

**GOVERNMENT OF TELANGANA
MUNICIPAL ADMINISTRATION DEPARTMENT**

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

CIRCULAR

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

Dt. 16/01/2024

Sub: MplAdmn Department -SBM Urban - **“Swachh Teerth Campaign”** from
- **14th to 21st January,2024** - Cleaning of all religious sites and their
surrounding areas - Certain Instructions issued - Reg.
Ref:- D.O. Lr.No. 13/05/2023 SBM-IV, Dt: 08/01/2024 of Secretary, SBM – Urban,
MoHUA, Gol, New Delhi.

The attention of all the MCs including GHMC are invited to the ref. cited, wherein the Secretary, SBM-U, MoHUA has informed that, the MoHUA has conducting a week-long **‘Swachh Teerth’ campaign from 14th January till 21st January** carried out with the following activities:

- i. Undertake deep cleaning of all religious sites and their surrounding areas,
- ii. Improve overall cleanliness, sanitation, and waste management practices of all religious sites beyond the campaign period.

2. In this regard, all the MCs are hereby instructed to follow the below instructions towards conducting above **“Swachh Teerth Campaign”** from **14th to 21st January,2024** in all the ULBs:

- Each ULB should undertake deep cleaning of all religious sites and Spiritual places and their surrounding areas.
- Each ULB should improve overall cleanliness, sanitation, and waste management practices of all temples and religious sites beyond the campaign period.
- Each ULB should conduct citizen Led cleanliness drives led by students, youth leaders, SHG members, NCC and NSS Cadets.
- Activities should be an innovative and create impact on the programme.
- Each religious site must manage aim to their waste in-situ and should innovate ways to convert organic waste (flower, food etc) to products that can be used.

A. Key Campaign Components of the campaign

- i. **Cleanliness Operations:**All ULBs, working alongside temple trusts and other management bodies of temples and religious sites, are requested to organize cleanliness drives on a war footing to ensure the maintenance, upkeep and beautification of the temple premises, including toilet infrastructure. Cleanliness operations to begin from 14th Jan 2024.
- ii. **Citizen-led Action on ground:**ULBs to nudge citizen action for ‘Swachh Teerth’ campaign. Cleanliness drives may be led by students, youth leaders, SHG members, NCC and NSS Cadets in order to promote higher sense of ownership of the community.
- iii. **Focus on ‘Waste to Wealth’ and Mission LiFE:**The aim of the campaign is to nudge improvement in individual behavior and action towards waste management in places of spiritual importance by promoting a sustainable and environment friendly lifestyle and practices.

- iv. **General adherence to swachhata parameters:** All religious and spiritual places and their neighbouring areas to remain single use plastic free zones and promote sustainable & eco-friendly alternatives to SUP bags and Toilet facilities in the sites are requested to be cleaned regularly and must adhere to the parameters of FACES (functional, accessible, clean, ecofriendly, safe).

B Campaign Reporting

As part of the 'Swachh Teerth' campaign, the following is requested to be reported on the Swachhatam Portal from 14th - 21st January, 2024:

- i. Pre, during and post images indicating impact of work done.
- ii. Brief write up on innovative/unique initiatives undertaken during the campaign week. Reporting on Swachhatam Portal will be live on 14th January 2024.

3. In view of above, all the MCs are hereby instructed to follow the above instructions and report the same in Swachhatam Portal.

Encl:- D.O. letter

Dasari John Samson
for Director of Mpl Admn.

To

All the MCs.

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

Copy to all the AC LBs (except Mulugu District) for information and necessary action

Copy to all the Collector and District Magistrates (except Mulugu District) for information and necessary action.

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

Copy submitted to the Principal Secretary to Government, MA & UD, Telangana State, Hyderabad for kind information.

2345810/2024/H1 SEC-CDMA

मनोज जोशी
सचिव
Manoj Joshi
Secretary



भारत सरकार
आवासन और शहरी कार्य मंत्रालय
निर्माण भवन, नई दिल्ली-110011
Government of India
Ministry of Housing and Urban Affairs
Nirman Bhawan, New Delhi-110011

D.O No. 13/05/2023-SBM-IV

January 08, 2024

Dear

Hon'ble Prime Minister, during his recent visit to Ayodhya, Uttar Pradesh, highlighted the need for all religious and spiritual places to be clean and garbage free. Taking this vision forward, a week-long 'Swachh Teerth' campaign from 14th January till 21st January may be carried out with the following activities:

- i. Undertake deep cleaning of all religious sites and their surrounding areas,
 - ii. Improve overall cleanliness, sanitation, and waste management practices of all temples and religious sites beyond the campaign period.
2. As part of the campaign and overall Swachh Bharat Mission, it is requested to coordinate with relevant temple trusts/management bodies and set up citizen-led cleaning drives to ensure very high order of visible cleanliness across all religious sites.
 3. Additionally, all religious places may be encouraged to champion the principles of '3R' and creating 'wealth' from waste. In-situ management of flower and food offerings, clothes etc may be prepared as part of the campaign.
 4. Pre, during and post campaign pictures indicating impact of work done may be uploaded on Swachhatam Portal. Details will be shared subsequently.

