

**GOVERNMENT OF TELANGANA
MUNICIPAL ADMINISTRATION DEPARTMENT**

O/o Commissioner & Director of
Municipal Administration,
Telangana, Hyderabad.

CIRCULAR

Cir.Roc.No.3608/SBM/Thematicdrive/2016/H2

Dated:22.07.2016

Sub: Municipal Administration Department – Swachh Bharat - Swachh Telangana - Observing of special Thematic Drive “Honouring municipal workers with citizens extending the hand of ‘friendship’ to all municipal workers working for Swachh Bharat – Swachh Telangana Mission” from 16th July, 2016 to 31st July, 2016 in all ULBs of the State – Certain instructions issued - Regd.

- Ref:** 1. D.No.S-18020/17/2016-SBM, Dated:01.03.2016 from PRADEEP.K.SINHA, Cabinet Secretary, Gol.
2. F.No.A-14039/3-R/ROSEZ/CHN/16/SBA/0966, Dated: 03.05.2016 from Dr.MRG Reddy, Addl. Principal Chief Conservator of Forests (c), Regional Office (South Eastren Zone), Chennai.
3. Govt.Memo.No.4145/UBS/2016, Dated:12.05.2016 from MA&UD Dept., Telangana Secretariat.
4. D.O.No.SB/SBM/50/2016, Dated: 11.05.2016 from JS & MD (SBM), MoUD, Gol.
5. This office Circular Roc.No.4124/2015/H2, Dated:19.05.2016
6. Govt. of India D.O.No.MD-SBM/PG/24/2016, Dated 11th July, 2016 from Mission Director, SBM, MoUD, Gol

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I invite your attention to the references cited. In the reference 5th cited, all ULBs were instructed to observe fortnightly “**Thematic Cleanliness**” drives with suggested theme, suggested activities and concerned Ministry to be involved, from 1st April, 2016 to 31st March, 2017 across the ULBs of the country. Theme wise Calendar was also communicated to all ULBs and placed in swachhts website downloads.

2. The theme for the special drive to be conducted during the fortnight 16th -31st July 2016 is “**Honouring municipal workers with citizens extending the hand of ‘friendship’ to all municipal workers working for Swachh Bharat – Swachh Telangana Mission**”. As per the advisory of JS & MD, MoUD, Gol in the reference 6th cited, during this fortnight, all the Municipal Commissioners in the state are instructed to implement following activities;

- Felicitate best PH Workers (Regular or Outsource) through RWA's/ Philanthropists/ Public Representatives/Ward Members etc.
- Exhibit names of Best PH Workers in Municipal Office
- Conduct Health checkup camps and provide medicines on free of cost through Lions Club/ Rotary Clubs/IMA

- Conduct Yoga Classes and sensitize them on personal hygiene and hand wash

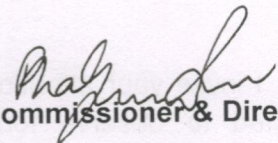
3. In this connection, all the Municipal Commissioners in the state are instructed to ensure to implement above said drive without fail. The MCs shall arrange to upload all these activities on **swachhbharat.mygov.in** portal, and also reach out to the local media for press and TV coverage of these drives. As already communicated to you, each press clipping and each TV video clippings about this drive shall emailed to sanghamitra@kpmg.com by marking a copy to cdma.cdma@gov.in. The RDMA's are requested to monitor and ensure strict implementation of the above drives and uploading of photos and press clippings in the above said website and report compliance to C&DMA regularly.

Encl: as above

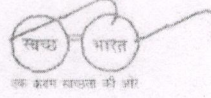
**Sd/- M.Dana Kishore
Commissioner & Director &
State Mission Director (SBM)**

To

The Commissioner, Greater Hyderabad Municipal Corporation
The Commissioner, Greater Warangal Municipal Corporation
All the Municipal Commissioners in the State through RDMA's concerned
Copy to all the Mayors/Chairpersons/SOs of the ULBs through MCs concerned
Copy to all RDMA's for follow up action
Copy to all the District Collectors to monitor the SBM and review the program in Urban Days
Copy submitted to Principal Secretary to Govt, MA&UD Department, Govt of Telangana for kind information
Copy submitted to the Chief Secretary & Chairman HPC, Govt of Telangana for kind information
Copy submitted to Joint Secretary and National SBM Directorate, MoUD, GoI, Nirman Bhavan, New Delhi for kind information.


For Commissioner & Director

PRAVEEN PRAKASH, IAS
Joint Secretary & Mission Director (SBM)
GOVERNMENT OF INDIA
MINISTRY OF URBAN DEVELOPMENT



प्रवीण प्रकाश, आई.ए.एस.
संयुक्त सचिव एवं मिशन निदेशक (एस.बी.एम.)
भारत सरकार
शहरी विकास मंत्रालय

D.O. No. SB / SBM / 81 / 2016

Date: 14th June 2016

Dear Sir / Madam,

Re: Thematic drives: 16th – 31st July 2016

Kindly refer to circular number SB / SBM / 30 / 2016 dated 29th March 2016, giving the detailed calendar of thematic drives to be taken up during April 2016 – March 2017.

2. The theme for the special drive to be conducted during the fortnight 16th – 31st July 2016 will be focusing on the theme: **"Honouring municipal workers, with citizens extending the hand of 'friendship' to all municipal workers working for Swachh Bharat Mission"**. During this fortnight, please arrange the following initiatives for all your municipal workers:

- Conducting a health camp for all municipal workers
- Providing municipal workers with new uniforms, new shoes, gloves, safety kits
- Felicitation and public recognition of all municipal workers who have been doing exemplary work under SBM

4. As in the previous fortnights, we will be supplying you with soft copies of creative designs that you can use to bring out posters / banners etc for the fortnight.

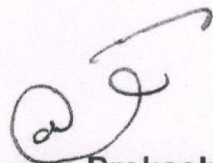
5. Please reach out to your local media (both press and TV) for covering the above events in local newspapers and TV channels. As already communicated to you, each press cuttings and each TV video clippings around this drive, emailed to sanghamitrab@kpmg.com will be awarded 1 point per press clipping, and 3 points per TV video clip, and these marks will be counted

towards the final scores in the next round of "Swachh Survekshan" to be conducted in January 2017.

We look forward to your cooperation in making this drive a success.

With regards,

Yours sincerely,


(Praveen Prakash)

All State Mission Directors (SBM) / Municipal Commissioners of 75 cities

Copy to : - PPS to Secretary (UD)

- JA-CPHEEO