

**MUNICIPAL ADMINISTRATION DEPARTMENT
TELANGANA STATE**

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

O/o SMD, SBM(U)
O/o SMD, NULM

C I R C U L A R

Cir.Roc.No.474519/2022-H2,

Dt:10.03.2023

Sub:- CDMA-“International Women’s Day Celebrations”-Swachhotsav-2023 campaign from 7th March to 30th March-2023 on the eve of International Women’s Day- Participation of ULBs-Certain Instructions issued -Reg.

Ref:- 1.D.O.No.2/3/2023-SBM.IV, Dt.07.03.2023 of the Joint Secy & Mission Director, Swachh bHarath Mission, Gol.
2. C.No.MEPMA-SEP/IEC/2/2018, Dt.06.03.2023 of this Office.

The attention of all the MCs are invited to the refs cited.

2. A 03 week long campaign from 7th March 2023 to 30th March 2023 to celebrate and galvanize the transition from 'Women in swachhata' to 'Women led swachhata' in all the ULBs. The components of Swachhotsav-2023 are as follows:

- **Women Icon Leading Swachhata (WINS) Awards 2023** to recognize and award women champions in sanitation and waste management.
- **Swachh Mashaal March-** Ward-level mass mobilization of citizens led by women to be held on 29th March 2023 declared as “International day of Zero waste” by United Nations General Assemble
- **Garbage Free Cities Influencers’ Network-** To mainstream Women SHGs in taking the “Jan Andolan” for Garbage Free Cities

2. In view of the above, all the MCs are instructed to conduct Swachhotsav-2023 in concerned ULBs with following indicative activities:

2.1 Women Icon Leading Swachhata (WINS) Awards 2023:

- Create awareness to the citizens regarding Women Icon Leading Swachhata (WINS) Awards 2023 through Social media, News paper, Posters, website etc.
- Collect the applications for WINS awards from Individual women entrepreneurs, SHGs, NGOs, Startups and Micro entrepreneurs in required thematic areas from 15th March to 5th April 2023 and submit the best 5 nominations to undersigned on or before 30th April 2023.

2.2 GFC Influencers Network:

- Identify the enthusiastic women from each ward as “Swachhatta Agent” and to form a Ward Level Committee involving SHG women, Youth groups, Student groups, NGOs, etc by 25th March 2023.
- The Swachhatta agents will train the committee members on Anti-littering, source segregation and GFC messaging and promote sanitation and hygienic practices.

2.3 Swachh Mashaal March:

- To organize Swachh Mashaal March on 29th March 2023 - A Ward level mass mobilization of citizens led by women, declared as "International day of Zero Waste"
- Identify 3-4 high footfall location(s) for conducting IEC activities in each ward.
- The committee led by Swachhatta Agent/ Ward Captain from each ward will conduct a ward level IEC programs such as Rallies, Pledges, Plog run, GVPs conversion etc involving citizen towards the goal of Garbage free Cities
- The elected representatives from each ward should participate in the IEC activities conducted by the Swachhatta Agent/ Ward Captain.

3. Hence, the Commissioner, GHMC, CEO, SCB and MCs of all ULBs, PD's/PD-DMC/TMC/ADMC, MEPMA are instructed to conduct **Swachhotsav-2023** duly following the above timelines and ensure participation of women in large scale and conduct this campaign as a **Zero Waste events**. The detailed guidelines are hereby enclosed for ready reference.

Encl: Detailed Guidelines along with PPT

Sd/- Dr.N.Satyanarayana
Director of Mpl Admn

To

The Commissioner, GHMC

The CEO, Secunderabad Cantonment Board

All the MCs (except GHMC).

All the PDs/PD-DMC/ADMC, MEPMA of all Districts.

All the SMCs of MEPMA

Copy to the RDMA's of Hyderabad and Warangal for information and necessary action.

Copy to all the AC, LBS (except Mulugu) in the State for information and necessary action.

Copy to all the Collectors and District Magistrates in the State (except Mulugu) for information.

Copy submitted to the Special Chief Secretary to Government MA & UD Department for favor of information.

