboration with Village Health Sanitation and Nutrition Committee (VHSNC) and Mahila Arogya Samiti (MAS).
2. Planning at the village/slum level for the campaign
 - Planning in the community for the campaign by conducting meeting of ASHA and members of VHSNC and MAS.

Swachhata Hi Seva- 2018 : 'Swachhata hai Swasth Jeevan Ki Buniyad'

Action Plan, NHM

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 - Planning in the community for the campaign by conducting meeting of ASHA and members of VHSNC and MAS.

- Transect walk in the community to identify the common area which are in need of cleanliness. A social and resource map to be prepared to identify the hamlets in need of cleanliness activities in a participatory manner.
- Volunteers may be identified from every pocket of the community.
- ASHA to work with VHSNC and Sub-centre staff to mobilize volunteers and government staff to participate in the two week long campaign.
- All materials required for village cleaning would be arranged in advance.

B. Timeline of "Swachhata Hi Seva 2018" Campaign 15th September to 2nd October 2018

S.No.	Activity	Timeline
1.	Swachharambh- Nationwide Launch of Campaign with Collective Swachhata Pledge at 11 AM on 15 September 2018 by Doctors/Staff, in respective facilities and at the village level involving ASHAs, local leaders and NGOs, Voluntary Organizations followed by statewide Shramdaan.	15th September, 2018
2.	Rollout of two weeks long Campaign in Public Health Facilities and at the village level. (Details of suggested activities and Guidance Plan at Annexure)	From 16th September to 2 nd October 2018
3.	Swachhata Sabhas in Gram Panchayat involving VHSNC members	16th September 2018
4.	Participation in Seva Diwas activities organized by Ministry of Drinking Water and Sanitation	17th September 2018
5.	Daily uploading of activities/ photos/ HD Videos of events (tagged with date and Location/Facility Name) by districts/Facilities at http://sbm.gov.in/shs2018	15 th September to 2 nd October 2018
6.	Consolidated State report along with press releases/photos/ HD Videos of events for - 1 st Week (15/9/2018 to 23/9/2018) 2 nd Week (24/9/2018 to 2/10/2018)	24/9/2018 4/10/2018
7.	Celebration of 2nd October, Gandhi Jayanti	2 October ,2018

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Swachhata Hi Seva, 2018

- All Public health facilities across the states (District Hospitals, Community Health Centres, Primary health Centres and Sub Centres), should organize 'Swachhata Drive' to build awareness on sanitation and cleanliness and initiate change in practices.
- The period of 11 to 14th September, 2018 should be used for the overall planning and preparations of the campaign.
- The two week long Swachhata Hi Seva, 2018 campaign from 15th September, 2018 to 2nd October, 2018 to be flagged off with a Collective 'Swachhata Pledge' to be taken by all Doctors and staff of public health facilities, ASHAs, VHSNC Members involving local leaders, NGOs, Voluntary organizations on 15th September, 2018 at 11 AM.
- States /UTs may refer guidance note of VISHWAS' (Village based Initiative to Synergise Health, Water and Sanitation) - VHSNC Campaign Initiative for Swachhata and Swasthya for carrying out various activities during " Swachhata Hi Seva 2018 Campaign at village level.
- The focus of the campaign is empowering communities and building capacity of health care providers.
- **The suggested activities are as under:**
 - Open Defecation Free (ODF) Village Day- efforts should be given on behaviour change for using toilets and to make villages ODF.
 - Hand Washing Day- Hand-washing demonstration in Anganwadis, schools and in communities during gram Sabhas and imparting its importance.
 - Hold Swachhata camps, Swachhata rallies Poster /Rangoli/essay writing Competitions, Nukkad Natak, Wall Painting, Video making Competition on Swachh Bharat and create awareness, Out of Box challenges related to Swachhata and its impact on health.
 - Organize cleanliness drives in and around the public health facilities by doctors and staff of facilities including ASHAs.
 - Sanitation day in communities, Public places like School and Anganwadi, Shramdhan in the community/schools. Involving local NGOs, Voluntary Organisations, Youth organizations and Self help Groups for Shramadan.
 - Liquid and Solid Waste Management Day- creating awareness on liquid and solid waste and its proper disposal.
 - No plastic drive- awareness sessions on the detrimental effects of reckless use of plastic and on its scientific disposal should be organized at educational institutions. Drives to collect plastic waste and litter in tourist places, parks, beaches, public gathering places, bus stands etc should be taken up.
 - Organise public talk on various topics like water, sanitation and hygiene and its importance, hazardous effect of pollution and measure to reduce it, talk on various communicable diseases – air and water born diseases, vector born diseases etc., importance of personal/oral hygiene,
 - Talk on menstrual hygiene and disposal of sanitary napkins for adolescent girls in schools & colleges.