



GOVERNMENT OF WEST BENGAL  
PUBLIC HEALTH ENGINEERING DEPARTMENT  
N.S. Building, 7<sup>th</sup> Floor, 1, K.S Roy Road, Kolkata: 700001

URGENT

Ph. No. 033-2248-1813

email: eic@wbphed.gov.in

Memo No. PHE/EIC/240/2017-18

Dated, Kolkata, the 31/08/2017.

To,

The Executive Engineer (Civil and Mechanical/ Electrical),

Division, PHE Dte.,

Govt. of West Bengal

**Sub.:** Countrywide Film & Essay competition to generate mass awareness in water, sanitation and related issues under the banner of 'Swachh Sankalp Se Swachh Siddhi'.

**Ref.:** D.O No. W-11031/7/2017-Water dated. 21<sup>st</sup> August, 2017 of the Joint Secretary, Ministry of Drinking Water and Sanitation, Govt. of India (copy enclosed).

The Ministry of Drinking Water and Sanitation, Govt. of India planned to organize a countrywide film and essay competition to generate mass awareness in water, sanitation and related issues under the banner of 'Swachh Sankalp Se Swachh Siddhi' with the following topics.

- **Essay Competition:** "मैं स्वच्छता के लिए क्या करूंगा / करूंगी?" "What can I do for a clean India?" "আমি পরিচ্ছন্ন ভারত গড়তে কি করতে পারি?" (250 Words) [Bengali, Hindi & English]
- **Film Competition:** "भारत को स्वच्छ बनाने में मेरा योगदान" / "My Contribution towards making India clean" "ভারতকে পরিচ্ছন্ন করতে আমার অবদান" (2-3 minutes duration) [Bengali, Hindi & English]

Based on the above competition, National Swachh Bharat awards will be presented on 2<sup>nd</sup> October, 2017 and award will also be presented at the State and District levels. In this regard, a Video Conference was held today with the Ministry of Drinking Water and Sanitation, Govt. of India where it was emphasized to submit at least 1 (one) essay from each Gram Panchayat and at least 1 (one) film out of every 2 (two) Gram Panchayats in each district by creating a wide publicity amongst all the stakeholders like **functionaries of Government / PRIs / Non-officials / NGOs / Contractors / Pump Operators / Valve Operators / Mechanic/ Helper / District Consultant / Laboratory personnel / Facilitators** working in Rural Water Supply sector including laboratories at Block, District and State level.

Apart from Bengali language, the essay and film can be prepared in English, Hindi and other regional languages also. The scanned copy of the essay and the film mentioning the State, District, Gram Panchayat and name of the participants & contact details should be uploaded in "<https://www.mygov.in> with prefixing #water # language in the comment box" within 08<sup>th</sup> September, 2017 positively.

The existing infrastructure of PHE Department including manpower at Division and Sub-Division level as well as laboratory infrastructure should be utilized fully for uploading the essays and the films. The film may be shot in mobile phone also. The staff of PHED and their family members may participate in the above competition. The nodal Executive Engineer of each district has to submit a report on daily basis as per the following format through email ID: [osd\\_mc@wbphed.gov.in](mailto:osd_mc@wbphed.gov.in) from 1<sup>st</sup> September to 8<sup>th</sup> September, 2017 including Saturday and Sunday.

Sl no.	Name of district	Total no of GPs	No of essay uploaded			No of film uploaded		
			Up to previous day	Today	Cumulative	Up to previous day	Today	Cumulative

OSD & Engineer-in-Chief  
Public Health Engineering Department  
Govt. of West Bengal

Memo No. PHE/EIC/240/(1-9)/2017-18

Dated, Kolkata, the 31/08/2017

Copy forwarded for kind information to:

1. Shri Satyabrata Sahu, IAS, Joint Secretary (Water), Ministry of Drinking Water & Sanitation, Govt. of India, 4th Floor, Pandit Deendayal Antyodaya Bhawan, CGO Complex, Lodhi Road, New Delhi-110003.

31.08.17  
OSD & Engineer-in-Chief  
Public Health Engineering Department  
Govt. of West Bengal

Memo No. PHE/EIC/240/(1-9)/2017-18

Dated, Kolkata, the 31/08/2017

Copy forwarded for information to:

1. The Additional Chief Secretary, Departments of PHE and P&RD, Govt. of West Bengal.
2. The Chief Engineer, Head Quarters/ Planning & WQM/ Western Zone/ M/E-Southern Zone/ M/E-Northern Zone/ Northern Zone (Civil), PHE Dte., Govt. of West Bengal.
3. The project Director, PMU (Purulia), Project Management Unit, Purulia (JICA), PHE Dte., Govt. of West Bengal.
4. The Director, WSSO, PHE Department, Govt. of West Bengal.
5. The Superintending Engineer (Civil and Mechanical/ Electrical), \_\_\_\_\_ Circle, PHE Dte., Govt. of West Bengal.
6. The OSD, Monitoring Cell, PHE Dte., Govt. of West Bengal.
7. The Deputy Superintending Engineer-I/ II, Monitoring Cell, PHE Dte., Govt. of West Bengal.
8. The Deputy Superintending Engineer (Head Quarter), PHE Dte., Govt. of West Bengal.

