

Activity Guidelines on Swachhata Hi Seva 2018

Background:

Hon'ble Prime Minister has called upon the nation to accelerate Swachh Bharat Mission through Swachhata Hi Seva (SHS) from 15th September 2018 to 2nd October 2018. As a precursor to the launch of 150th Birth Anniversary celebration of Mahatma Gandhi, and in the run up to the fourth anniversary of Swachh Bharat Mission, MDWS has decided to observe Swachhata Hi Seva this year also on a larger scale. Participation of all NGOs, schools, colleges, social, cultural and political leaders, corporates, government officials, Collectors and sarpanches is of utmost importance to accelerate Swachhata activities during the period from **15th September to 02nd October 2018**.

Objective:

1. To bring about mass change in the mindset of the people towards cleanliness.
2. To bring about behavior change among the people to inculcate positive values on safe sanitation practices.

Target Group:

- a. Honorable MLA, MP, MAC(Karbi Anglong/Dima Hassao), MCLA (BTAD)
- b. Social activists, teachers, gaon burah, senior citizens
- c. Women (SHG, mothers group, Mahila Samiti, women centric NGOs)
- d. Youth (District Sports Authority, college, universities, NYK, NSS, CHSC, clubs, youth centric NGOs etc)
- e. Students (schools, Kausturba Gandhi Vidyalaya etc.)
- f. ASHA, Anganwadi workers etc.

Activity Log:

Date/ Day	Activity	Target Group	Responsible Person
15.09.2018 Saturday	<ul style="list-style-type: none"> • State Launch of SHS 2018 • <u>District launch of SHS 2018 in selected women college or co-</u> 	<ul style="list-style-type: none"> • Participation of school students (<i>one school per block</i>) • College students • Govt. departments 	At State: State Officials/ Specialist At District: District Officials/

	<p>ed college of each district. (<i>invitation letter to parents of college students may be send inviting them to participate in the district launch, to be supported by SBM(G)</i>)</p> <ul style="list-style-type: none"> Swachhata Activities through cleanliness drive for Shramdaan in schools, religious institutions, all one village in each GP etc. 	<ul style="list-style-type: none"> Public representatives Faith leaders Citizens 	consultants/ TO's/BRCC/ CRCC/ Swachhagrahis etc.
16.09.2018 Sunday	<ul style="list-style-type: none"> Swachhata Sabhas Swachhata Activities through Shramdaan 	Community	Ward members/ Gaon Burha or village headman
15 th Sep to 2 nd Oct 2018	<ul style="list-style-type: none"> One village may be taken up everyday in separate GPs for 15 days. So, in 15 days, 15 villages covering 15 GP's may be cleaned up and Handmade dustbins made of bamboo, waste material, cane etc. may be donated by villagers and placed in the villages. 	Community supported by SBM(G)	BRCC/ CRCC/ Swachhagrahi
15 th Sep to 2 nd Oct 2018 (schools)	<ul style="list-style-type: none"> One school per block everyday during this period to be identified for organizing cleanliness drives Essay competition for age groups of 9-15 years of age Painting competitions 	<ul style="list-style-type: none"> Students Teachers 	BRCC/ CRCC/ Swachhagrahi- school teacher as support

