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क्रमांक:- F 50 (3) NHM / Swachh Bharat Abhiyan / 2018 / 568

दिनांक:- 12/9/2018

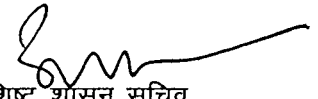
समस्त प्राचार्य मेडिकल कॉलेज,  
समस्त अधीक्षक मेडिकल कॉलेज हॉस्पिटल  
समस्त संयुक्त निदेशक जोन  
समस्त मुख्य चिकित्सा एवं स्वास्थ्य अधिकारी।  
समस्त प्रमुख चिकित्सा अधिकारी, जिला अस्पताल।  
राजस्थान।

विषय :- स्वच्छ भारत मिशन के तहत "स्वच्छता ही सेवा" अभियान के सम्बन्ध में।

स्वच्छ भारत मिशन के तहत भारत सरकार के निर्देशानुसार सभी चिकित्सा संस्थानों में "स्वच्छता ही सेवा" अभियान का शुभारम्भ 15 सितम्बर 2018 को करना है एवं इसका समापन 2 अक्टूबर 2018 (गांधी जयन्ती-स्वच्छ भारत मिशन सालगिरह) पर किया जाना है। उक्त अभियान में आशा के माध्यम से समुदाय की सहभागिता पर विशेष ध्यान दिया जाना है। 15 सितम्बर 2018 को 11.00 बजे चिकित्सा संस्थानों के चिकित्सकों एवं स्टॉफ को अनिवार्य रूप से सामूहिक शपथ लेनी है।

संलग्न एक्शन प्लान के अनुसार अभियान के दौरान समस्त गतिविधियाँ करवाना एवं गतिविधियों से संबंधित दस्तावेज/फोटो/वीडियो/समाचार पत्रों में छपी खबरों को प्रतिदिन <http://sbm.gov.in/shs2018> पोर्टल पर अपलोड करवाना तथा E-Mail ID : [shs2018reporting@gmail.com](mailto:shs2018reporting@gmail.com), [ankit.sharma@gov.in](mailto:ankit.sharma@gov.in) और [swachhta.raj@gmail.com](mailto:swachhta.raj@gmail.com) पर भिजवाना सुनिश्चित करें।

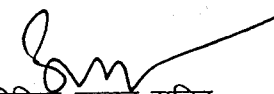
संलग्न प्रति:- एक्शन प्लान

  
विशिष्ट शासन सचिव  
चिकित्सा स्वास्थ्य एवं प.क. एवं  
मिशन निदेशक, एनएचएम

क्रमांक:- F 50 (3) NHM / Swachh Bharat Abhiyan / 2018 / 568  
प्रतिलिपि:-

दिनांक:- 12/9/2018

1. विशिष्ट सहायक माननीय मंत्री महोदय चिकित्सा स्वास्थ्य एवं प.क. राजस्थान, जयपुर।
2. निजी सचिव, शासन सचिव, चिकित्सा स्वास्थ्य एवं प.क. राजस्थान, जयपुर।
3. निजी सचिव, शासन सचिव, मेडिकल शिक्षा विभाग राजस्थान जयपुर।
4. निजी सचिव, शासन सचिव एवं मिशन निदेशक एनएचएम राजस्थान।
5. निजी सचिव, अतिरिक्त मिशन निदेशक एनएचएम।
6. उप शासन सचिव एनएचएम।
7. निदेशक, जनस्वास्थ्य/आरसीएच।
8. परियोजना निदेशक, एनएचएम।
9. राज्य नोडल अधिकारी, क्वालिटी एवं कायाकल्प एनएचएम।
10. राज्य कार्यक्रम प्रबन्धक, एनएचएम।
11. संयुक्त निदेशक, समस्त संभाग को भेजकर लेख है कि रोजाना प्रगति की मॉनिटरिंग करना सुनिश्चित करें।
12. समस्त मुख्य चिकित्सा एवं स्वास्थ्य अधिकारियों को भेज कर लेख है कि वह अपने जिले की समस्त स्वास्थ्य संस्थानों में उपरोक्त अभियान मनाया जाना तथा समस्त फोटोग्राफ mail ID: [swachhta.raj@gmail.com](mailto:swachhta.raj@gmail.com) पर भिजवाना सुनिश्चित करेंगे।
13. समस्त प्रमुख चिकित्सा अधिकारी।
14. समस्त जिला कार्यक्रम प्रबन्धक।
15. समस्त आशा कॉर्डिनेटर।
16. सलाहकार - आईटी सम्बन्धित को ईमेल हेतु।

