

**GOVERNMENT OF TELANGANA
MUNICIPAL ADMINISTRATION DEPARTMENT**

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

CIRCULAR

Roc.No. E- 368333/2023/H1-2,

Dt. 11/09/2023

Sub: Mpl Admn Department – Swachh Bharat Diwas (SBD)- Organize the annual Swachhata Hi Seva (SHS)-2023 celebrations on SHS, Indian Swachhata League 2.0 and SafaiMitra Suraksha Shivir –Certain Instructions issued - Reg.

Ref:- D.O.Lr.No. 2/8/2019-SBM IV, Dt: 05-09-2023 of Joint Secretary & Mission Director, SBM – Urban, MoHUA, Gol, New Delhi along with Ir No. S-13015/62/2023-SBM-VI-DDWS, Dt: 04-09-2023 jointly issued by Secretary, MoHUA and Secretary, DDWS, Gol.

The attention of all the MCs (including GHMC) are invited to the subject and refs. cited, wherein MoHUA has informed that they are organizing the annual Swachhata Hi Seva (SHS)-2023 between **15th September 2023 to 2nd October 2023 as a prelude to the SBD on 2nd Oct 2023.**

2. Further, MoHUA, Gol has informed that, the proposed theme of SHS for this year is **“Garbage Free India” and the following activities** to be conducted at the State and ULB level under Swachhata Pakhwada fortnight to be launched on 15th Sep 2023 through a virtual programme:

- A) Swachhata Hi Seva -Fortnight long cleanliness drive:
- B) Indian Swachhata League 2.0:
- C) Safai Mitra Sureksha Shivir

3. In this context, all MCs are hereby instructed to follow below instructions under each component:

Component-1: Swachhata Hi Seva-Fortnight long cleanliness drive:

Activities to be taken in ULB:

- Removal of Garbage from all important places such as bus stands, railway stations, tourist places, zoo, national parks & sanctuaries, historical monuments, heritage sites, river fronts, ghats, drains and nallahs etc.
- Repairs, Painting, Cleaning, and branding of all sanitation assets like litter bins, public toilets, Sanitation vehicles, Processing facilities etc.
- SBM wall paintings especially at markets, public places, tourist spots etc.
- Plantation drives, Swachhata pledge, Swachhata Run, Swachhata quizzes to be conducted in the ULB.
- Cleaning of legacy spots or GVPs and converting them into beautification or selfie points in the ULBs.
- Conduct awareness activities and cultural programs in educational institution on Sanitation, Sources segregation, Alternatives to Single Use Plastic, Home composting etc.

Component-2: Indian Swachhata League 2.0:

Activities to be taken by the ULB:

- Each and every participating ULB has to be registered through Google form with team name and develop a official logo for ISL 2.0 event (the team's name can also repeat same as in ISL 1.0)
- ULB should have identify and nominate the Team captain and brand ambassador for the event and share with Gol for communication.
- NCC, NSS, Youth Clubs, RWAs, NGOs and other social organizations to be activated to take part in ISL 2.0 and post in social media handles and leverage local media to publicize the event.
- ULB should campaign this ISL 2.0 massively and uniqueness of pre-event will be evaluated E.g.: Conducting ISL flashmob, Door to Door volunteer registration etc from 15th sept to 16th sept.
- ULB to identify and list the locations such as Historic places, Tourist places, Hill stations and Public/Commercial places and plan cleaning activities as part of event.
- ULB should encourage and engage mass youth volunteers for the event on 17th Sept and register in My Gov QR Code.
- ULB should conduct cleanliness drives, IEC campaigns, Waste plogging, Tree Plantation, Wall Paintings, Road sweepings, Rallies and cultural programmers related Garbage free cities as part of the event.
- Evaluation form will be available on Swachhatam Portal from 18th September till 20th September.
- Evaluation to be based on the pre-event activities for citizen mobilization, scale of the engagement, innovativeness/uniqueness of the activity and impact of the activity.
- Pre event, during event, and post event photos, videos and descriptions will need to be uploaded.
- Only ONE submission per ULB shall be accepted and further no modifications in the event plan, location shall be entertained.

