

No. AG-15040/35/2023-Sr.C-II-Part(1)
Government of India
Ministry of Social Justice & Empowerment
Department of Social Justice & Empowerment

A-253, Shastri Bhawan,
New Delhi 110001, the 17th of September 2024

Tos

1. All the RRTCs and NGOs (Old Age Homes) under AVYAY
2. All Training Institutes (TIs) of the 'Training of Geriatric Care Givers'

Subject: 'Swachhata Hi Seva Campaign (SHS)-2024 -reg.

Sir/ Madam,

Reference is invited to the subject mentioned above and it is stated that "Swachhata Hi Seva, 2024 (SHS, 2024)" Campaign will be observed from 17th September 2024 to 1st October 2024 with the theme of 'Swabhav Swachhata - Sanskaar Swachhata' and thereafter, Swachh Bharat Diwas (SBD) will be celebrated on the 2nd of October, 2024.

2. This campaign will be carried out in a 'Whole of Society Approach' with its emphasis on people's participation making 'Sanitation everyone's business' and will be jointly organized by SBM-Grameen & SBM-Urban. This year, apart from the Shramdaan and Advocacy efforts, special focus will be the organization of Safai Mitra Suraksha Shivirs and the transformation of identified Cleanliness Target Units (CTUs) - areas which are generally neglected garbage points, difficult to clean as part of regular cleaning operations and pose environmental, health and hygiene risk.

3. In view of above, following activities may be undertaken:

- a. Organize Cleanliness Drives in your areas. Efforts should be made towards the sustainable disposal of the waste.
- b. Held SHS 2024 logo (Hindi and English), banners, hoardings, standees for SHS 2024 reflecting theme of 'Swabhav, Swachhata, Sanskaar Swachhhata'.
- c. Encourage for plantation in official premises and residential premises (wherever possible) under the campaign "Ek Ped Maa Ke Naam".
- d. Any other activity deemed fit in line with SHS 2024.

Cont.../-

4. It is further requested to kindly upload pictures and videos (before and after the cleanliness drive) of above activities on:-

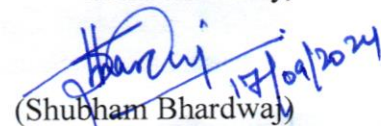
<https://drive.google.com/drive/folders/1-gqbJ9ZY60LpT5Ef3isrIXc-SnUst44I?usp=sharing> and fill the details in the google sheet, the link of which is as

under:

<https://docs.google.com/spreadsheets/d/15FMtbwMVVVvLcNh-KXGt2PIkCA6DgDR5lEt4Nepuf24/edit?usp=sharing>

5. This issues with the approval of Competent Authority.

Yours faithfully,


(Shubham Bhardwaj)

Under Secretary to the Government of India