  
विशिष्ट शासन सचिव  
चिकित्सा स्वास्थ्य एवं प.क. एवं  
मिशन निदेशक, एनएचएम

## स्वच्छता शपथ

मैं शपथ लेता हूँ की स्वच्छ भारत अभियान के तहत मैं स्वयं स्वच्छता के प्रति सजग रहूँगा तथा उसके लिए समय दूँगा।

भारत का नागरिक होने के नाते इस हेतु मेरी प्रतिबद्धता रहेगी, यह मेरा वायदा रहेगा।

मैं अपने कार्यालय तथा अस्पताल परिसर में स्वच्छता बनाये रखने में पूरी भागीदारी निभाऊँगा।

मैं स्वच्छता बनाये रखने में दूसरो को भी प्रोत्साहित करूँगा।

# Swachhata Hi Seva 2018 - "Swachhata hai Swasth Jeevan Ki Buniyad"

## Action Plan

### Focus of Swachhata Hi Seva Campaign –

- Empower communities through large scale awareness generation on water sanitation & hygiene, its impact on health and involving communities in planning and implementation of the campaign
- Build its institutional capacity by training healthcare provider/frontline workers like ANMS, ASHSs including VHSNC members

### A. Preparatory Activities:

S.no	Period	Activities
1.	11-14 September 2018	State/District /Block to initiate preparatory action for conducting the "Swachhata Hi Seva" campaign.
2.	13 September 2018	District level Planning and coordination meeting between Health Dept. and Swachh Bharat Mission and further communication to public Health Facilities – SCs, PHC, CHCs, SDHs, DHs, UPHCs, UCHCs and other public health facilities.
3.	14 September 2018	Planning and coordination meeting at Public Health Facilities level and VHSNCs/MAS level Planning
4.	11-14 September 2018	Districts can 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.

### 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.

- 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 15<sup>th</sup> September to 2<sup>nd</sup> 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 <sup>nd</sup> 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 <a href="http://sbm.gov.in/shs2018">http://sbm.gov.in/shs2018</a>	15 <sup>th</sup> September to 2 <sup>nd</sup> October 2018

Celebration of 2nd October as "Swachhata hai Swasth Jeevan Ki Buniyad" through activities such as, competition for children/poster exhibition on sanitation and hygiene options, public recognition of the volunteers/staff/VHSNC that participated in the activity

## 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 15<sup>th</sup> September, 2018 to 2<sup>nd</sup> 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, benches, 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.

- o Health Awareness Day / Healthy Life Style Day.
- o Vector Control Day-creating awareness among communities.
- o Tree Plantation drive
- o Implementation of 5 S methodologies at work places, better work place environment, green work place initiative etc.

### Capacity Building:

- Training of the staff including sweepers/MFWS/ASHAs wherever applicable on the under-mentioned topics may be carried out during the drive:
  - o 5-S methodology
  - o Hand-washing techniques
  - o Segregation of waste handling and treatment of biomedical waste
  - o Methods of Cleaning of special areas - OT, Labour Room, Nursery, ICU, Emergency room.
  - o Disinfection and Sterilization methods, Management in CSSD department.
  - o Training of regular Aseptic techniques such as IM drug administrations, suturing, dressing of wounds, surgical site infection care, labour room practices, preparation of OT etc.

(Resource Material: a) [http://nhm.gov.in/images/pdf/info-focus/Implementation\\_Guidebook\\_for\\_Kayakalp.pdf](http://nhm.gov.in/images/pdf/info-focus/Implementation_Guidebook_for_Kayakalp.pdf)  
 b) [http://nhm.gov.in/images/pdf/info-focus/Swachhta\\_Abhivyan\\_Guidelines.pdf](http://nhm.gov.in/images/pdf/info-focus/Swachhta_Abhivyan_Guidelines.pdf))

- o Training on management of spill - Body Fluid, Chemical, mercury etc.