V. Sainath
for Director of Mpl Admn

Detailed guidelines for taking up Swachhotsav-2023 campaign (On the eve of International Women's Day Celebrations)

1. Women Icon Leading Swachhata (WINS) Awards 2023

ULB should recognize and celebrate women led organizations and individuals who are leading change in Urban sanitation and waste management through various indicatives

Category of Applicants:

- a. Individual Women Entrepreneurs
- b. Self Help Groups
- c. Micro Enterprises
- d. Startups
- e. NGOs

Ten Thematic Areas:

- a. Management of Community/Public Toilets,
- b. Septic tank cleaning services
- c. Treatment facilities - Used Water /Septage
- d. Municipal Waste Collection & Transportation
- e. MRF Operation
- f. Waste to Wealth products
- g. Treatment Facilities-Solid Waste Management
- h. Information Education Communication, Training Capacity Building
- i. Technology and Innovation
- j. Other (to be specified)

Application Process for WINS award 2023:

Stage 1: Citizen Application

States & Cities to publicize details of WINS Awards 2023 via their website, portals, and social media. ULB's to encourage citizens to show effective participation through the suggested application format is enclosed.

Stage 2: City Evaluation Stage

ULBs will evaluate entries & nominate up to 5 applicants to the State via the Swachhatam portal. ULBs can organize public felicitation of their nominees - as city winners.

Stage 3: State Nomination

ULB wise nominations will be evaluated at the State level. Up to 3 entries in each category will be nominated by the State to MoHUA and State will organize public felicitation of nominees rewarded as State winners.

Stage 4: MoHUA Evaluation

State nominations will be evaluated at the national level on their innovativeness, impact, uniqueness, sustainability & replicability. An award ceremony will be organized at central level to felicitate the winner considering the mentioned criteria and encourage 'Women led Swachhata'.

Stage 5: Award Ceremony

City, State, and National Awards Ceremony will be organized tentatively around 5th June (World Environment Day).

Timeline for Activity:

S. No.	Activity	Duration	Timeline
1	Announcement of 'Women Icons Leading Swachhata' Awards (WINS Awards) 2023	10 th March 2023	
2	Preparatory Time for ULBs to seek Applications	6 Days	10 th March 2023 to 15 th March 2023
3	Citizen application stage	3 weeks	From 15 th March 2023 to 5 th April 2023
4	ULBs to evaluate entries through an independent Jury and submit their nominations to respective State via Swachhatam portal. Each ULB can submit 5 nominations.	2 weeks	5 th April 2023 to 20 th April 2023
5	State Mission to evaluate entries through an independent Jury and nominate up to 3 entries per category via Swachhatam portal	2 weeks	20 th April to 30 th April 2023
6	City, State, and National Awards Ceremony	Around 5 th June 2023 (World Environment Day)	

2. GFC Influencers' Network

Garbage Free Cities Influencers' Network- To mainstream Women's SHG and their federation partners in implementation of SBM 2.0 and taken the "Jan Andolan" for Garbage Free cities in ULBs.

Objective: To sense of community involvement towards the city's sanitation services in ULB level.

Activities to be done in ULBs:

Every ULB should identify the enthusiastic Women member from each ward as Swachhatta Agent and to form a ward level Committee with SHG women's, Youth groups, Student groups, NGOs, etc.

The Swachhatta agents will train the committee members on Anti-littering, Sources segregation and GFC messaging and promote sanitation and hygienic practices.

Every ULB should encourage the creation of Waste to Wealth Enterprises.

3. Swachh Mashaal March

Swachh Mashaal March-A ward-level mass mobilization of citizens led by women held on 30th March 2023 declared as international day of Zero waste by United Nations General Assembly

Pre-Event list:

- ULB should express interest in Swachh Mashaal March from 13th March till 27th March 2023 via email or Google Form.
- Every ULB should identify women Ward Captains to lead this activity in every ward.
- Every ULB should conduct max volunteer registration in ward level for this IEC activity.
- All age groups and genders are welcome to participate in this event.

- Every ULB should publish the Activity time, date, and location in every ward with Ward Captain.
- The elected representatives from each ward should participate in the IEC activities conducted by the Ward Captain.

Event Day (29th March 2023):

- Every ULB should do Live social media tweeting during activities in Ward level.
- Every ULB should Identify 3-4 high footfall location(s) for the conducting IEC activities in each ward.
- The committee led by Ward Captain from each ward will conduct a ward level IEC program such as Rallies/Marches, Pledges, Plog run, Converting GVPs, etc involving citizen towards the goal of Garbage free Cities.
- Every Ward Captains to lead cleanliness drives & spread awareness regarding 'zero waste', source segregation, & composting in ULB.
- Every ULB should record the number of participants in activities.
- Every ULB should take Swachhata Pledges in all the participants in every wards that take place on 29th March 2023.