	<ul style="list-style-type: none"> for school students Product making from waste material etc. 		
15 th Sep to 2 nd Oct 2018 (colleges)	<ul style="list-style-type: none"> One college or junior college covering each block during this period to be identified for organizing cleanliness drives Essay competition for age groups of 16 – 22 years of age Product making from waste material etc. 	<ul style="list-style-type: none"> Students Teachers/Professors 	BRCC/ CRCC/ Swachhagrahi- school teacher as support
17.09.2018 Monday	Swachhata Shramdaan Cleanliness drive by the Dignitaries both in <ul style="list-style-type: none"> State and district level 	Dignitaries of the state (8 am to 9 am)	<ul style="list-style-type: none"> District officials/ specialist
18.09.2018 Tuesday	<ul style="list-style-type: none"> Awareness meeting 	Police dept.	<ul style="list-style-type: none"> Police supported by District officials
19.09.2018 Wednesday	<ul style="list-style-type: none"> Community meetings at village level (one meeting per GP per block) 	Women groups (SHG, Mothers group, Mothers support group, AWW, ASHA)	BRCC/CRCC- Swachhagrahi support
20.09.2018 Thursday	IPC and distribution of leaflets, IEC materials etc.	Community	Swachhagrahi
21.09.2018 Friday	Focus group discussion, group meetings	Community	BRCC/ CRCC
22.09.2018 Saturday	Swachhata Activities at Railway stations	Railway dept.	Officials from railway deptts.
23.09.2018 Sunday	Focus group discussion, group meetings	Community	BRCC/ CRCC
24.09.2018 Monday	<ul style="list-style-type: none"> Swachhata Activities through Shramdaan Swachhata Campaigns and Tree plantation in villages/institutions/ 	Forest departments Engaging Corporates, and companies	Officials from forest deptts. Supported by SBM (G) district officials

	public places etc		
25.09.2018 Tuesday	Swachhagrahion ke Swachhagrahi: Ek se Anek Divas. (Each Swachhagrahi under SBMG to mobilize 100 or more members from the community to do swachhata shramdaan in their village under SBMG.)	Community	Swachhagrahi supported by District SBM(G) team
26.09.2018 Wednesday	Community meetings at AWC, Sub Centres during VHND	AWW ASHA ANM	Swachhagrahi/BRCC/CRCC
27.09.2018 Thursday	Autorickhaw/branding public transport vehicle	Public transport dept.	District SBM(G) team
28.09.2018 Friday	<ul style="list-style-type: none"> • Awareness meetings with Army • Cleanliness drive • cleaning of water sources and • Wall painting of army boundaries by Armies. 	Army	Army
29.09.2018 Saturday	<ul style="list-style-type: none"> • Cleaning drives in hospitals, public health centers, community health centers 	NHM	Officials from NHM
30.09.2018 Sunday	Sports tournament Cricket/Football/Athletics	Sports & youth welfare department Youths	SYW Deptt supported by District SBM(G) Team
01.09.2018 Monday	Swachhata Activities in nearby areas of looms, display centres, cooperative banks etc	Swachhata Activities by SHG, Handloom industries and cooperative banks.	SHGs , loom workers etc supported by District SBM(g) team
02.09.2018 Tuesday	Closing ceremony Prize distribution both at State & district level		District officials, Specialists, TO's etc.

List of Activities that the districts may undertake:

a. With Women:

Collaboration with SHG groups, mothers groups (in school), mothers support groups (in AWC) to discuss:

- Disposal of child's faeces
- Handwashing with soap
- Toilet usage and maintenance.

b. With Youth:

- Sports tournaments
- Cleanliness drive
- Awareness meeting.
- IPC

c. With students:

- a. Essay writing/ painting competition
- b. **Innovations with Waste product**

DETAILS OF ACTIVITIES:

- Competitions- Painting, Essay, Sports tournament
- Focus Group discussion, group meeting, awareness campaign with rath
- Cleanliness drive at major locations- hospitals, police stations, DC office, court compound, river bank etc.
- Auto-Rickshaw branding
- Engagement of local celebrity
- Documentation of photo and video
- Print release and discussion at local channels

Themes:

i. Painting Competition themes:

1. Clean and Green Assam
2. My village, Clean Village
3. Plastic free Assam

Guidelines:

1. Minimum 10 schools should participate in the on spot painting competition
2. Minimum 200 student should participate from the district

3. The age group will be from 09 –15 years
4. The district will have to provide scan copies/ photographs (JPEG format) of two best paintings to SBM-G in.
5. The best three participants will be awarded with cash prizes by the concerned DWSC for the following amount-
 - a. 1st prize- Rs. 7000
 - b. 2nd prize Rs. 5000
 - c. 3rd prize Rs. 3000 .

