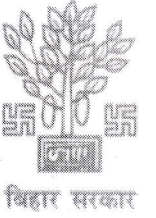




# लोहिया स्वच्छ बिहार अभियान

(स्वच्छ भारत मिशन (ग्रामीण) एवं लोहिया स्वच्छता योजना)  
बिहार ग्रामीण जीविकोपार्जन प्रोत्साहन समिति, ग्रामीण विकास विभाग



विद्युत भवन-2, प्रथम तल, बेली रोड, पटना-800 021, दूरभाष : +91-612-250 4980, फैक्स : +91-612-250 4980 वेबसाइट : [www.lsba.bih.nic.in](http://www.lsba.bih.nic.in)

पत्रांक: BRUPS/LSBA/Proj/90/18(V.M.D)/214

दिनांक : 10.08.2020

प्रेषक,

राजीव कुमार सिंह, बि०प्र०से०,  
प्रशासी पदाधिकारी-सह-राज्य समन्वयक।

सेवा में,

सभी उप विकास आयुक्त-सह-उपाध्यक्ष,  
जिला जल एवं स्वच्छता समिति, बिहार।

विषय: दिनांक 08.08.2020 से 15.08.2020 तक 'गंदगी मुक्त भारत' अभियान के संचालन के सम्बन्ध में।

प्रसंग: अपर सचिव, पेय जल एवं स्वच्छता विभाग, जल शक्ति मंत्रालय, भारत सरकार का पत्रांक S-18011/2/2020-SBM-DDWS दिनांक 30.07.2020 तथा S-18011/6/2020-SBM-DDWS दिनांक 07.08.2020

महाशय,

उपर्युक्त विषयक प्रासंगिक पत्र के आलोक में अवगत कराना है कि पेयजल एवं स्वच्छता विभाग, जलशक्ति मंत्रालय, भारत सरकार द्वारा दिनांक 08.08.2020 से 15.08.2020 के मध्य राज्य के सभी जिलों में पंचायत स्तर पर 'गंदगी मुक्त भारत' अभियान का संचालन कराया जाना है जिसकी तिथिवार विवरणी निम्नवत है :-

तिथि	गतिविधियों की विवरणी
08.08.2020	जिला पदाधिकारी के नेतृत्व में पंचायत प्रतिनिधियों के साथ ई-रात्रि चौपाल।
09.08.2020	मुखिया के नेतृत्व में ग्राम पंचायत स्तर पर एकल प्रयोग प्लास्टिक का संग्रहण एवं पृथक्करण।
10.08.2020	पंचायत स्तर पर श्रमदान द्वारा सामुदायिक भवनों की पुताई/सफाई; ODF Plus की जानकारी के प्रसार हेतु SBM मोबाइल अकादमी की शुरुआत। इसके लिए स्वच्छाग्रहियों द्वारा टॉल फ्री नं० 18001800404 डायल कर जानकारी प्राप्त की जाएगी।
11.08.2020	SBM IEC संदेश: ग्राम स्तर पर ODF Plus विषयक Wall Painting किया जाना (इसके लिए पूर्व में पाँच भिन्न प्रकार के Wall Painting प्रारूप प्रेषित किए गए हैं; सुलभ संदर्भ हेतु पुनः संलग्न)।
12.08.2020	ग्राम स्तर श्रमदान द्वारा वृक्षारोपण कार्यक्रम।
13.08.2020	'गंदगी मुक्त मेरा गाँव' विषय पर ऑनलाइन पेंटिंग प्रतियोगिता (कक्षा छः से आठ) तथा निबंध प्रतियोगिता (कक्षा नौ से बारह); माननीय मंत्री, जल शक्ति मंत्रालय, भारत सरकार द्वारा नवनिर्मित राष्ट्रीय स्वच्छता केन्द्र का Virtual Tour.
14.08.2020	प्राथमिक स्वास्थ्य केन्द्र स्तर पर साफ-सफाई एवं स्वच्छता कार्यक्रम।
15.08.2020	स्वतंत्रता दिवस: ग्रामों की आम सभा में नियमानुसार ODF Plus की स्व-उद्घोषणा।



2. उक्त वर्णित सभी गतिविधियों के संचालनोपरांत प्रतिदिन की प्रगति विवरणी GMB पोर्टल (<https://swachhbharatmission.gov.in/gmb2020/>) पर जिला स्तर द्वारा प्रतिवेदित की जानी है। प्रतिवेदित विवरणी के आधार पर ही 02 अक्टूबर 2020 को श्रेष्ठ जिला /सरपंच/ स्वच्छाग्रही को पुरस्कृत किए जाने का प्रावधान किया गया है।