Component-3: Safai Mitra SurekshaShivir: The objective is to saturate welfare schemes for sanitation workers and their dependents so as to improve their wellbeing & quality of life.

Under this activity, ULBs need to take up the below listed activities:

- Conduct mass awareness campaigns for the maximum engagement of all the workers.
 - Organize health check-ups for all sanitation workers.
 - Provide loans and extend insurance to all sanitation workers.
 - Distribute PPE kits and safety gears to all sanitation workers.
4. Therefore, while enclosing a copy of ref. cited, all the MCs are hereby instructed to take necessary action on the above activities and ensure large scale mobilization of youth and participate in Swachhata Hi Sewa (SHS)-2023 as a part of Swachh Bharat Diwas (SBD)- 2023 and follow the Schedule of Activities as indicated in the ref. cited.

Encl: Ref.cited.

Pamela Satpathy I A S
DIRECTOR OF MUNICIPAL

ADMINISTRATION

To

All the MCs.

Copy to the Commissioner, GHMC for information and necessary action.

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

Copy to all the AC LBs for necessary action (except Mulugu District)
Copy to all the Collector and District Magistrates for information and necessary action (except Mulugu District).
Copy submitted to the Special Chief Secretary to Government, MA & UD, Telangana State, Hyderabad for kind information.

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. 2/8/2019-SBM IV****Dated: 5th Sept, 2023**

Dear Madam/Sir,

This is with reference to letter No. S-13015/62/2023-SBM-VI-DDWS dated 4th Sept' 23 issued jointly by Secretary, MOHUA and DDWS to organize the annual Swachhata Hi Sewa (SHS) fortnight between 15th Sept to 2nd Oct 2023 as a prelude to the Swachh Bharat Diwas on 2nd Oct 2023.

2. The proposed theme of SHS this year is "**Garbage Free India**". The following activities will be undertaken by all States/ UTs and ULBs under the Swachhata Pakhwada fortnight to be launched on 15th Sept '23 through a virtual programme:

- (a) **Swachhata Hi Seva-Fortnight long cleanliness drives** - Cleanliness drives will be held from **15th September till 2nd October** by States/UTs and cities across high footfall places in cities such as tourist areas, markets, national parks & sanctuaries, historical monuments, beaches, riverfronts, ghats, drains and nallahs etc. Details of suggested cleanliness activities is at Annex-1. Separate letter to line Ministries has been sent in this regard (copy enclosed).
- (b) **Indian Swachhata League 2.0** – To keep up the momentum and vigour displayed by cities in 1st round of Indian Swachhata League last year, the **second season of 'Indian Swachhata League (ISL 2.0) will be held on 17th Sept, 2023** to mobilize youth led Swachhata activities. The detailed SOP on ISL 2.0 is placed at Annex-2.
- (c) **SafaiMitra Suraksha Shivir** – To saturate all sanitation workers under various Central Govt./State Govt. schemes, along with health check-ups will be organized from 17th to 25th Sept '23. The detailed SOP on Shivirs is at Annex-3.

3. To conduct the aforementioned activities, IEC funds from SBM-U 2.0 maybe utilized.

4. We look forward to maximum participation from all cities in the above mentioned activities and your cooperation to make this celebration a grand success.

Yours sincerely,

(Roopa Mishra)

To:

ACS/Principal Secretary/ Comms-cum Secretaries of Urban Development Department all States/UTs

CC: Mission Directors of all States/UTs of SBM-U

Municipal Commissioners/EOs of all cities of SBM-U

Government of India
Ministry of Housing and Urban Affairs
Nirman Bhawan, New Delhi



Government of India
Ministry of Jal Shakti
Department of Drinking Water & Sanitation
Pt. Deendayal Antyodaya Bhawan,
New Delhi



No. S-13015/62/2023-SBM-VI-DDWS, Dated: September 4, 2023

Dear Chief Secretary,

As you are aware 2nd October is observed as Swachh Bharat Diwas (SBD) to celebrate the Jan Andolan for Swachhata which is a tribute to the Mahatma on the day of his Jayanti. As a prelude to SBD-2023, the annual *Swachhata Hi Sewa* (SHS) fortnight is being jointly organised by Swachh Bharat Mission-Grameen and Urban (by DDWS and MoHUA) wef 15th Sept to 2nd Oct 2023.

