

परमेश्वरन अय्यर
Parameswaran Iyer



पेयजल एवं स्वच्छता विभाग
जल शक्ति मंत्रालय
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D.O. No. 2/2/S(DWS)/19
09th September 2019

TOP PRIORITY
Immediate
10/11/2019

Dear Shri Singh

This is a continuation to my previous letters of 24th August, 31st August and 5th September 2019, on your State's preparedness to successfully organize the Swachhata Hi Seva 2019 campaign.

2. You are aware that the theme of this year's Swachhata Hi Seva (SHS) is Plastic Waste Management. To reiterate the timelines, the campaign has three parts:

- From 11th September to 1st October: Large scale awareness for plastic waste management, as well as general shramdaan for swachhata
- 2nd October: National mass shramdaan to collect plastic waste
- From 3rd October till 27th October (Diwali): The collected plastic waste will then be effectively recycled and disposed

3. The States and Districts are to lead this campaign.

As you know, the Prime Minister has written individual letters to Sarpanches and Swachhagrahis to lead the jan andolan on the ground. All letters are presently being emailed to District Collectors, who are requested to print the letters for the intended recipients and ensure the delivery of the same. Additionally, on 11th September i.e. the first day of the SHS campaign, the Sarpanch (or the Sarpanch equivalent in your State) may read out this letter in an open meeting (Gram Sabha) and initiate community-led plastic waste management activities. You may also ensure that all GPs organize a public screening of the Prime Minister's speech at the launch event at the said Gram Sabhas. The speech will be telecast live on Doordarshan at 11am on 11th September. A separate communication to District Collectors is also being made in this regard.

In continuation of my letter to you on 24th August 2019, I would also like to reiterate that the District Collector shall be the nodal authority to coordinate all SHS 2019 activities in their districts, and may personally lead the campaign and ensure that all GPs perform intensive shramdaan on 2nd October for plastic waste collection. They may also coordinate with the municipal corporations in their district for the safe disposal of their collected waste.

All the collected waste may be aggregated at block, district centres or Urban Local Body (ULB) centres. The Collectors are to ensure the segregation of the collected waste into recyclable and non-recyclable plastic waste. This may then be safely disposed through recyclers and aggregators in ULBs, in road construction, and in cement kilns, all of whom have received instructions from their respective nodal Ministries.

Encs forwarded to all concerned

4. I request you to appoint a nodal officer from your State, of the rank of Secretary/Principal Secretary, to coordinate all SHS 2019 related activities and the transportation of the collected plastic waste for disposal, with the following key Ministries:

- Ministry of Road Transport and Highways (NHAI, NHIDCL) to use plastic waste in road construction across your State
- Department for Promotion of Industry and Internal Trade to use plastic waste in cement kilns
- Ministry of Rural Development to use plastic waste in rural roads under Pradhan Mantri Gram Sadak Yojana

5. Additionally, the nodal officers may also coordinate with other Ministries for collection of plastic waste, like Ministry of Railways and Ministry of Panchayati Raj. Please share the details of your nodal officer with the nodal officers of this Department:

- 1) Shri Arun Baroka, Additional Secretary, DDWS (arun.baroka@nic.in, +91-9818104079)
- 2) Shri Dhiraj Singh, Director, DDWS (dhiraj.s70@gov.in +91-9999996104)

6. In my letter to you on 31st August 2019, we had shared suggestions for rolling out massive Information, Education and Communications (IEC) and mass/mid media campaigns. I am also reattaching the two Annexures with these suggestions and collaterals for your ready reference to pass on to Districts as well.

✓ Lastly, I request you to ensure that all your districts upload their action plans for SHS 2019 immediately, and report progress on a regular basis on all phases of the campaign on the following portal: <https://swachhbharatmission.gov.in/SHS2019/>

8. I urge you to personally lead the cause and look forward to great mobilisation on the ground under your leadership for making SHS 2019 a successful jan andolan.

Regards,

Yours Sincerely


Parameswaran Iyer

Dr. J.N. Singh
Chief Secretary
Government of Gujarat
Gandhinagar