**GOVERNMENT OF TELANGANA**

**MUNICIPAL ADMINISTRATION DEPARTMENT**

Office of the Commissioner &

Director of Municipal Administration,

T.S., Hyderabad.

**C I R C U L A R**

**Lr.Roc. No 4124/2010/XIIIFC/H2** **Dated:22.04.2015**

Sub: Swachh Bharat Mission – Swachh Telangana – State Level High Power Committee meeting held on 16.03.2015 chaired by the Chief Secretary to Govt., Telangana – Preparation of Logo and Tagline for Swachh Telangana – certain instructions issued - Reg.

Ref: 1. SBM Guidelines, Ministry of Urban Development, Govt. of India

2. State Level HPC meeting held on 16.03.2015 by the Chief Secretary to Government,

 Telangana

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In the reference 1st cited, the Ministry of Urban Development, Government of India has issued Swachh Bharat Mission–Urban (SBM-Urban) Guidelines with a view to ensure hygiene, waste management and sanitation across the country as a tribute to Mahatma Gandhi on his 150th birth anniversary to be celebrated in the year 2019.

2. Further, Government of India has prepared a Logo for Swachh Bharat Mission which indicates “spectacles of Mahatma Gandhi with ‘Swachh Bharat’ written on the two glasses with the bridge of the spectacles in National Tricolour signifies the entire nation uniting to achieve the vision of the Mahatma for a 'Clean India.' The Tag line "Ek Kadam Swachhata Ki Aur" exhorts all citizens to contribute in their own way towards the goal of Swachh Bharat. The detailed guidelines are available at SBM website ([http://swachhbharaturban.gov.in/writereaddata/ SBM\_Guideline.pdf](http://swachhbharaturban.gov.in/writereaddata/%20SBM_Guideline.pdf)).

3. In the State Level HPC meeting held by the Chief Secretary to Government on 16.03.2015 on implementation of Swachh Telangana-Swachh Bharat, has been decided to create a similar Logo for Swachh Telangana by eliciting the views from all sections of the people.

4. Therefore, all the Municipal Commissioners in the State are directed to conduct competitions among citizens, students teachers, women groups, journalists to prepare a **Logo** which shall reflect Telangana Culture, identity, uniqueness and its heritage etc., and the **Tagline** shall be inspiring, motivational, and thought provoking and create awareness among the people towards cleanliness and hygiene on their own for making Telangana State as **Swachh Telangana.** In this process, the MCs shall initiate mass awareness campaign among the citizens about the objectives of Swachh Bharat – Swachh Telangana program, and simultaneously distribute application forms for construction of new individual toilets in their respective towns. The MCs are also directed to select two best entries from each ULB and submit the same to the selection Committee constituted by District Collector, for which, the Joint Collector, is the Chairman, and Members are from Journalists (print) and Electronic media, representative from I&PR department, Artist groups, any other persons who have knowledge on this subject as a Member and Municipal Commissioner of the district headquarter Municipality as a Member Convener for this program. The Commissioner of District headquarter Municipality shall coordinate with Joint Collector for constitution of Committee and other Municipal Commissioners in the District regularly for selection of Logos and Taglines etc. The Joint Collector will select best two entries (Logos) and submit the same to undersigned on or before 10th May, 2015 for final selection. After receipt of proposals from all the Joint Collectors, the C&DMA will select one Logo and a Tagline for Swachh Telangana program and the designer of the selected Logo and Tagline will be awarded suitably with cash prize and certificate

Encl: SBM Logo **Sd/- Dr.B.Janardhan Reddy**

 **Commissioner & Director**

To

All the MCs of Municipalities/Nagarpanchayats and Corporation through RDMA’s concerned

All the Mayors/Chairpersons of the ULBs through Commissioners concerned.

All the RDMAs of the State for information and n/a.

All the District Collector of the State

All the Joint Collectors of the State

Copy submitted to Prl.Secy. MA&UD Dept., Govt.of Telangana

Copy submitted to Chief Secretary (Chairman – SLHPC), Government of Telangana

 **For Commissioner & Director**

***Bharat Logo***