2. **Theme of SHS-2023 is 'Garbage Free India'** with focus on visible cleanliness and welfare of SafaiMitras. Like earlier years the spirit of cleanliness activities is voluntarism/shramdaan. The focus of these swachhata drives would be on high footfall public places like bus stands, railway stations, beaches tourist places, zoos, national parks & sanctuaries, historical monuments, heritage sites, river fronts, ghats, drains and nallahs etc. in both rural & urban areas of State/ UT.

3. SHS-2023 celebrations would include the following components:

a.) **Swachhata Hi Seva (SHS) - Fortnight long Cleanliness Drives** - Cleanliness drives from 15th September till 2nd October should be conducted across all areas in the State. Some of the suggested activities are as follows:

- Removal of garbage from all important places listed in para 2 above;
- Cleaning of all legacy waste sites in districts and villages;
- Repair, painting, cleaning and branding of all sanitation assets like litter bins, public toilets, dhalaos, waste transport vehicles, MRFs etc. in the area;
- Saturating villages, towns and cities especially markets, public places, tourist spots etc. with SBM wall paintings and dustbins;
- Swachhata Quizzes, Plantation drives, Swachhata Pledges, Swachhata Run;
- Cleaning/ plogging drives to clean riverbanks and removal of waste (including plastic) from water bodies especially in Ganga Grams and Ganga Towns;

- Cleanliness drives of tourist spots, along with IEC initiatives to discourage usage of Single Use Plastic (SUP) items, saturating dry and wet waste bins in line with the *Hara Geela Sookha Neela* campaign, etc.;
- Cleanliness drives in Cantonment Board areas along with IEC campaigns encouraging alternatives to SUP;
- Cleanliness drives and awareness activities may be taken up in schools with children understanding the importance of waste segregation at source, journey of waste, waste to wealth, alternatives to SUP etc. Wherever possible, Sanitation Clubs may be formed at schools/ colleges; and
- Conducting special programs, cultural events promoting the sanitation journey of the country.

b.) Indian Swachhata League 2.0 - To mobilize youth action for swachhata, youth led teams should come together and compete to clean their environment especially beaches, hills and tourist places on 17th Sept '23 across the State. The detailed SOP details on ISL 2.0 would be shared separately.

c.) SafaiMitra Suraksha Shivir- Single window welfare camps to saturate all sanitation workers under various Central Govt. schemes and health checkup camps from 17th September onwards. The detailed SOP on SafaiMitra Suraksha Shivir would be shared separately.

4. Cleanliness drives are to be voluntary and should be conducted by involving Nehru Yuva Kendra volunteers, NCC Cadets, NSS, Swachhata Praharis, Self Help Groups, Swachhagrahis, RWAs, Market Associations, etc.

5. The 'Shramdaan' during SHS-2023 must be well documented and with high resolution photography and videography. Pictures of on-ground activities are to be uploaded on the SHS Portal (*link for which will be shared shortly*).

6. The tagline for all promotional activity is '**Garbage Free India**' and all the communication, branding material and social media hashtags will be made available at link, which will be shared shortly.


7. Hon'ble Minister of Jal Shakti and Hon'ble Minister of Housing & Urban Affairs, have been requested to jointly launch the SHS 2023 on **15th Sept'23** through a virtual programme and they will have a 'Samvaad' with Sarpanches, Block Pramukhs, Mayors, Chairperson Zila Parishads, DM/ DCs along with other officials of rural and urban local bodies, DRMs and other district level officials of various Line Ministries (DoESL, Tourism & Culture, Forest/ Environment, Youth Affairs, Cantonment Boards etc.). VC link shall be shared via email shortly.