ii. Innovations from Waste product by school students:

DWSC may organize innovative competitions with school students like making products out of waste materials. This will change their mindset towards waste management. To motivate them, districts can give cash prizes and showcase their models during the closure ceremony. The best three participants will be awarded with cash prizes by the concerned DWSC for the following amount -

- a. 1st prize- Rs. 7000
- b. 2nd prize Rs. 5000
- c. 3rd prize Rs. 3000

iii. Essay Competition Themes:

1. Role of Youth in Swachh Bharat Mission
2. Swachhata brings respect: your views for it or against it
3. Clean and Green Assam: Role of Swachh Bharat Mission
4. Cleanliness and Civilization
5. Impact of Swachh Bharat Mission on Women Health
6. Plastic free Assam

Guidelines:

1. Minimum 500 words.
2. Minimum 10 schools & 5 colleges should participate in the on spot essay competition
3. The age group will be from 09 –15 years and 16 – 22 years.
4. The district will have to provide scan copies of two best essays to SBM-G.
5. The best three participants will be awarded with cash prizes by the concerned DWSC for the following amount -
 - a. 1st prize- Rs. 7000
 - b. 2nd prize Rs. 5000
 - c. 3rd prize Rs. 3000 .

iv. Cleanliness Drive and Tree Plantation (Shram Daan):

1. Cleanliness drive should be conducted at major place like railway stations, bus stand, public parking, tourist places, picnic spots, market places, Haat Bazar, hospitals, police stations, DC office, court compound, river bank, religious places etc.
2. Minimum 4 cleanliness drive preferably on holidays may be carried out with local celebrities and media.

3. Local Celebrities including prominent figures from the districts like local M.L.A, M.P, religious leaders may be engaged for the purpose of 'Shram Daan'.
4. Tree plantation in institutions, public places, offices etc.

v. Focus Group Discussion & Group Meetings Topics:

1. Effects of Open Defecation
2. Toilet Usage and maintenance
3. Importance of Hand washing with Demonstration
4. Safe Disposal of Child Feces
5. Initiatives of Swachh Bharat Mission, its core objectives and importance

Guidelines:

1. Participation of people from different strata of the society is advisable like Woman, Elderly people, physically challenged people, School Students, tea garden labors, schedule tribes etc.
2. Make proper documentation of the event with details of the participants, age group, sex, caste etc. Photographs must be attached with the concerned reports.

vi. Auto, Rickshaw, Bus Branding

1. Branding of local bus/ auto/magic /traveller/rickshaw with messages related to Wash and Sanitation
2. Prominent Places at local Haat Bazar may be branded with SBM(G) messages. The DWSC may borne it from IEC fund.

vii. Sports Tournament:

1. Organize Sports tournament (Tennis ball, cricket, football, carom, chess etc) engaging local youth clubs, venture colleges, Women Colleges in collaboration with District Sports Association.
2. Tournaments may be organized keeping in mind kids, senior citizens and youths.
3. Proper branding of the tournament must be done keeping in mind the theme of Swachhata Hi Seva. Proper arrangement for media publicity must be done.
4. T-Shirts, Jersey and other merchandise products may be added.
5. The winner team may be awarded with cash prize of Rs. 10,000, runners up with Rs. 7,000 and Rs. 5,000 respectively from the concerned DWSC.

Local Media Engagement:

1. The districts may engage local correspondents from prominent newspaper, news channels etc. for the purpose of mass publicity.

2. Television Slots may be booked in local channels of the district to organize special talk shows on the importance of 'Swachhata Hi Seva'
3. Tickers, and Aston bands may run in the local channels for wide publicity.
4. Districts must encourage reporters of the concerned areas to publish, editorials, success stories on swachh bharat (Gramin) initiatives.
5. For all the publicity related campaign districts may refer to the approved DIPR rates.