अनुलग्नक- अपर सचिव, भारत सरकार का पत्र (दो प्रति) एवं Wall Painting प्रारूप (पाँच प्रति)।

विश्वासभाजन

(राजीव कुमार सिंह)

जापांक : BRUPS/LSBA/Proj/90/18(RM.I)/214

दिनांक : 10.08.2020

प्रतिलिपि : सभी जिला समन्वयक एवं जिला सलाहकार, जिला जल एवं स्वच्छता समिति को सूचनार्थ एवं आवश्यक कार्यार्थ प्रेषित।

प्रतिलिपि : सभी निदेशक-सह-सदस्य सचिव, जिला जल एवं स्वच्छता समिति को सूचनार्थ एवं आवश्यक कार्यार्थ प्रेषित।

प्रतिलिपि : सभी जिला पदाधिकारी-सह-अध्यक्ष, जिला जल एवं स्वच्छता समिति को सूचनार्थ प्रेषित।

(राजीव कुमार सिंह)

No.S-18011/2/2020-SBM-DDWS  
Government of India  
Ministry of Jal Shakti  
Department of Drinking Water and Sanitation  
Swachh Bharat Mission (Grameen)

4<sup>th</sup> Floor, Pt.DD Antyodaya Bhawan  
CGO Complex, Lodhi Road  
New Delhi – 110003  
Dated, the 30<sup>th</sup> July, 2020

To  
Addl. Chief Secretaries/Pr. Secretaries/Secretaries  
in-charge of rural sanitation,  
All States/UTs

**Subject: A weeklong behavior change campaign "Gandagi Mukh Bharat (GMB)" from August 8 to August 15, 2020 – reg.**

Sir/Madam,

With reference to the DO letter dated 29<sup>th</sup> July, 2020 of Secretary, Department of Drinking Water and Sanitation, Ministry of Jal Shakti addressed to Chief Secretaries of all the States/UTs, I am happy to share the details of weeklong behavior change campaign "Gandagi Mukh Bharat (GMB)" from August 8 to August 15, 2020.

2. The highlight of this weeklong programme is the inauguration of **Rashtriya Swachhata Kendra (RSK)** on **8<sup>th</sup> August, 2020** at Gandhi Darshan, Rajghat, New Delhi. RSK is being set up as an experience center with maximum citizens' engagement to impart information, awareness and education around Swachhata in a hi-tech edutainment format with balanced mix of digital and outdoor exhibits.

3. As part of the GMB, every State/UT is requested to actively participate and mobilize community at all levels – districts, blocks, and villages – for promoting positive behavior change on sanitation and hygiene. The following schedule for weeklong (Aug 8 – Aug 15, 2020) GMB campaign may be referred/followed by the States/UTs.

**August 8, 2020:** e-Ratri Chaupal with Sarpanches by the District Collectors.

**August 9, 2020:** Campaign led by Village Mukhiyas /Sarpanches to collect and segregate Single Use Plastics (SUPs).

**August 10, 2020:** Shramdaan in panchayats to whitewash / cleaning of public buildings & Launch of SBM Mobile Academy for ODF Plus education and awareness. States are requested to encourage swachhagrahis to use this IVR based technology to update their knowledge on ODF Plus by dialing a toll-free number 18001800404.

Contd...





**August 11, 2020:** SBM IEC Message: Wall painting day in villages. Five ODF Plus wall paintings have already been shared with the States/UTs. It would create an atmosphere of jan-andolan for swachhata if all villages take part in wall painting abhiyaan for swachhata, taking necessary COVID-19 precautions.

**August 12, 2020:** Shramdaan in villages: Tree Plantation activities

**August 13, 2020:** Online painting competition (classes 6 to 8); essay competition (classes 9 to 12) on the theme of "Gandagi Mukht Mera Gaon" & Virtual tour of the RSK by Union Minister of Jal Shakti.

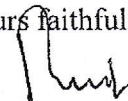
**August 14, 2020:** Cleanliness and Sanitization drives in Primary Health Centres (PHCs).

**August 15, 2020:** Independence Day: ODF Plus declarations of villages in Aam Sabha.

4. While these suggestions are indicative, districts may take more innovative measures based on local ideas and innovations. Activities may be planned keeping in mind the prevailing COVID-19 situation, and maximum precautions as per standard guidelines with focus on virtual platforms and interaction mediums to be taken while designing the activities. The funds under the State IEC component of SBMG may be used for the campaign.