It is requested that suitable instructions may be issued to the ULBs, a preparatory meeting may be held at your level for the same and documentation of the week-long progress may be shared with this Ministry.

Yours sincerely,

(Manoj Joshi)

Chief Secretaries of All States / UTs



Swachh Teerth Campaign

A Swachh Bharat Mission-Urban Initiative

14th to 21st January, 2024

On 15th August 2014, speaking from the ramparts of the Red Fort, the Prime Minister issued a clarion call for sanitation to become the nation's priority and everyone's business. In response, 130 crore citizens rose up as one to script the world's largest behaviour change saga in the area of sanitation – the Swachh Bharat Mission, to achieve the dream of 'Clean India' by Gandhiji's 150th birth anniversary.

On 30th of Dec 2023, after inaugurating key development projects in Ayodhya, Uttar Pradesh, the Prime Minister urged collective action to make Ayodhya India's cleanest city and issued a clarion call for all pilgrimage sites and temples nationwide to initiate a massive cleanliness campaign, from 14th Jan, till 21st Jan 2024.

Swachh Teerth Campaign- Objective

India is revered and renowned globally as the land of holy pilgrimages, with a history set in devotion and divinity. For centuries, the country's temples and holy sites have been attracting millions of devotees. In this context, the importance of keeping holy sites and religious places clean and garbage free becomes essential.

Holistic waste management across temples and key teerth towns is core to the spirit of India. To improve and facilitate the same, Swachh Bharat Mission, under the aegis of the Ministry of Housing and Urban Affairs (MoHUA) announces the 'Swachh Teerth' campaign to drive for holistic and visible cleanliness across all temples and religious sites. This week-long campaign is designed to engage ULBs and temple trusts/management to engage with the upkeep of such locations in line with the goals of SBM-U 2.0. The aim is as follows:

- i. Undertake deep cleaning of all religious sites and their surrounding areas;
- ii. Improve overall cleanliness, sanitation, and waste management practices of all temples and religious sites beyond the campaign period;

I. Timelines:

| Sr. No. | Activities | Date |
|---------|---|---|
| 1 | Launch of 'Swachh Teerth Campaign' | 14 th Jan |
| 2 | Local bodies and temple trusts to ensure visible cleanliness across all temples and religious sites through citizen-led and SHG led cleanliness interventions. | 14 th – 21 st Jan |
| 3 | Reporting on Swachhatam Portal | |

II. Key Campaign Components:

- i. **Cleanliness Operations:** All ULBs, working alongside temple trusts and other management bodies of temples and religious sites, are requested to organize cleanliness drives on a war footing to ensure the maintenance, upkeep and beautification of the temple premises, including toilet infrastructure. Cleanliness operations to begin from 14th Jan 2024.
- ii. **Citizen-led Action on ground:** ULBs to nudge citizen action for 'Swachh Teerth' campaign. Cleanliness drives may be led by students, youth leaders, SHG members, NCC and NSS Cadets in order to promote higher sense of ownership of the community. These citizen-led cleanliness drives will encourage positive behaviour and attitude towards keeping religious and spiritual premises and their neighbouring areas clean and garbage free.
- iii. **Focus on 'Waste to Wealth' and Mission LiFE:** At the core of the 'Swachh Teerth' campaign is the message of sustainability and circular economy. The aim of the campaign is to nudge improvement in individual behavior and action towards waste management in places of spiritual importance by promoting a sustainable and environment friendly lifestyle and practices. Each religious site must manage aim to their waste in-situ and should innovate ways to convert organic waste (flower, food etc) to products that can be used.
- iv. **General adherence to swachhata parameters:** It is requested for all religious and spiritual places and their neighbouring areas to remain single use plastic free zones and promote sustainable & eco-friendly alternatives to SUP bags and containers. Toilet facilities in the sites are requested to be cleaned regularly and must adhere to the parameters of FACES (functional, accessible, clean, eco-friendly, safe). Used water management norms may be made functional for proper treatment of used water.

III. Campaign Reporting

As part of the 'Swachh Teerth' campaign, the following is requested to be reported on the Swachhatam Portal from 14th- 21st January, 2024:

1. Pre, during and post images indicating impact of work done,
2. Brief write up on innovative/unique initiatives undertaken during the campaign week.

Reporting on Swachhatam Portal will be live on 14th January 2024.