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भारत सरकार

स्वास्थ्य एवं परिवार कल्याण मंत्रालय

निर्माण भवन, नई दिल्ली - 110011

Government of India

Ministry of Health & Family Welfare

Nirman Bhavan, New Delhi - 110011

D.O. No.L.19017/07/2018-NUHM

Dated the 19<sup>th</sup> March, 2018

Dear Sir/Máam,

As you are aware that as part of Swachh Bharat Mission, Swachhata Pakhwada is observed, by every ministry and department based on a calendar of activities for 2018 circulated by Ministry of Drinking Water and Sanitation (MDWS) and the Ministry of Health and Family Welfare (MOHFW) is to observe the 'Swachhata Pakhwada' from 1st April to 15th April, 2018. In this regard, please refer to this Ministry's D.O. letter No.Z-15015/3/2018 dated 31<sup>st</sup> January, 2018 from Joint Secretary (P) regarding implementation of **"Swacchata Pakhwada 2018 - Swachhata Se Siddhi"**.

2. To ensure that that culture of Swacchata is sustained in urban areas, an Action Plan containing suggested strategies and activities for Swachhata Pakhwada 2018 from 1st April, 2018 to 15 April, 2018 has been prepared and is enclosed. However all States/UTs are encouraged to come up with new initiatives/innovation within the mandate of NHM for sustainability of Swachhata in public health facilities and communities, in addition to cleanliness drives during the Swacchata Pakhwada. I look forward to active participation by all States and UTs.

3. The Swashhata activities be undertaken in coordination with the ULBs particularly in the 7 metro cities, namely, Mumbai, Chennai, Kolkata, Ahmedabad, Hyderabad, Bengaluru and Delhi. On this issue, the States Urban Nodal Officer may coordinate with counterpart ULB Health Officer.

4. The periodicity of submission of reports has been mentioned in Para No. 8 of the enclosed Action Plan and you are requested to adhere to the timelines mentioned therein.

5. Let's work together to make the **'Swachhata Pakhawada 2018-Swachhata Se Siddhi'** count.

With regards,

Yours sincerely,

  
(Preeti Pant)

Additional Chief Secretary/Principal Secretary/ Secretary Health-(All States/UTs)

Copy to-

1. Mission Director (NHM)-(All States/UTs)
2. Municipal Commissioner - (7 metro cities)
3. State Nodal Officers- NUHM
4. ED, NHSRC



Annexure-1

# Ministry of Health and Family Welfare

## National Urban Health Mission

### Action Plan

### Swachhata Pakhwada 2018- "Swachhata Se Siddhi"

1<sup>st</sup> April to 15<sup>th</sup> April 2018



culture of Swachhata is sustained and internalised the idea is to go beyond symbolism and go to the next level in the implementation of Pakhwada in 2018', and 'consider setting up permanent mechanism through new programmes and schemes for sustainability of Swachhata, in addition to cleanliness drives during the pakhwada'

2. The Ministry of Health & Family Welfare, Government of India in partnership with State Health Departments and Public Health Institutions across the States & UTs would be celebrating "Swachhata Pakhwada" (Cleanliness Fortnight) from 1st to 15th April 2018. An Action plan containing suggested strategies and Activities for Swachhata Pakhwada 2018 from 1st April, 2018 to 15 April, 2018 has been prepared. However all States/UTs are encouraged to come up with new initiatives/innovation within the mandate of NHM for sustainability of Swachhata in public health facilities and communities, in addition to cleanliness drives during the pakhwada'

3. 'Swachhata Se Siddhi' would be the tagline for Swachhata Pakhwada 2018 under NHM

## **ACTION PLAN**

### **SUGGESTED STRATEGIES AND ACTIVITIES FOR SWACHHATA PAKHWADA 2018**

4. The cleanliness of streets and public spaces is a matter which deeply affects civic pride and community spirit. It is often regarded as a barometer of the respect in which the local environment is held. The focus should be through community led and other available platforms in urban areas such as Mahila Arogya Samitis (MAS) may be utilized for promoting cleanliness activities in these areas. Besides this there may be coordination with State Health Department for other platforms such as ward level committees where they exist.

5. Ministry has observed Swachhata Pakhwada in the last two years and the overwhelming and enthusiastic participation of States/UTs has made it possible to strive for higher and innovative ways to make the fortnight matter.