8. From SBM(G) Shri Rajeev Jauhari, Deputy Secretary (rajeev.j@gov.in, M -8130598201) and from SBM(U) Ms. Sravanthi Jeevan (sravanthi.kanamala@gov.in, M-9899596586), will be

coordinating with the States/UTs. For all portal related issues, Mr. O.P Agarwal (omprakash@nic.in| 9871888276) from NIC will be the Nodal Point person.

9. It is requested that a meeting may be convened at your level with all relevant stakeholders at State & District level to apprise them of the various activities involved and to motivate them to make SHS 2023 a huge success.

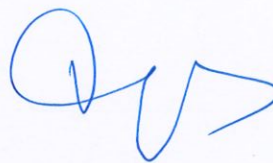
With regards,



(Manoj Joshi)

Secretary

Ministry of Housing & Urban Affairs
Government of India



(Vini Mahajan)

Secretary

Department of Drinking Water and
Sanitation
Ministry of Jal Shakti
Government of India

To

Chief Secretary

All States/UTs

Annex-1**Suggested Activities for Swachhata Hi Seva-Forth night long cleanliness drives:**

- Repair, painting, cleaning and branding of all SBM assets like litter bins, public toilets, dhalaos, waste transport vehicles, MRFs etc. by participation of volunteers and voluntary organizations,
- Drive to clean riverbanks and removal of waste (including plastic) from water bodies especially in Ganga Grams and Ganga Towns,
- Cleanliness drives of tourist spots, along with IEC initiatives to discourage usage of single use plastic (SUP) items. Also, saturating with dry and wet waste bins in line with the *Hara Geela Sookha Neela* campaign,
- Cleanliness drives in Cantonment Board areas along with IEC campaigns encouraging alternatives to SUP,
- Cleanliness drives and awareness activities may be taken up in schools with children understanding the importance of waste segregation at source, journey of waste, waste to wealth, alternatives to SUP,
- Cleanliness drives and wall painting of all local offices,
- Conducting special programs, cultural events promoting the sanitation journey of the country

Annex-2

Indian Swachhata League

An initiative of Swachh Bharat Mission-Urban 2.0

ISL 1.0 – Background and Key Features

In September 2022, Union Minister Shri Hardeep Singh Puri announced “**Swachh Amrit Mahotsav**”, fortnight long celebrations from 17th Sept. 2022, Seva Diwas, till 2nd Oct. 2022, Gandhi Jayanti to celebrate eight years of the Mission. The fortnight kicked off with the maiden edition of ‘**Indian Swachhata League**’, an inter-city, league-based Swachhata challenge that successfully harnessed youth energy from 1,800+ cities to rally for garbage free beaches, hills, and tourist places.



ISL 1.0: Major Achievements

More than 5,00,000+ young students, citizen volunteers, youth leaders, and celebrity icons across the country joined the maiden edition of ISL and contributed towards making their city clean and garbage free. Nearly 1,800+ city teams displayed their passion for Swachhata by undertaking various creative and unique initiatives. Cities teams advocated for both Swachhata and Swasthya by organizing **cycle rallies** with youth. Youth teams spread the message of **source segregation** in the most unique manner and undertook **beach clean-ups**. Lakhs of youth also advocated for **clean and garbage free hills** and undertook **mass plogging** and clean up drives.

Felicitation and Awards

The best teams of this youth-led competition were chosen by an independent process involving jury members of national repute. The evaluation was on the basis of scale of participation, uniqueness of the activity, and impact of cleanliness initiatives. Winners were facilitated by the Hon'ble Minister of State, Shri Kaushal Kishore in New Delhi.

Indian Swachhata League 2.0

Rules of the Game

To celebrate nine years of Swachh Bharat and two years of SBM-U 2.0, MoHUA has announced the '**Swachhata Pakhwada**' fortnight from 15th September – 2nd October. This fortnight long celebration will begin with the second edition of Indian Swachhata League on 17th September 2023 that will rally for garbage free beaches, hills, and tourist places.