Micro events:

- Melas of zero waste products created by SHG members
- Zero waste food stalls
- Waste to wealth competitions
- Community dialogues and local meetings/events by community women leaders
- Debates and Discussions with Women Entrepreneurs, NGOs , Startups, Individual Women entrepreneur, Citizens etc created from waste.
- Song and Drama Division activities, folk performances, puppet shows, Drawing Competitions, Wall Paintings, Etc

Every ULB should conduct this event as "Zero Waste event".



SWACHH TSAV

#WomenLedSanitation

A Swachh Bharat Mission Urban Initiative

Launch of Swachhotsav 2023

Launched on the eve of International Women's Day 2023, by Hon'ble Union Minister for Housing and Urban Affairs.



Hardeep Singh Puri
@HardeepSPuri

Women have been a mighty pillar in transformation of [#Swachhata](#) into a Jan Andolan. Launched [#Swachhotsav2023](#), a 3-week campaign championing Urban India's transition from 'Women in Swachhata' to 'Women Led Swachhata' on eve of [#InternationalWomensDay2023](#) [#NariShakti](#) @MinistryWCD



Narendra Modi and 9 others
18:15 · 07 Mar 23 · 8,632 Views

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SWACHH TSAV

#WomenLedSanitation

A Swachh Bharat Mission Urban Initiative

[Campaign duration: 8th March till 30th March 2023]

**Women Icons Leading Swachhata
(WINS) Awards 2023**

Swachhata Yatra

GFC Influencers' Network

**Swachh Mashaal March &
Swachhata Pledge**

Women Icons Leading Swachhata (WINS) Awards 2023

The Women Icons in Swachhata (WINS) Awards 2023 aims to recognize and celebrate women-led organizations and individuals who are leading change in urban sanitation and waste management through various initiatives.

Who Can Apply?

- ✓ Individual Women Entrepreneurs and Change Agents
- ✓ Self Help Groups
- ✓ Microenterprises
- ✓ Startups
- ✓ NGOs

10 Thematic Areas

- ✓ Management of Community/Public Toilets
- ✓ Septic tank cleaning services
- ✓ Treatment facilities – Used Water /Septage
- ✓ Municipal Waste Collection & Transportation
- ✓ MRF Operation
- ✓ Waste to Wealth products
- ✓ Treatment facilities-Solid Waste Management
- ✓ Information Education Communication, Training, Capacity Building
- ✓ Technology and innovation
- ✓ Other (to be specified)

Application Process for WINS Awards 2023

Stage 1: Citizen Application



Stage 2: City Evaluation Stage



Stage 3: State Nomination



Stage 4: MoHUA Evaluation



Stage 5: Award Ceremony

States & Cities to **publicize details of WINS Awards 2023** via their **website, portals, and social media.**

Entries to be invited from citizens.

A **suggested application format** has been provided by MoHUA.

ULBs will evaluate entries & **nominate up to 5 applicants to the State** via the Swachhatam portal.

ULBs can organize public felicitation of their nominees – as city winners.

ULB wise nominations will be evaluated at the State level.
Up to **3 entries in each category will be nominated by the State to MoHUA.**

State can organize public felicitation of nominees – as State winners

State nominations will be evaluated at the national level on their **innovativeness, impact, uniqueness, sustainability & replicability.**

Award ceremony details will be announced soon.

City, State, and National Awards Ceremony– around 5th June (World Environment Day)

Timeline for WINS Awards 2023

S. No.	Activity	Duration	Timeline
1	Announcement of 'Women Icons Leading Swachhata' Awards (WINS Awards) 2023	7 th March 2023	
2	Preparatory Time for ULBs to seek Applications	1 week (Ongoing)	8 th March 2023 to 15 th March 2023
3	Citizen application stage	3 weeks	From 15 th March 2023 to 5 th April 2023
4	ULBs to evaluate entries through an independent Jury and submit their nominations to respective State via Swachhatam portal. Each ULB can submit 5 nominations.	2 weeks	5 th April 2023 to 20 th April 2023
5	State Mission to evaluate entries through an independent Jury and nominate up to 3 entries per category via Swachhatam portal	2 weeks	20 th April to 30 th April 2023
6	City, State, and National Awards Ceremony	Around 5 th June 2023 (World Environment Day)	



**Ministry of Housing
and Urban Affairs
Government of India**



Swachhata Yatra

*To **promote capacity building, cross learning, & sharing of best practices** to scale up waste management and 'waste to wealth' initiatives among women SHGs.*

Joint initiative between SBM-U 2.0 and DAY-NULM to promote inter-state peer learning

Commence across cities from 10th March till 30th March 2023 (International Day of Zero Waste).

