

GOVERNMENT OF WEST BENGAL
Panchayats & Rural Development Department
Joint Administrative Building
Block HC-7, Sector -III, Salt Lake
Kolkata-700 106

Memo. No.4973-RD/PH&S/S/1W-1/14

Dated:25/09/2017

To:

1. The Principal Secretary, GTA
2. The District Magistrate and District Programme Coordinator (all)
3. The Additional Executive Officer, Zilla Parishad (all) and
Siliguri Mahakuma Parishad
4. PD, DRDC, Darjeeling

Sub: Swachhta Pakhwada

Madam/Sir,

You are aware of the 'Gram Samridhi-evam-Swachhta Pakhwada', a special campaign initiated by the Ministry of Rural Development, Government of India in collaboration with the Ministry of Drinking Water & Sanitation. The campaign is aimed at generating mass awareness on the rural development programmes implemented in the country along with promotion of sanitation and cleanliness. The programme has been designed to achieve the following results:

1. Conducting a baseline survey of the status of different infrastructural facilities and services in the Gram Panchayats by using a specific mobile application named 'Samridh Gram App' where certain prepopulated census data will be corroborated and built upon during the baseline survey.
2. Generate awareness on different programmes implemented by the rural development sector (Awaas Yojana, NRLM, MGNREGA, NSAP, Gram Sadak Yojana)
3. Provide information on the programmes under implementation in the Gram Panchayats including their status in the current year and plan for the next financial year, wherever applicable
4. Initiate the process of GPDP through a meeting of the Gram Sabha, scheduled on 2 October 2017. The Gram Sabha is also to be used for the purpose of initiating the process of preparation of the Labour Budget and the Annual Action Plan under Mahatma Gandhi NREGA

5. Continue with the promotional activities for Swachhta and Gram Samridhi during the campaign period. The programmes are to be covered and photographs are to be captured and uploaded by using the 'SwachhApp'
6. In the field, wherever the Community Resource Persons under the SRLM are engaged in the Gram Panchayat, such CRPs are to be made responsible for using the mobile applications. Where no such CRP exists, it should be the responsibility of the Gram Panchayats to assign some nodal person for using the apps.

In West Bengal, we are continuing the activities round the year and you all are actively associated with promotion of the rural development programmes as well as sanitation. However, this type of focused activities on certain special occasions will positively add to what you all are doing round the year.

Finally, we all are aware of the Puja Holidays from 26 September 2017 to 8 October 2017 when it might be extremely difficult to organize focused activities in the field. Accordingly, you may please concentrate on organizing the activities for a period of 15 days from 10 October 2017 onwards. However, the Gram Sabha on 2 October 2017, even if that falls under the Puja Holidays is something which has got to be observed.

Several sections of this Department have already written to the districts on the programme, essence of which are to be followed in association with this letter.

Yours faithfully,


(Dibyendu Sarkar)
Commissioner, MGNREGS