In the current year the suggested Plan of Action is as below:

- (i) The Swachhata Pakhwada would be observed with activities at two level activities –
  - (A) Team based and

(B) Facility and Community based

- (ii) For Team based activities -States would have to create multi-disciplinary teams (no of teams as per need) within each city and each team should comprise of doctors, Nurses, SPMU, DPMU, CPMU, allied health professional, Mahila Arogya Samitis (MAS), and NGOs. State may also co-opt college students. Each team could be assigned one UPHC, one UCHC, ward wise or as per the local requirement. States may add or modify as per need. The teams would carry out the assigned tasks within the slated period. At the end of each day, the campaign can culminate in all teams of the city coming together, at City HQs to share their experiences and plan corrective steps / improvements in the strategy as required.
- (iii) The Facility and Community based activities would be observed facility/Community wise led by facility-in charge/Chairperson /Member of ULB. ASHAs and ASHA Facilitators (AFs) will support the MAS in undertaking the campaign. In metro cities where NUHM implementation is through ULBs a Municipal Health Officer may be made incharge for Swachhta activities in coordination with State Health department (7 metro cities viz. Ahmedabad, Bengaluru, Chennai, Delhi, Hyderabad, Kolkata and Mumbai). The Ward & City level support structures of ASHA programme / Community Processes under NUHM to provide all necessary support. The outreach camps may also be used as a platform to promote Swachhta activities.

**DAY WISE PLAN**

**1<sup>st</sup> April, 2018**

- The Inauguration of 'Swachhata Pakhwada, 2018 -Swachhata Se Siddhi' through formal event at state capital and City/ward Headquarters by Health Minister/ People's Representatives/Secretary Health / Mission Director. Efforts should also be made to involve representatives of Municipal corporations and ULBs.
- Designation of nodal officer for "Swachhata Pakhwada" for monitoring of all 15 days event.
- Administration of Swachhata Pledge at 11AM
- Release of IEC material and literature / video
- Press briefing with sharing of 15 days event.
- Briefing of Teams at City HQs with involvement of ULBs

### **2<sup>nd</sup> April, 2018 - 9<sup>th</sup> April, 2018**

Each team should undertake the following activities in their assigned areas-

- Shramdhan
- Awareness Activities among patients in assigned facilities
- Awareness activities among communities through Nukkad Natak, Demonstration, Folk songs, etc
- Planning steps for sustaining change in Swachhta Behaviour of community, and carrying out the corrective steps and repairs required. During the eight days of campaign, close coordination and integration of water and sanitation programme teams of the area and Swach Bharat Mission's ground teams must be ensured and the community level activities and provisions within their programmes should be linked to the Swachhta Pakhwada activities.

**7<sup>th</sup> April, 2018** - To observe World Health Day activities to be focused on 3H - Healthy attitude, Healthy habits, Healthy lifestyle

### **10<sup>th</sup> April, 2018**

Day long sharing of experiences, ideas and challenges by Teams at City/ward HQs involving ULBs.

### **11<sup>th</sup> April, 2018 - 14<sup>th</sup> April, 2018**

#### **Facility level**

- Swachhata Audit
- Organize swachh office/ workstation/ward competition/ Swachh MMU/ Swachh Health kiosk
- Training of Cleaning, Housekeeping staff for standard cleaning practices
- Training of patient care staff on waste management & infection control.
- IEC/ BCC materials for SBM may be displayed at facility/community.
- Visits to schools for generating awareness on sanitation and hygiene
- Health camps/Blood Donation Camps/ Organ Donation camps
- Generate awareness on sanitation and hygiene at surrounding slums of UPHCs and health kiosks, Migrant sites, shelter homes etc.

- Generate awareness on sanitation and hygiene to surrounding area during MMU camp.
- Swachta activities may also be focused to generate awareness on prevention of communicable diseases.

### **Community Level**

- Four theme focussed campaigns, each one to run for 1 day to be carried out in the ward, during the period. The themes will be –
  - ✓ Open Defecation Free Wards
  - ✓ Schools/ Municipal schools and Anganwadi Sanitation
  - ✓ Liquid and Solid Waste Management and Vector Control
  - ✓ Personal & Home Hygiene and Hand Washing

Efforts should be made by MAS members, SHGs (Self Help Groups) and community, to involve Swachh Bharat Mission programme teams of their area, and ensure pooling of available resources for activities under these four themes. Adequate focus should also be given on promoting Swachhta activities at community level for prevention of communicable diseases.