5. I request you to issue necessary instructions to the districts and blocks to celebrate the GMB week in a befitting manner and to monitor its implementation at State level. Your personal leadership will be invaluable in this effort.

Yours faithfully,



(Arun Baroka)

Additional Secretary to the Govt. of India

Phone: 011-24362192

E-mail: arun.baroka@nic.in

Copy to: Mission Directors/State Coordinators, SBM(G), All States/UTs

No.S-18011/6/2020-SBM-DDWS  
Government of India  
Ministry of Jal Shakti  
Department of Drinking Water & Sanitation  
Swachh Bharat Mission (Grameen)

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4<sup>th</sup> Floor, Pt. Deendayal Antyodaya Bhavan  
CGO Complex, Lodhi Road  
New Delhi – 110003  
Dated, 7<sup>th</sup> August, 2020

To  
Addl Chief Secretaries/Pr. Secretaries/Secretaries  
Incharge of Rural Sanitation  
All States/UTs

**Subject: Progress reporting of “Gandagi Mukh Bharat (GMB)” campaign activities**

Sir/Madam,

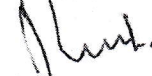
Please refer to my letter No.S-18011/2/2020-SBM-DDWS dated 30<sup>th</sup> July, 2020 regarding launching of a weeklong behavior change campaign “Gandagi Mukh Bharat (GMB)” from August 8 to August 15, 2020.

2. The highlight of this weeklong programme is the inauguration of **Rashtriya Swachhata Kendra (RSK)** on **8<sup>th</sup> August, 2020** at Gandhi Darshan, Rajghat, New Delhi. RSK is being set up as an experience center with maximum citizens’ engagement to impart information, awareness and education around Swachhata in a hi-tech edutainment format with balanced mix of digital and outdoor exhibits.

3. As part of the GMB campaign week, every State/UT is requested to actively participate and mobilize community at all levels – districts, blocks, and villages – for promoting positive behavior change on sanitation and hygiene. The list of activities to be undertaken under GMB week are highlighted in Annexure. The progress of these activities is to be reported under the dedicated GMB portal (<https://swachhbharatmission.gov.in/gmb2020/>) created by DDWS. States/Districts can report progress for various activities under GMB campaign using their existing State/District IMIS login from 8<sup>th</sup> August onwards.

4. I request you to issue necessary instructions to the districts and blocks to celebrate the GMB week in a befitting manner and to report progress in GMB portal on daily basis. Based on progress reported, best performing Districts/Sarpanches/ Swachhagrahis will be felicitated on 2<sup>nd</sup> October, 2020.

Yours faithfully,



(Arun Baroka)

Additional Secretary to the Govt. of India

Phone: 011-24362192

E-mail: arun.baroka@nic.in

Copy to: Mission Directors/State Coordinators, SBM(G), All States/UTs

**Day-wise list of activities for Gandagi Mukht Bharat (Aug 8 – Aug 15)**

- August 8, 2020:** e-Ratri Chaupal with Sarpanches by the District Collectors.
- August 9, 2020:** Campaign led by Village Mukhiyas / Sarpanches to collect and segregate Single Use Plastics (SUPs).
- August 10, 2020:** Shramdaan in panchayats to whitewash / cleaning of public buildings & Launch of SBM Mobile Academy for ODF Plus education and awareness. States are requested to encourage swachhagrahis to use this IVR based technology to update their knowledge on ODF Plus by dialing a toll-free number 18001800404.
- August 11, 2020:** SBM IEC Message: Wall painting day in villages. Five ODF Plus wall paintings have already been shared with the States/UTs. It would create an atmosphere of jan-andolan for swachhata if all villages take part in wall painting abhiyaan for swachhata, taking necessary COVID-19 precautions.
- August 12, 2020:** Shramdaan in villages: Tree Plantation activities
- August 13, 2020:** Online painting competition (classes 6 to 8); essay competition (classes 9 to 12) on the theme of "Gandagi Mukht Mera Gaon" & Virtual tour of the RSK by Union Minister of Jal Shakti.
- August 14, 2020:** Cleanliness and Sanitization drives in Primary Health Centres (PHCs).
- August 15, 2020:** Independence Day: ODF Plus declarations of villages in Aam Sabha.