Approximately 350 Swachhata Doots to travel as part of the Swachhata Yatra

Funding

- ✓ **Guest cities:** to cover the travelling (to and fro) cost of 10 SHG members from their cities to the destination city. It can be booked under IEC/CB component of SBM (U) 2.0.
- ✓ **Host cities:** to cover local travel, boarding and lodging of Yatris. It can be booked under IEC/CB component of SBM (U) 2.0.

*To **promote capacity building, cross learning, & sharing of best practices** to scale up waste management and 'waste to wealth' initiatives among women SHGs.*

Role of host States and Cities

- ✓ **Confirmation** from host States/UTs.
- ✓ **Identification of host cities.**
- ✓ On arrival, Swachhata Doots may meet women political leadership.
- ✓ **Site visits for Swachhata Doots** to learn about innovative sanitation models and facilitate sharing of best practices.
- ✓ **Documentation** of the tour to be undertaken by host cities.

Role of Guest States and Cities

- ✓ SBM/DAY-NULM coordinators to provide overall coordination & to travel to host cities.
 - ✓ Each State Directorate of DAY-NULM to **select 10 women (approx.) ALF/SHG members** to travel to the host city as Swachhata Doots to cross learn and share best practices.
 - ✓ Women political leadership from the guest State/UT may flag off the journey of Swachhata Doots.
 - ✓ **Documentation** of the tour to be undertaken by the Yatris. (Template to be shared by MOHUA)
- ✓ Within a week of the Yatra, cities to organize a **debriefing session** with Swachhata Doots, political leadership and relevant key stakeholders.



**Ministry of Housing
and Urban Affairs
Government of India**



GFC Influencers' Network

*To **mainstream SHGs and their federations as partners** in implementing SBM-U 2.0. These master trainers will act as **swachhata agents** at the community level to generate awareness regarding the Mission's goal.*

- ✓ MoHUA to conduct an online training of master trainers consisting of members from Area Level Federation & City Level Federation
- ✓ From each State/UT 2,500 to 3,000 master trainers to join the training.
- ✓ Objective is to **instill a sense of community involvement** towards the city's sanitation services.

- ✓ **Master trainers to further train women SHG** members on sanitation. Cities to focus on sanitation in the SHG's calendar of activities.
- ✓ Training to focus on anti-littering, **source segregation and GFC messaging** and promote sanitation and hygienic practices.
- ✓ **Creation of waste to wealth enterprises** will also be encouraged.

- ✓ Goal is to activate 75,000 GFC Influencers in March 2023.

Swachh Mashaal March & Swachhata Pledge

Swachh Mashaal March

*Swachh Mashaal March shall take place around **29th/30th (International Day of Zero Waste) /31st March 2023** across all cities and towns. The objective is to encourage the ward-level mobilization of citizens towards the goal of 'Garbage Free Cities'.*

Pre-Event to do list:

- ✓ **Cities to express interest** in Swachh Mashaal March from 13th March till 27th March 2023 via email or Google Form.
- ✓ City to **identify women Ward Captains** to lead the March.
- ✓ City to **drive ward-level volunteer registration** for max. participation.
- ✓ All age groups and genders are welcome.
- ✓ Ward-level start time, date, and location to be publicized.
- ✓ Mayors and political leadership to be requested to join.

Event on 30th March

- ✓ Live social media tweeting during March
- ✓ Ward Captains to lead cleanliness drives & spread awareness regarding 'zero waste', source segregation, & composting in neighbourhoods.
- ✓ City to publicize 3-4 high-footfall congregation places where all ward-level marches will congregate.
- ✓ Record of the number of participants will be taken on the basis of the number of **Swachhata Pledges** that take place on 30th March 2023.

International Day of Zero Waste

- ✓ Cities will organize Zero-waste events and activities to commemorate the International Day of Zero Waste on 29th/30th/31st March, led by women. Cities across the country/ spread over all States will organize innovative activities and events on this day. Cities are encouraged to mobilize large-scale participation of citizens. An indicative list of micro-events is provided below:
- Melas of zero waste products created by SHG members
 - Zero waste food stalls
 - Waste to wealth competitions
 - Community dialogues and local meetings/events by community women leaders
 - TV/Radio debates/discussions
 - Song and Drama Division activities, folk performances, nukkad natak and puppet shows



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Thank You

Website: <https://sbmurban.org>



Swachh Bharat Mission - Urban



@SwachhBharatGov



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