

**GOVERNMENT OF TELANGANA
MUNICIPAL ADMINISTRATION DEPARTMENT**

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

CIRCULAR

Roc.No.E- 632328/2023/H1, Dt. 04/11/2023

Sub: MA Department – **Swachh Diwali Shubh Diwali Campaign from 6th Nov - 12th Nov 2023**”- Request for participation of ULBs in adherence to the Model Code of Conduct - Certain instructions issued – Reg.

Ref:- D.O letter 3/11/2023-SBM IV, dt: 05.09-2023 from Joint Secretary & Mission Director – SBM (U) 2.0, MoHUA, Gol.

The attention of the MCs of all ULBs (except GHMC) is invited to the ref., cited, wherein the Mission Director, SBM(U) 2.0& Joint Secretary, MoHUA has informed that the MoHUA, Gol has set to launch the “**Swachh Diwali Shubh Diwali Campaign from 6th Nov - 12th Nov 2023**”.

2. While informing above, the Gol has requested to conduct the above campaign in all the ULBs, in adherence to the Model Code of Conduct and issued following instructions:-

1. Component-1:Swachh Diwali Signature Campaign:

- Conduct mass awareness campaigns (**as permissible within the Model Election Code**) for the maximum engagement of all the people and encourage them to sign for clean, green, SUP free Diwali in the signature campaign on MyGov portal.
- ULB should encourage and engage mass youth volunteers for the event and register in MyGov portal.
- ULBs should promote the event in all social media handles and in all the high footfall areas.
- ULBs should distribute the PPE kits such as face mask, protective eye wear and hand gloves to all sanitation workers.
- Promote usage of cloth bag instead of plastic covers & banned SUP in all gifting packs during the campaign in all sweet shops and cracker selling stores, etc.
- ULB should engage stake holders such as Market Associations, Resident Welfare Associations, Ward Committees, Self Help Groups &etc during the campaigns.

2. Component-2:Swachh Diwali Video Reels:

- ULBs to encourage citizen to showcase their unique way of Swachh Diwali celebrations by making short video reels (30-60 seconds) and posting the same on social media platforms duly tagging ULB and MoHUA twitter IDs.
- ULBs to involve all the educational institutions and students in promoting the event by creating short video clips on clean, green Diwali.

3. Therefore, the MCs of all ULBs (except GHMC) are hereby directed to take necessary action in adherence to the Model Code of Conduct.

Encl:-Do Lr

Dasari John Samson
ADDITIONAL DIRECTOR

To

The MCs of all ULBs (except GHMC).

Copy to the RDMA's of Hyderabad & Warangal Regions for information.

Copy to all the AC LBs (except Hyderabad & Mulugu Districts) for information and necessary action.

Copy to all the Collectors & District Magistrates (except Hyderabad & Mulugu Districts) for information and necessary action.

Copy submitted to the Special Chief Secretary to the Government, MA&UD Department, TS., Hyderabad for kind information.

Signed by Dasari John

Samson

Date: 04-11-2023 16:05:52

Reason: Approved

रूपा मिश्रा

संयुक्त सचिव एवं मिशन निदेशक

ROOPA MISHRA

Joint Secretary & Mission Director
Swachh Bharat Mission - Urban

भारत सरकार
आवासन और शहरी कार्य मंत्रालय
GOVERNMENT OF INDIA
MINISTRY OF HOUSING AND URBAN AFFAIRS



D.O. No. 2/10/2023-SBM-IV

3rd November, 2023Dear *Mission Director,*

Taking forward the journey of 'Swachhata' a campaign on 'Swachh Diwali Shubh Diwali' from 6th -12th November 2023 is being rolled out. The campaign aims at invoking the cultural significance of Diwali with the journey of Swachh Bharat by encouraging clean and ecofriendly celebrations. It is designed to engage with public to prioritize cleanliness of not just homes but also of their neighborhoods, practice source segregation of waste, promote waste to wealth, abstain from use of Single Use Plastics (SUP), adopt ecofriendly materials and promote 'Vocal for Local'.

2. The campaign elements are as under-

- Swachh Diwali Signature Campaign** - Citizens are encouraged to sign for clean, green, SUP free Diwali. Their resolve can be demonstrated by joining the Signature Campaign on MyGov portal.
- Swachh Diwali Video Reels** -Citizens will be encouraged to showcase unique ways of their Swachh Diwali celebrations by making short video reels (30-60 seconds) and sharing the same on social media platforms.

3. Large scale awareness drives may be taken up for participation of public to sign up for Signature Campaign on MyGov portal and for uploading Swachh Diwali video reels on social media platform. Public representatives, market associations, trade & industry associations, business bodies, resident welfare associations, ward committees, self help groups, NGOs and CSOs, youth clubs, citizen groups, faith groups, Govt. employees may be encouraged to partner for Swachh Diwali.

4. For facilitating the awareness drive, i) creatives for banner/ poster / hoardings/ webpage display, ii) audio-visual for digital/ social/display platforms iii) audio track for campaign are being shared by MoHUA. These creatives may be used as website banners, posters, hoardings, standees & social media banners & web posts, display platforms, garbage collection vehicles and other public platforms. Daily social media engagement during the campaign period must be done using #SwachhDiwali and tagging @sbmurbangov.

5. It is also requested to conduct special cleanliness drives and misting at prime locations pre-and post – Diwali as part of the campaign. Also, adequate precaution for the health of sanitation workers in areas with poor AQI must be taken up by providing masks and protective eye wear.

6. Necessary adherence to the model code of conduct to be done in all the election bound States.

Looking forward for a fruitful collaboration.

With best wishes,

Yours sincerely,

(Roopa Mishra)

State Mission Directors
SBM-U