



Safai Apnao, Bimaari Bhagao Initiative

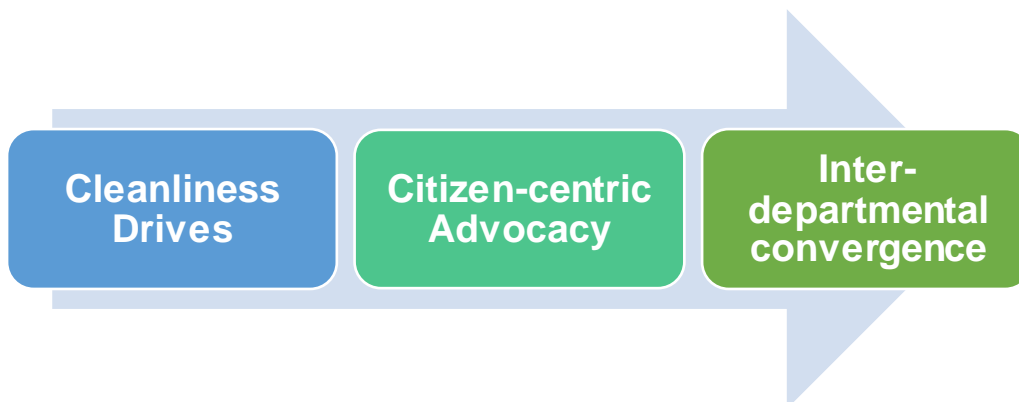
For Clean and Healthy Cities

I. Background:

Recognizing the critical importance of proactive measures to mitigate health risks associated with the monsoon period, the Ministry of Housing and Urban Affairs, Government of India, through the Swachh Bharat Mission-Urban 2.0, introduces the '**Safai Apnao, Bimaari Bhagao**' (**SABB**) initiative. This initiative aims to fortify the preparedness of all Urban Local Bodies, ensuring their highest level of readiness for the impending months of heavy rainfall and heightened health challenges (June – August).

In accordance with the directives outlined in D.O. Letter Z-28020/41/2018-CH dated June 12, 2024, the 'Safai Apnao, Bimaari Bhagao' initiative calls for urgent collective and inter-sectoral efforts to bolster infrastructure, implement robust hygiene practices, and foster community engagement to mitigate the risks posed by the monsoon season.

The SABB campaign is to be carried out in alignment with the 'Stop Diarrhoea Campaign' to prevent water-borne and vector-borne diseases. The campaign requires requires action across the following three pillars:



II. Timelines:

It is requested for all Urban Local Bodies to implement interventions for the abovementioned three pillars from July 1st 2024 to August 31st 2024 preceded by a preparatory phase from 14th June 2024 to 30th June 2024.

Sr. No.	Activities	Date
1	Preparatory Phase for 'Stop Diarrhoea Campaign' and Safai Apnao, Bimaari Bhagao'	14 th June – 30 th June
2	Campaign period	1 st July – 31 st August

III. Key Action Points:

With reference to the above, all ULBs are requested to kindly facilitate the following key action elements to safeguard public health during the monsoon season:

1. Special cleanliness drives for visibly cleaner urban spaces, and removal of GVPs
2. Collection and transportation of waste
3. Regular cleaning of all community and public toilets
4. Focus on sanitation and hygiene facilities for children.
5. Adequate sampling of water quality
6. Supply of safe drinking water and maintenance of water works.
7. Rapid assessments to identify high-risk areas.
8. Planning for IEC and door to door mobilization
9. Adoption of PPT-Protect Prevent Treat Strategy
10. Coordination and Monitoring of Impact

IV. Week-wise Activities:

Preparatory Phase (14th June 2024 to 30th June 2024)

- 1. Special cleanliness drive** – Plan and conduct special cleanliness drives to prevent open garbage dumping, clearing of garbage vulnerable points, elimination of stagnant water and drains, drain desilting, special focus on marketplaces, food vending zones, urban slums/informal settlements etc.
- 2. Collection and transportation of waste-** Plan for seamless collection and transportation of waste on a daily basis to waste processing plants. Special planning to be done to manage the facilities in the event of high rainfall.
- 3. Regular cleaning of all community and public toilets** – planning and conducting meticulous drives of cleaning and maintenance of public and community toilets

especially in high-risk zones in urban slums and informal settlements. Focus to be given to availability of water and handwashing facilities.