The rules of ISL 2.0 are mentioned below.

Team Registration

- Choose a name for City Team and create an official team logo for ISL 2.0
It is preferable to choose city names used during ISL 1.0. In case of change of name, or first-time participation in ISL, please choose new city team names.
- Complete the online form on <https://forms.gle/zoiGP4gpMA7sHU16> with required details. Official team logos are requested to be uploaded.
- City teams are requested to choose their own team captains who could be a youth leader, active RWA member, political representative, celebrity etc.
- Please note, the location and details submitted via the form for ISL 2.0 on 17th Sept 2023 will be considered final by MoHUA and no changes can be made for the same once registration closes.
- Please note, the contact details of the nodal person for each team as well as city activities will be available for public viewing on MyGov.
- **Timeline:** From 4th September till 6PM of 6th September 2023.

Pre League Mobilization:

Cities will be required to spread awareness regarding ISL 2.0 via on-ground activities. City-level mobilization for ISL 2.0 may begin from 15th September onwards and registration for city team volunteers will be done via MyGov website. The following pre-league activities are essential:

1. **ISL Flashmob:** Cities may strategize and organize ISL flashmobs in high footfall public places to spread information regarding ISL 2.0 and drive citizen registration. Youth may utilize the ISL 2.0 anthem (to be released by MoHUA) for the same.
2. **ISL Institution Connect:** To spread awareness regarding ISL 2.0 and increase participation of young students, city teams may come up with activities to be done across educational institutions such as swachhata pledges and painting competitions. PSUs, NGOs, and other Organizations should be included and should be encouraged to be part of ISL 2.0.

3. **Swachh RWAs and Neighbourhoods:** City teams must integrate RWA members as part of the city team for ISL. Door-to-door mobilization of citizens must be planned by each RWA across cities for ISL 2.0

Citizen Registration

Mobilizing citizens to be part of ISL 2.0 is critical and will be evaluated as part of a city's overall performance under ISL 2.0. Citizen registration to be part of respective city teams will begin from 11th September 2023. The link will be shared by MoHUA subsequently.

Evaluation Requirements

In order for their activities to be evaluated, ULBs are required to follow the steps below:

- Upload pre-event, during event, and post-event photographs and videos as required on Swachhatam portal.
- The evaluation will be taken up based on the following:
 - ✓ The pre-event activities for citizen mobilization
 - ✓ The scale of the engagement
 - ✓ The innovativeness of the activity
 - ✓ The impact of the activity
- Only ONE submission per city will be accepted for evaluation purposes
- Each submission must be made through the official log in of the ULB on Swachhatam Portal
- **Timeline:** From 18th September till 20th September.

Selection & Awards

- Top city teams will be evaluated on the above criteria and facilitated by MoHUA at a national event.
- Team Captains and other representatives of the winning teams will be invited to a national event.

Event Management Protocol

In order to ensure that activities planned under this event meet safety and Swachhata standards, cities are strongly advised to consider the following points of protocol:

- a) Clearly designate individual nodal persons for:
 - Overall management
 - Grievance redressal
 - Emergency contact
- b) Ensure crowd management by planning the following:

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- Fully equipped first aid facilities
 - Provision of adequate drinking water
 - Urinals and toilets
 - Public announcement systems
 - Route of the activity
 - Multiple assembly points for volunteers
 - Traffic diversions
- c) Ensure that all activities are **Zero-Waste** and **Zero-SUP** (i.e., have zero use of Single Use Plastics).
- d) All events must be executed in a smooth, orderly manner without causing inconvenience to the general public. None of the incidents should leave the cities littered. In case refreshments are being organized, the same must be done in a litter-free manner.
- e) Information Kiosks to provide accurate information on the activities being undertaken by cities, time for assembly on 17th Sept. with location details and landmarks, social media information dissemination channels.