Overall Role of Swachhagrahi in Swachhata Hi Seva 2018

As per the SBM (G) guidelines, Swachhagrahis who are the Foot Soldiers and the motivators, have been engaged for bringing about behavior change in sanitation and hygiene practices in rural India. As per the norms, every village should ideally have at least one Swachhagrahi, with preference given to women candidates. A Swachhagrahi is a volunteer who can come from any background, including a local ASHA worker, ANM, Anganwadi worker, and staff, water line man, pump operator, member of NCO/CSOs, youth organizations or from the general public living in villages.

The role of Swachhagrahi in Swachhata Hi Seva 2018 may be included as follows:

1. Publicity of Swachhata Hi Seva among the general mass.
2. The information may be shared through IPC or Group meeting.
3. Support in cleanliness drive.
4. Active role in the activities of swachhata hi seva.

Reporting:

All the reports of the activities may be filled in accordance to the google sheet provided from state uploaded in the SBMG Drive.

Also, the districts may upload report in <https://swachhbharatmission.gov.in/SHS2018>

Events at State level:

a. State launch:

- Inauguration event
- Press Release
- Publicity campaign design:
 - Outdoor publicity
 - Hoardings
 - Newspaper Ads

- Radio Ads/ TV ads
- Branding of ASTC bus/ Rath etc.
- Uniform design creatives for publicity campaign for districts in various languages
- Handholding to district for district level activities
- Field visit to districts by concerned area specialist.
- Coordination with the press

b. Closing Ceremony:

- Prize distribution at State level to 3 best in essay, painting competition, waste material product making competition, sports tournament
- Districts may display the award winning paintings and an innovative waste material products made by the students as exhibition during the closing ceremony.

EVENTS AT DISTRICT LEVEL:

District will launch SHS 2018 at district level on Sep 15th 2018 and follow the activities as suggested by the State till Oct 2nd, 2018.

The districts may conduct the District Launch at selected

- School
- Women college or Co-ed college
- Parents of students may be invited to participate in the district launch.

ANNEXURE: 3 " Swachhagrahion ke Swachhgrahi: Ek se Anek" Diwas on 25.09.2018

"Swachhagrahi Ke Swachhagrahi: Ek Se Anek Diwas" is scheduled on 25th September 2018, where each Swachhagrahi under SBM(G) is required to mobilize 100 or more members from the community to undertake 'Shramdaan'. During Swachhata Hi Seva 2018 the following activities may be planned for Swachhagrahis:

- **Conducting cleanliness drives** with teachers/ ASHA/ AWWs/ ANMs in schools, Public Health Centers, Anganwadi centres, public areas respectively
- Holding **extensive discussions** with public representatives, natural leaders, religious leaders, panchayat level workers and communities on the issue of sanitation
- Informing the community about the "**Twin leach pit water seal toilet**" and assist in the construction of toilets.

- Carrying out **community- based activities-** community, schools, Anganwadis, etc. to bring about collective behaviour change
- Organising **meetings and discussions in all schools and Anganwadi centres** on the topic of hygiene, sanitation and open defecation Organising Gram Gaurav Yatra and ODF celebration ceremonies, for the newly declared ODF villages .
- Organising **cleanliness drives** in the villages along with the communities/ Nigrani Samitis, including morning and evening follow up related activities
- Organising **Prabhat Pheri** (morning walk), children's rally, Mashal Juloos (Torchlight march) and Ratri Chaupal (Night meetings) in the villages Organizing rally with children to convince their parents and villagers to construct toilets (where necessary) and use the same
- **Any other**

The details of the participation and mobilization of Swachhagrahion Ke Swachhagrahi: Ek Se Anek Diwas may be duly reported under D34 module in SBM(G) IMIS. To facilitate the reporting of other SHS activities MoDWS has launched a new version of SHS portal. SHS portal may be accessed by anyone from the link. <https://swachhbharatmission.gov.in/SHS2018> for reporting SHS activities.