- 4. Focus on children-** Plan and ensure clean and functional toilets along with safe drinking water in all Anganwadi centres, schools, residential and sports hostels. Any required repair & maintenance must be done urgently.
- 5. Adequate sampling of water quality-**Development of plan for adequate sampling for water quality testing.
- 6. Supply of safe drinking water and maintenance of water works-** Planning for uninterrupted supply of clean water in all cities, required repair and maintenance of water works, cleaning and maintenance of overhead water tanks and related infrastructure, proper functioning of STPs for water recycling etc. in convergence with AMRUT.
- 7. Rapid assessments to identify high-risk areas-** Arrangements are to be put in place for diarrhoea outbreaks, other water-borne, vector-borne diseases and prioritize interventions.
- 8. Planning for IEC and door to door mobilization-** This may be done in collaboration with other stakeholders for handwashing, non-littering, cleanliness, etc. with adequate publicity to emergency numbers.
- 9. PPT-Protect Prevent Treat Strategy-**Using the preparatory phase from 14th June to 30th June to galvanize all resources to intensify cleanliness drives and maintain all activities from 1st July to 31 August on the principles of PPT-Protect, Prevent and Treat Strategy for diarrhoea prevention as well as vector borne disease control.
- 10. Coordination and Monitoring-** Integrate these activities with the existing systems of inter-departmental coordination for pre-monsoon preparedness and disease management during monsoon. Close coordination, regular monitoring, levy of penalties wherever necessary and immediate corrective action to be carried out.

Campaign Period –

WEEK 1 AND 2 –(1st July to 14th July 2024)

1. **Launch event**-Participation at launch event at State/ District/ Block level on Diarrhoea Management
2. **Cleanliness drives**-Conduct cleanliness drives to ensure visibly higher order of cleanliness in all parts of the city especially the garbage vulnerable areas.
3. **Continued Action**-Continue action all points listed in the preparatory phase.
4. **Training**-Train local communities, organizations, and government officials on water management, sanitation, and hygiene promotion.
5. **Sanitation Workers**-Take special steps for awareness, care and facilities of all sanitation workers.
6. **Hygiene and sanitation awareness**-Partner with local NGOs, community groups, and private sector organizations to reinforce hygiene and sanitation messages

WEEK 3 to WEEK 6 (15th July to 16th August 2024)

1. **Community involvement**-Strengthen Ward level Committees, RWAs, Bulk Waste Generators (BWGs) to manage local water resources and sanitation facilities, ensuring community involvement in maintaining hygiene standards.
2. **Public awareness campaign**-Launch public awareness campaigns on the importance of sanitation, water hygiene and its impact especially in urban slums.
3. **Continued Action**-Continue with implementation of all activities listed in the preparatory phase.

WEEK 7 and 8 (17th to 31st August 2024)

1. **Community engagement and education**-Engage with local communities/ NGOs to empower them with knowledge and skills for maintaining clean water sources and practicing safe sanitation behaviour specially in urban slums
2. **Rainwater harvesting**-Promote rainwater harvesting techniques such as rooftop rainwater harvesting systems and water storage tanks.
3. **Post-Monsoon maintenance planning**- Plan for any post monsoon maintenance works required for waste and sanitation including the solid waste management infrastructure.
4. **Integration**-Integrate with social behaviour change campaign of Swachh Bharat Mission to ensure use of toilets for safe sanitation, waste segregation and non-littering for clean surroundings, hand washing for self-hygiene, etc.

V. Advocacy and Media Engagement:

In order to maximize the efficacy of the SABB campaign and popularize the impact made on ground, ULBs are encouraged to adopt a **multi-pronged advocacy and media approach** by issuing press releases/holding press meetings, mobilizing NGO partners and SHGs for effective inter-personal communication activities across all wards, utilize community and FM radio channels, utilize influencers, SBM Ambassadors, as well as bloggers to popularize activities, and leverage traditional print media.

Additionally, ULBs are encouraged to utilize social media to post their progress & goals achieved using the hashtag **#SafaiApnaoBimaariBhagao**. Innovative on-ground activities, best practices, and impact of cleanliness drives may be shared on all social media platforms by tagging the official Twitter handle of SBM-U 2.0 @SwachhBharatGov and the official Ministry handle @MoHUA_India @MoHFW_India.

VI. Campaign Reporting:

To undertake weekly reporting, a special module is being created on Swachhatam Portal. All ULBs are requested to report their progress every Friday, till the end of the campaign period on 31st August 2024. The fields on Swachhatam Portal are as follows:

1. Number of special cleanliness drives
2. No. of Collection and transportation special drives in high footfall areas, urban slums, other garbage sensitive areas
3. No. of Garbage Vulnerable Points cleared
4. Number of CTs/PTs thoroughly cleaned, equipped with water supply & handwashing facilities
5. Number of schools, anganwadis, hostels cleaned and equipped with all changed facilities
6. Number of water quality samples collected daily for surveillance
7. Maintenance /preventive cleaning activities of water supply infrastructure (100 words)
8. Door to door mobilization for IEC messages on overall Swachhata, water-borne and vector-borne diseases (100 words)
9. Details for special interventions like fogging, bleaching, desilting of drains, public mobilization etc
10. Steps for inter-departmental convergence (100 words)
11. Innovations/ good practices/ special initiatives (100 words)
12. Activities for welfare of SafaiMitras (100 words)

2-3 HD Photographs are also to be shared for each of the points mentioned above with a video reel of the best weekly activity undertaken.