

Rahul Bhatnagar, IAS
Secretary



भारत सरकार
पंचायती राज मंत्रालय
डॉ. राजेन्द्र प्रसाद रोड, कृषि भवन,
नई दिल्ली-110001
Government of India
Ministry of Panchayati Raj
Dr. Rajendra Prasad Road, Krishi Bhawan,
New Delhi-110001

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D.O. No. M-11015/217/2019-FD

Date: 2nd September, 2019

Dear Additional Chief Secretary/ Principal Secretary/ Secretary,

Hon'ble Prime Minister has given a call to action for plastic waste management during his Independence Day Speech. Government of India has decided to realize this "call" accordingly. 'Plastic Waste Management' has been taken up as the main theme of this year's Swachhata Hi Seva (SHS- 2019) campaign. The campaign seeks to re-energize the Swachh Bharat Jan Andolan and accelerate plastic management in Villages and Municipalities at all public places including religious places, railway stations, hospitals, mandis etc.

2. The campaign will as per the following timelines:

- 11th September to 1st October, 2019 - Preparation and Awareness Generation
- 2nd October, 2019 - Nationwide Shramdaan and National pledge
- 3rd to 27th October, 2019 - Recycling and effective disposal of collected plastic waste.

3. Accordingly, the States are requested to taken up the following measures. You may kindly arrange to issue instructions to the Panchayati Raj Institutions (PRIs) in your State/UT to ensure the following during SHS - 2019-

- All PRIs may identify a plastic waste aggregation centre in each Gram Panchayat (GP)
- All PRIs may arrange transportation of collected waste logistics to block/district hubs
- All Sarpanches may be asked to personally lead the awareness generation and plastic waste collection drive in their GPs.

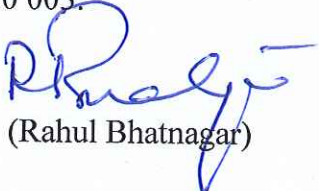
4. Since, this is a National Campaign, the activities taken up in the State would require to be closely observed and monitored by the States at the highest level in the Department. It is also requested that this Ministry may also be periodically informed about the necessary aspects of the Campaign and the progress made.

With regards,

Yours sincerely,


(Rahul Bhatnagar)

To: Additional Chief Secretary/ Principal Secretary/ Secretary
Panchayati Raj Departments (29 States and 5 UTs- Andaman & Nicobar, Dadra &
Nagar Haveli, Daman & Diu, Lakshadweep, Puducherry)
Copy to: Shri Parameswaran Iyer, Secretary, D/o Drinking Water & Sanitation, Ministry of Jal
Shakti, 4th Floor, Pt. Dindayal Antyodaya Bhawan, New Delhi - 110 003.


(Rahul Bhatnagar)