

**OFFICE OF THE STATE MISSION DIRECTOR (SBM)
GOVT. OF NCT OF DELHI, 9TH FLOOR 'C' WING
DELHI SECRETARIAT, NEW DELHI**

No. F. 1(73)/OSD/SBM/2019/890

Dated: 11/09/2019

To,

All HoDs

Subject: - Nation-wide Sanitation Campaign "Swachhata Hi Seva"- regarding collection, segregation and disposal of single use plastic and related activities.

Madam/Sir,

Kindly refer to the Hon'ble Prime Minister's appeal to citizen's to make India free from single-use plastics, beginning on 2nd October 2019. It was stated that *"this year, on 2nd October, 2019 when we celebrate Bapu's 150th Birth Anniversary, we shall not only dedicate to him the India as Open Defecation Free, but shall also lay the foundation of a new revolution against use of plastic, by people throughout the country"*.

In view of above, the Cabinet Secretary, Government of India had a meeting / video conference on 10th September 2019 with all the States and UTs for observing Six-week long "Swachhta Hi Seva" Campaign. **The Period 11th September (Anniversary of Swami Vivekanand) to 27th October (Deepawali Day) will be commemorating as "Swachhata Hi Seva" with the theme of plastic waste sharamdan.** The presentation given by Department of Drinking Water & Sanitation, Ministry of Jal Shakti is enclosed herewith for reference. A list of suggested activities to be undertaken in the various phases is mentioned in the D.O.letter dated 26.11.2019 of Secretary, MoHUA, GoI enclosed herewith and briefed as under:-

Phase - 1	11 th September – 1 st October, 2019	Preparation and Awareness generation
Phase - 2	2 nd October 2019	'Shramdaan' as mass movement
Phase - 3	3 rd -- 27 th October 2019	Recycle / Disposal of collected plastic waste, leading to a plastic -free Diwali

In this context, the following actions are required to be taken by concerned Department/Agency:-

1. All ULBs have already submitted their plan of Action for segregation, collection, transportation and disposal of plastic waste. The collected plastic waste should be suitably segregated in recycling and non-recycling plastic waste and transported to the identified sites from the collection centres and shall be further disposed of accordingly.
2. ULBs to explore the use of plastic litter in cement kilns and road construction.
3. ULBs needs to publicize their identified collection centers /dhalos for collection of plastic waste and should have proper account/record of plastic waste.

4. Integrate all informal rag pickers, kabadiwalas, recycles into the formal waste management system.
5. Special focus on awareness campaign be given in Schools, Colleges, Hospitals, Tourist places, Markets, Bus stands, Govt. and Private Offices, Malls etc.
6. Campaign on replacing plastic bags with Jute/ cloth bags with mass production. Encourage setting up of 'Bartan Bhandars' jhola bandars etc for providing alternative options to plastic containers/utensils during and public events.
7. All departments will observe Shramdaan Activities at prominent places on 2nd October 2019 and also administer pledge taking ceremony in this regard.
8. Education Department to sensitize the school children especially during morning assemblies. Focus on awareness activities viz. Slogan writing, poster making, speech and other innovative programs to be organized at school level. Nukkad Natak and Rallies may also be considered for mass mobilization.
9. DTTDC specifically requested to run campaign and Shramdaan drives at iconic places.
10. All District Magistrates to encourage NGOs and citizens to hold cleaning drives round water bodies, beaches, riverfronts, lakes and ponds to clear plastic debris. Cycle rallies, Door to Door campaign, cultural activities, cleanliness drives and theme based activities to be undertaken with the help of NGOs, Special Help Groups and RWAs.
11. Encourage all food/ restaurant aggregators to replace plastic delivery containers with bio-degradable options.
12. Industrial Parks/ Areas may be sensitized to focus on plastic waste management on a sustained and continuous basis.

In view of above all the Department/Agencies are requested to observe the 'Swachhhta Hi Seva' Campaign in letter and spirit and make the event 'Janjagruxh Andolan'. As the Activities are being monitored at Apex level, it is further requested to document all such activities by uploading photographs, videos and detailed report of these activities on the Swachh Manch (www.swachhmanch.in) portal and sbm.gov.in/shs2019 on daily basis.

Encl: mentioned in annexure 'A'

No. F. 1(73)/OSD/SBM/2019/891-94

Copy for information to:-


1. Spl. Secretary to Hon'ble LG.
2. Secretary to Hon'ble Minister (UD)
3. SO to Chief Secretary
4. Director (SBM) MoHUA, Gol.

Yours faithfully,


(K.C. Surender)

Addl. Secretary/SMD(SBM)

Dated: 11/09/2019


Addl. Secretary/SMD(SBM)

Details of enclosures:-

1. D.O. Letter dated 23/08/2019 received from Secretary, MoHUA, GoI. regarding advisory on Plastic Waste Management
2. D.O. Letter dated 23/08/2019 received from Secretary, MoHUA, GoI regarding 'Swachhata Hi Seva' campaign and suggested list of activities.
3. D.O. Letter 04/09/2019 received from Jt. Secretary, Department of Promotion of Industry & Internet Trade, Ministry of Commerce & Industry, GoI.
4. D.O. Letter dated 09/09/2019 received from Secretary, Ministry of Tourism, GoI.
5. Presentation given by Secretary, Department of Drinking Water & Sanitation, Ministry of Jal Shakti, GoI. on 10/09/2019
6. D.O. Letter dated 21/01/2019 and 06/09/2019 received from Secretary, MoEF&CC, GoI. enclosing Standard Guidelines for Single – Use Plastic.

* The related documents liec material is available at the website of UD Department GNCT of Delhi ud.delhigovt.nic.in