### Empowering Community

- Active participation of community, particularly at Health Sub Centre level and larger community involvement should be ensured in the process of conducting cleanliness drive, and people as well as charity organizations should be encouraged to contribute their resources to this drive. People should also be encouraged to volunteer for Shramdaan. Role of ASHA is crucial for initiating activities at community level.
- During the period of 13 to 24 September, a special meeting of ASHAs, on Sanitation and Hygiene, should be organized at the block or PHC level, in all states, in this meeting, a week long village level campaign on sanitation and hygiene should be planned, which each ASHA will facilitate in her area in collaboration with the VHSNC of the village.
- Collective action involving the whole village/slan community for cleaning the selected common areas and other areas like school, Anganwadi, Panchayat Bhavan or any other place.
- Day 14<sup>th</sup>
  - o A talk on the importance of cleanliness by members of the community which can be followed by a brief discussion on the resources available in the community as well as challenges they came across during the campaign.
  - o The week long campaign will undertake a village level drive focusing on - general cleanliness of the village and Individual Hygiene, building and use of toilets, School and Anganwadi sanitation, Liquid and Solid Waste Management, Promotion of hand-washing, cleanliness for vector control,

and Promotion of Healthy Life-style. Community level discussions and activities focused on each of these themes can be taken up on different days of the campaign. Focus should be given to Reinforce "Sanitation as Everyone's Business" and to Re-energize the Swachh Bharat Jan Andolan.

- On 2 October, 2018, Gandhi Jayanti could be celebrated in the facilities and village level on the theme of 'Swachhata hai Swasth Jeevan Ki Buniyad' through activities such as, Competition for children/poster exhibition on Sanitation and Hygiene options, Public recognition of the volunteers/ staff /VHSNC that participated in the activity.
- Programme teams and agencies working under Swachh Bharat Mission (both SBM-rural and SBM-urban) could be co-opted for activities at every level as well as Gram Panchayats / villages particularly for WASH training etc Coordination mechanisms may be put in place by states.
- The expenses for Swachhata Hi Seva may be met out of IEC funds/untied grants of facilities and VHSNC funds under NHM.
- States may also tap CSR funds for the activities

#### IEC Planning (focus on behaviour change):

- Use of social media like Twitter, Face Book, State specific NHM websites on daily basis through use of infographics to highlight swachhata activities undertaken during Swachhata Hi Seva Campaign, State
- Screening of a video / movie show on the theme of Sanitation and Hygiene (eg: – Toilet Ek Prem Katha, Pad Man and other such movies and videos).
- State may refer various resource material at [https://mdws.gov.in/publication?field\\_category\\_tid=All](https://mdws.gov.in/publication?field_category_tid=All)
  - and IEC Links as under :
  - <http://swachhbharatmission.gov.in/SBMCMS/krc-training.htm>
  - [https://www.youtube.com/watch?time\\_continue=12&v=Wz3y5A7C7xA](https://www.youtube.com/watch?time_continue=12&v=Wz3y5A7C7xA)
  - <http://swachhbharatmission.gov.in/SBMCMS/capacity-building-and-knowledge-management.htm>
  - <http://swachhbharatmission.gov.in/SBMCMS/capacity-building-and-knowledge-management.htm>
- Involving eminent personalities at State to Village level like People's Representatives, Sportsmen, influential leaders, popular public faces etc.

**Reporting:**

District need to upload daily activities on portal created by MDWS. Link of the portal is as under:

<http://sbm.giv.in/shs2018>

Systematic documentation of the campaign should also be done by each facility, by high resolution photographs and videos, as well as a brief report of the events may be compiled at District level.

High resolution videos/films/photos may be shared through google drive or youtube link to [swachhta.raj@gmail.com](mailto:swachhta.raj@gmail.com)

A suggestive template for compilation of activities at District level/state level.

<b>S.No</b>	<b>No. of facilities (separately for DH/SDH or CHC/PHC/SC)</b>	<b>Day wise</b>	<b>Participants &amp; their approximate no.</b>	<b>Brief description of activity ( along with high resolution photographs and videos)</b>