

Government of West Bengal
Panchayats and Rural Development Department
Joint Administrative Building, Floor-9B, Block- HC-7
Sector- III, Salt Lake City, Kolkata- 106

Memo No. - 178(25) RD/PH&S/S/2C-1/2015

Date: 26.02.18

From: Additional Secretary to the
Government of West Bengal

To: The Principal Secretary, (GTA)
The District Magistrate (All)

Sub: Special Campaign week of "Swachhta Shakti Week during 1st week of March culminating on 8th March, 2018.

Madam/Sir,

Kindly find enclosed a copy of letter vide memo.no.S-18020/12/2017-SBM dated 16th received from the Joint Secretary, Ministry of Drinking Water and sanitation, Government of India. The Ministry has requested us to organize a special campaign week during 1st week of March culminating on 8th March 2018 as International women's Day. Women have played a vital role in making the Swachh Bharat Mission a success throughout the state.

A comprehensive plan may be taken up during 1st week of March culminating on 8th March, 2018 for different activities. Some of the activities suggested are as follows:

- Interviews of women Swachhata champion covering by local media, and special shows aired on local cable TV and/or regional Doordarshan channels in honour of Swachhata champion.
- The case studies of Swachhata Champion may be documented and released on 8th March through events honouring women swachhagrahis, local champions and grassroots officials
- An event may be organised at District Level, Women contributing to SBM at the district/block/village level may be presented Swachhta awards by the authorities.
- Their stories of swachhata Champion may be highlighted through social media campaigns using Swachh Shakti to further enhance their involvement in the SBM(G).
- Good quality photographs on the activities during the campaign may be shared in the State WhatsApp group.

For organizing the campaign, a specific plan may be drawn up at the district level in consultation with stakeholders and the plan may be shared with the State. Documentation on the activities undertaken during the period should be made for sharing to the department.

The expenditure for this campaign may be borne out of permissible IEC component of SBM (G) /MNB available to the districts.

Encl: As stated

Yours faithfully

Additional Secretary to the
Government of West Bengal

Date: 26.02.2018

Memo No. 178(25)/10 RD/PH&S/S/2C-1/2015

Copy forwarded for information:

1. Shri Arun Baroka, Joint Secretary, Ministry of Drinking Water and sanitation, Government of India.

Additional Secretary to the
Government of West Bengal

S-18020/12/2017-SBM
Government of India
Ministry of Drinking Water and Sanitation
Swachh Bharat Mission (Gramin)

4th Floor, Pt.DD Antyodaya Bhawan
CGO Complex, Lodi Road
New Delhi- 110003
Dated: 16th February, 2018

To

**The Addl Chief Secretary/ Principal Secretary/ Secretary In-charge,
Swachh Bharat Mission (Gramin)**

Dear

Sub: Honouring Women Swachhagrahis and champions on March 8, International Women's Day

As you are aware, March 8th 2018 will be celebrated as International Women's Day around the world. Women have played a critical role in making the Swachh Bharat Mission a success throughout the country over the past three years. As Swachhagrahis, SBM officials, and grassroots champions, their relentless effort in carrying the message of sanitation forward that has made the Mission a true Jan Andolan.

2. The Ministry of Drinking Water and Sanitation, with the support of the Government of Uttar Pradesh, will take the opportunity to felicitate women champions for their exceptional work in the field of rural sanitation through 'Swachh Shakti 2018', a national event at Lucknow, Uttar Pradesh.

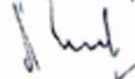
3. I urge you to lead a range of activities across districts during the first week of March, culminating on 8th March 2018, in your State as well. These may include:

- Interviews of women Swachhata champions that could be covered by local media, and special shows aired on local cable TV and/ or regional Doordarshan channels in their honour.
- Their case studies could be documented and released on 8th March through events honouring women swachhagrahis, local champions and other grassroots officials.
- At mega-events organized at State and district level, women contributing to SBM at the state/ district/ block/village level could be presented Swachhata awards by the Chief Minister / district collectors, other senior dignitaries.
- Such events could also act as a forum for these champions to share their experiences and learnings through focused group discussions, inspiring many others in the process.

4. Their stories could also be highlighted through social media campaigns using #SwachhShakti to further enhance their involvement in the mission. Beyond inspiring many, these activities could also prove to be great opportunity for awareness generation towards Swachhata and women power.

5. I will be grateful for your personal leadership in making the 'Swachhata Shakti Week' a success. A detailed report about the action taken during the Week may be shared with Director (SBM), Dr. Sonali Ghosh (ghosh.sonali@gov.in) by 15th March 2018.

Yours Sincerely



(Arun Baroka)
Joint Secretary

Copy to:

1. Mission Director, Swachh Bharat Mission (G)/State Coordinator-SBM-G