Communication Strategy

Official hashtags are **#IndianSwachhataLeague, #YouthVsGarbage, #GarbageFreeIndia.**

a) **Communications Creatives by MoHUA**

MoHUA will be sharing the following branding materials to be utilized as per requirement for awareness generation across cities:

- i. Banner design for Swachhata Pakhwada,
- ii. Banner design for 'Youth vs Garbage'
- iii. Banner design for Indian Swachhata League Season 2
- iv. Logo of 'Indian Swachhata League Season 2'
- v. Social Media templates for brand ambassadors and citizen influencers engagement on social media engagement
- vi. T-shirt and merchandize design for Indian Swachhata League on 17th Sept.
- vii. ISL 2.0 song (to be released soon.)

b) **Branding and Digital Media:**

- Official hashtags are **#IndianSwachhataLeague, #YouthVsGarbage, #GarbageFreeIndia.**
- Social Media Campaign for Indian Swachhata League to begin from **11th September 2023.**
- Cities to **ensure usage of official hashtag in all social media posts** on the subject.

- Cities to **change their social media display pictures** to ISL logo (point iv as mentioned above) as account display picture and 'Youth vs Garbage' banner (point ii as mentioned above) as account cover picture.
- Cities to **repost and reshare** all ISL related content being posted by SBM-U 2.0 on Twitter, Facebook, and Instagram. Official Twitter account is **@SwachhBharatGov**.
- Cities are to **promote the ISL 2.0 song** (to be shared soon) online via social media posts as well as on the day of the ISL event.
- Cities to reiterate the message of '**Zero Waste**' online and promote methods in which ISL league will not generate waste.
- Cities to ensure **live tweeting** of activities taking place on 17th Sept. on social media. Citizens to be encouraged to post their activities using the official hashtags.

c) Celebrities and Brand Engagement

- Cities may **engage with Brand Ambassadors** such as celebrities, eminent sports personalities, youth leaders, environment influencers etc. to motivate youth to join the city teams.
- Brand Ambassadors and Influencers may be invited to join city teams.
- Cities to **utilize social media templates** (as mentioned above in point v) to promote involvement of brand ambassadors on social media. Posts should include official hashtags.
- Brand ambassadors may be requested to promote ISL 2.0 song (to be released soon) online and on ground during the event.

d) NGOs, Self Help Groups, Youth Groups

- Cities to **invite young citizens** who are part of youth clubs, SHGs, volunteering organizations, as well as environmental collectives/action groups to join the city team.
- Cities to **mobilize youth members** of the National Cadet Corps (NCC), Nehru Yuva Kendra Sangathan (NYKS), and National Service Scheme (NSS) across the state to be part of the city team.
- Youth volunteers to be encouraged to post on **social media** using the official hashtags.

e) Political Leadership and Eminent Citizen Participation

- **City political leadership** and **eminent personalities** may be invited to participate and launch the activities being undertaken by youth on 17th Sept.
- Political leadership and eminent persons may be requested to nudge for maximum citizen participation in city teams

f) Media Engagement

- Local media to be invited to adequately cover the events taking place as part of the Indian Swachhata League.

- Local radio channels may also be involved to promote the ISL.

Post-Event Requirements:

To complete your participation in the Indian Swachhata League 2.0, all city teams are required to fill up the **post-event form on Swachhatam Portal** (with relevant pictures and details). Kindly refer to the 'Evaluation Criteria' of the Rules. Post submission of the form, the city team will be considered for evaluation as part of the Indian Swachhata League 2.0.

ALL THE BEST!!