### **15<sup>th</sup> April, 2018**

- Press conference/press release with sharing of activities and achievements of “Swachhata Pakhwada at State/City/ward level
- City/district:-
  - Activities undertaken by Facility and Community in urban areas in coordination with state health department and ULBs may be used for sharing of Campaign successes and challenges
  - Future support required from ULBs, Government Departments or any other agency may be indicated.
  - The contribution of volunteers and teams who have worked actively in the campaign will be recognised, and they will be felicitated.
- Ward Meeting –
  - Sharing of Campaign successes and challenges.
  - Future support required at ward level, from Government Departments or any other agency may be indicated.

- The contribution of volunteers and teams who have worked actively in the campaign will be recognised, and they will be felicitated.

6. Suggested initiatives towards Sustenance of Swachhata:

- (1) Swachhata Monitors in facilities/departments in large facilities
- (2) Scheme for adoption of public health facilities by any public spirited person/organisation for construction /renovation and/or maintenance of toilets
- (3) Regular staff and workers of the sanitation department of respective municipal bodies should be involved at every step of the campaign and they should be involved in planning of initiatives for sustained improvements in Swachhta situation.

7. The Mobility support/IEC /Untied funds may be utilised for activities. States may also explore tapping of CSR funds. Corporate Organisations may be encouraged to get involved in Campaign fortnight, and subsequently adopt specific health facilities for undertaking improvements in infrastructure and swachhta related facilities and their regular upkeep and management, for a period of one to three years. The improved processes and management practices in such facilities can subsequently be used in other facilities.

8. **Reporting:**

- All the activities carried out during "Pakhwada" should be monitored on daily basis by nodal officers.
- There should be a daily reporting of the activities during the pakhwada on Swachhata Samiksha (<http://swachhbharatmission.gov.in/swachhSamiksha/home.aspx?Ty=se>) and mygov portals
- States are requested to ensure branding and publicity of Pakhwada activities in electronic and print media platform at state and all city/wards.
- Activities undertaken during the 'Pakhwada' should be documented with high resolution photographs and Videos and mailed to [dr.sandesh.mohfw@gmail.com](mailto:dr.sandesh.mohfw@gmail.com) with CC to [limatulayaden@yahoo.co.in](mailto:limatulayaden@yahoo.co.in), [ranjanagarg1966@gmail.com](mailto:ranjanagarg1966@gmail.com), [jn.nhsrsc@gmail.com](mailto:jn.nhsrsc@gmail.com), [shilpy.mohfw@gmail.com](mailto:shilpy.mohfw@gmail.com), [srutidhara.mohfw@gmail.com](mailto:srutidhara.mohfw@gmail.com), [arunrewa@gmail.com](mailto:arunrewa@gmail.com), [urbanhealth-mohfw@nic.in](mailto:urbanhealth-mohfw@nic.in)
- All Health departments and hospitals are encouraged to share the activities on social media such as Facebook and twitter.

- The **Weekly Report** for the period from **1st April, 2018 to 7<sup>th</sup> April, 2018** and from **8<sup>th</sup> April, 2018 to 15 April, 2018** should be shared positively **by 9<sup>th</sup> April, 2018 and 17<sup>th</sup> April, 2018 respectively.**
- A consolidated report of the State containing the following should be shared with the MOHFW by the 20<sup>th</sup> April, 2018:
  - (i) detailed account of activities undertaken during Pakhwada
  - (ii) Related picture album, newspaper clippings, press notes, audio-visual clips and
  - (iii) any special document that state may have issued during the Pakhwada.
- The Reports may be mailed with high resolution photographs and Videos to dr.sandesh.mohfw@gmail.com CC to limatulayaden@yahoo.co.in, ranjanagarg1966@gmail.com, jn.nhsrsc@gmail.com, shilpy.mohfw@gmail.com, srutidhara.mohfw@gmail.com, arunrewa@gmail.com urbanhealth-mohfw@nic.in