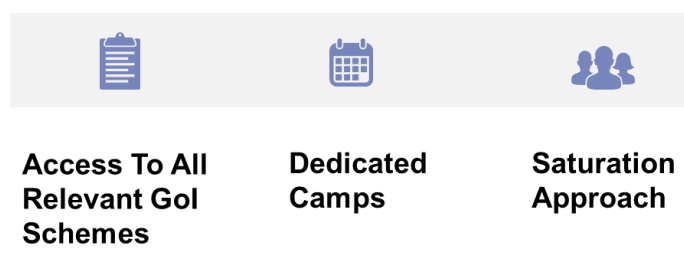
SafaiMitra Suraksha Shivar

I. Background

Sanitation workers are the unsung heroes of the Swachh Bharat Mission and have been playing a vital role in the last 9 years of the Mission. Providing hands-on support in the construction of toilets, cleaning of streets and public places, management of waste, and desludging of septic tanks and sewers, they are often exposed to harsh working conditions. To alleviate and improve their health and family burden, the Government of India has been providing multiple welfare schemes. To leverage and saturate such schemes for all sanitation workers, MoHUA is planning to flag off a **fortnight-long "SafaiMitra Suraksha Shivar" (Welfare and Safety Camps) from 17th Sep 2023** onwards. These camps are aimed to provide sanitation workers and their dependents access to the various government welfare and social security schemes that they are entitled to.

II. Details of the campaign

- **Campaign Name:** SafaiMitra Suraksha Shivar
- **Objective:** Administering welfare schemes in an organized manner aimed to enhance our sanitation workers and their dependents' well-being and quality of life
- **Timeline:**
 - ✓ **4-16 Sep:** Conducting awareness activities
 - ✓ **17-25 Sep:** Organising camps for identification of beneficiaries, health check-ups
 - ✓ **26-30 Sep:** Completion of administrative processes
 - ✓ **1 Oct:** Announcement of Shivar outputs
 - ✓ **1-2 Oct:** Distribution of benefits
 - ✓ **10th -15th Oct:** Reporting on Swachhatam portal
- **The target audience** for this initiative is all sanitation workers (engaged in solid waste and used water management) in each city, both directly employed by the ULB and outsourced through PSSOs.



III. Key activities by ULBs

The following activities can be organized as part of this initiative:

- i. Providing awareness to sanitation workers about the government schemes available to them
- ii. Organising preventive health check-ups for sanitation workers
- iii. Organizing camps for sanitation workers to apply for the schemes they are entitled to
- iv. Extending health insurance and other social benefits
- v. Providing loans to eligible sanitation workers who want to become sani-preneurs
- vi. Providing ID cards to all sanitation workers
- vii. Registration of outsourced workers with ULB
- viii. Providing uniforms
- ix. Distribution of appropriate PPE to sanitation workers based on their area of work
- x. Conducting occupational training
- xi. Conducting training on occupational hygiene
- xii. Registration of Private Sanitation Service Operators
- xiii. Any other

IV. Reporting of activities on the Swachhatam portal

Details of the schemes covered, beneficiaries, the status of the application, target for completion will be uploaded on the Swachhatam portal. Some key metrics for measuring the impact of the Shivirs are:

- No. of workers who received health checks
- No. of workers who received health insurance/accidental insurance
- No. of workers who received loans/credit access
- No. of workers who received ID cards
- No. of workers whose children were immunized
- No. of workers whose family members received vaccinations
- No. of workers whose bank accounts were opened
- No. of workers who received a pension scheme
- No. of workers who received PPE
- No. of workers who received training/orientation
- No. of SHGs formed
- No. of families who received gas connections
- No. of families who received water connections
- No. of families who received sewerage connection

V. List of key schemes that may be leveraged

The selection of beneficiaries can be made either Suo-moto by a Government/ Agency based on surveys or based on verification of individual applications. Competent authorities may support the selection of beneficiaries and scrutinize the applications and issue approvals. ULB can decide on the relevant schemes to be provided during the Shivar from the list below.

	Service	Gol Scheme	Benefits under the Scheme
HOUSING, CIVIC AMENITIES			
1	House	PMAY-U	Pucca house with civic amenities for all urban poor
2	Water & Sewer	Atal Mission for Rejuvenation	Access to a tap with an assured supply of water and a sewerage connection to every

		(AMRUT)	household. Five hundred cities in the first phase under AMRUT
3	Toilet	Swachh Mission- (SBM-U) Bharat Urban	Provision of Individual Household Latrines (IHHL)
4	Electricity	Pradhan Mantri Sahaj Bijli Har Ghar Yojana (Saubhagya)	Free electricity connection to poor households
5	LPG	Pradhan Mantri Ujjwala Yojana (UJJWALA)	PMAY-U beneficiaries in some States are being provided LPG gas connection
SOCIAL SERVICES			
6	Health Insurance	Pradhan Mantri Jan Arogya Yojana (PM-JAY)	Health insurance cover of Rs. 5 lakhs per family per year
7	Immunisation	Mission Indradhanush	Universal immunisation
8	Livelihoods	Deendayal Antyodaya Yojana-NULM	<ul style="list-style-type: none"> • CIG/SHG formation • Self-employment loans
FINANCIAL SERVICES			
9	Insurance	PM Suraksha Bima Yojana (PSBY)	The risk coverage under the scheme is Rs.2 lakh for accidental death and full disability and Rs. 1 lakh for partial disability
		PM Jeevan Jyoti Bima Yojana (PMJJBY)	Risk coverage under this scheme is for Rs. 2 Lakh in case of death of the insured, due to any reason
10	Banking	PM Jan Dhan Yojana	a) Accident Insurance Cover of Rs.1 lakh (enhanced to Rs. 2 lakh for new PMJDY accounts opened after 28.8.2018)
11	Pension	Atal Pension Yojana (APY)	Universal social security scheme for all Indian citizens, especially the poor, under-privileged and workers in the unorganised sector
Occupational Support			
12	PPE	NAMASTE	Transforming sewer management practices to eradicate unsafe sewer and septic tank cleaning activities
13	Training	Swachh Mission- (SBM-U) Bharat Urban	Recognizing and building the existing skillset of SafaiMitras to build capacity in operating mechanical equipment and safety gears
14	Safety gear	Swachh Mission- (SBM-U) Bharat Urban	Desludging equipment for cities with less than 1 lakh population
15	Sani-preneur loans	Swachhta Udyami Yojana	Ensuring access to sustainable livelihoods to Safai Karamcharis, erstwhile manual scavengers, and waste pickers target groups

VI. Preparatory activities

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- States to set up coordination meeting with ULBs to disseminate protocol and plan the activities
- ULBs to update the MIS on details of sanitation workers (workforce module)
- ULBs to create/update enumeration details of all sanitation workers on Swachhatam portal
- ULBs to liaise with relevant departments/field staff to facilitate the Shivirs
- ULB can choose any one of the days between 17th-25th Sep for organizing the Shivirs
- ULBs to provide wide awareness to ensure maximum engagement with sanitation workers
- Display of key messages at camps for sanitation workers

VII. Templates and communication creatives

MoHUA will share the following branding material to be used as required:

- Logo for Seva Evam Suraksha Shivir
- Template for reporting on Swachhatam portal
- Design collaterals for display at the Shivirs

VIII. Communication Plan

- **Social Media Accounts of SBM-U:** Facebook: Swachh Bharat Mission - Urban | Twitter: @SwachhBharatGov | Instagram: sbm_urban | Youtube: Swachh Bharat Urban | LinkedIn: swachh-bharat-urban
- ULB may invite youth clubs, Rotary clubs, Red Cross, National Cadet Corps (NCC), Nehru Yuva Kendra Sangathan (NYKS), and National Service Scheme (NSS), etc to support the city in its efforts
- Local media can be invited to cover the events taking place
- Ensure that all activities are Zero-SUP and generate as minimum waste as possible
- High-quality videos and photos may be taken by ULBs to be shared with State for further consumption

IX. Event management guidelines

In order to ensure that activities planned under this event meet safety and cleanliness standards, cities are advised to consider the following points:

- Designate nodal persons for the overall management, grievance redressal and emergencies
- Ensure crowd management by planning the following:
 - Adequate drinking water, toilets, dustbins
 - Waiting areas with ample shade
 - First aid facilities
 - Public announcement systems