31.08.17  
OSD & Engineer-in-Chief  
Public Health Engineering Department  
Govt. of West Bengal

सत्यव्रत साहु, आई.ए.एस.  
संयुक्त सचिव  
Satyabrata Sahu, I.A.S.  
Joint Secretary



भारत सरकार  
पेयजल एवं स्वच्छता मंत्रालय  
Government of India  
Ministry of Drinking Water and Sanitation

D.O. No. W-11031/7/2017-Water  
Dated : 21<sup>st</sup> August, 2017

Dear Madam/Sir,

The Ministry of Drinking Water & Sanitation plans to organize a countrywide **Film, Essay** and Painting competition between 16<sup>th</sup> August, 2017 and 8<sup>th</sup> September, 2017 as another major step towards making Swachhata a people's movement. The basic objective is to generate mass awareness in SBM and related issues. The theme of the said competitions to be held under the overall banner of 'Swachh Sankalp Se Swachh Siddhi' are as under:

- **Essay Competition:** "मैं स्वच्छता के लिए क्या करूँगा / करूँगी?" "What can I do for a clean India?" (250 Words)
- **Film competition:** "भारत को स्वच्छ बनाने में मेरा योगदान" / "My Contribution towards making India clean" (2-3 minutes duration)
- **Painting** – Not applicable with respect to this letter

2. Based on the said competitions, National Swachh Bharat awards shall be presented on 2<sup>nd</sup> October, 2017. Awards will also be presented at the State and District levels. An advertisement in this respect is enclosed herewith for wide publicity amongst all stakeholders like functionaries of Government / PRIs / Non-officials / NGOs working in Rural Water Supply sector including people working in water quality laboratories at Block, District and State levels.

3. An active participation in large numbers for this will be successful only by availing your active leadership and close monitoring. It is hereby requested to submit the entries as attached files in <https://www.mygov.in> with prefixing #water #language in the comment box.

4. The entries for **Essays and Films** can be submitted in regional language in addition to English & Hindi. We expect at least **one essay and one film from each Gram Panchayat** of your State. Please ensure this through Director, WSSO. Engineer-in-Chief / Chief Engineer implementing NRDWP may direct all field level officers to actively participate in this programme. It would be encouraging for them, if you convene Video Conferencing within your State with your District level officers immediately.


5. Director, WSSO will be nodal officer for monitoring the above campaign. In case of any query in this regard, they may contact Ms. Urvashi Prasad Asthana, Sr. Consultant of the Ministry (011-24368683), E-mail ID : [urvashi.asthana@gov.in](mailto:urvashi.asthana@gov.in).

6. The demonstration of the process to be followed for the above would be made during the Video Conferencing to be held tomorrow 22.08.2017 at 10.30 AM under the chairmanship of Secretary (DWS). You are requested to participate in the same along with EIC / CE and Director (WSSO).

7. It is reiterated that the **last date for sending nominations is 08.09.2017.**

With Regards,

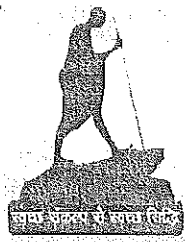
Yours Sincerely

  
[Satyabrata Sahu] 17

To,  
Principal Secretaries / Secretaries  
In-charge of Rural Water Supply Department  
All States  
Cc:  
1. EIC / CE (RWS)  
2. Director (WSSO)

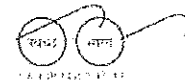
ग्रामीण क्षेत्रों में  
पेयजल स्थायित्व एवं सम्पूर्ण स्वच्छता

Sustainable Drinking Water and  
Sanitation for all in Rural Areas



# SWACHH SANKALP SE SWACHH SIDDHI

पेयजल और स्वच्छता मंत्रालय  
Ministry of Drinking Water and Sanitation



India

Filth – Quit



- PM's clarion call on Quit India anniversary (9<sup>th</sup> August), *Sankalp Se Siddhi* (SSS) for a NEW INDIA 2017-2022.
- A leading resolve of SSS is : dirt and filth to quit India.
- MDWS's Swachh Sankalp Se Swachh Siddhi
- A countrywide Film, Essay and Painting Competition between 17<sup>th</sup> August and 8<sup>th</sup> September as another major step towards making Swachhta a people's movement.
- Active participation of all is crucial for making creating massive swachhta awareness.

**SWACHH SANKALP**  
SE  
**SWACHH SIDDHI**  
(New India Movement 2017-2022)

As part of the united resolve to create a free and clean India  
**Swachh Bharat Mission**  
(as the roll out component)


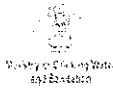


(Topic - "What can I do for a Clean India")  
(2-3 lines duration)  
(Topic - "My contribution towards making India clean")  
(Topic - "Clean India (my dreams)")  
Only for Class 1 to 5 School Students

Entries close on: September 6, 2017

For details Contact your School, Gram Panchayat, BHO/Ashrafi Collector  
or log on to [MySwachh.NswIndia.nic.in](http://MySwachh.NswIndia.nic.in)

National Awards will be presented on Oct 2, 2017  
(Awards also at State and District levels)

Let us together  
pledge to make a  
Clean India

What we are attempting to achieve? (A conservative estimate)



### Swachh Sankalp Se Swachh Siddhi (S5)

1. More than 1 Crore Essays (max word 250)
2. More than 50,000 paintings (restricted to Class 1 to Class 5 students only)
1. More than 50,000 films (2-3 minutes duration only)

## S5: National Awards



- |   |                         |                                |
|---|-------------------------|--------------------------------|
| 1. Junior School                          | Primary School Students | 1. General Category (Under 18) |
| 2. Senior School                          |                         | 2. General Category (Above 18) |
| 3. CAPFs                                  |                         |                                |
| 4. NCC                                    |                         |                                |
| 5. Youth Awards                           |                         |                                |
| 6. Panchayat                              |                         |                                |
| 7. General Category (Under 18)            |                         |                                |
| 8. General category (Above 18)            |                         |                                |
| 9. One Special Award (Above 60 )          |                         |                                |
| 10. One Special Award (Differently abled) |                         |                                |

## Institutionalized S5 National Awards

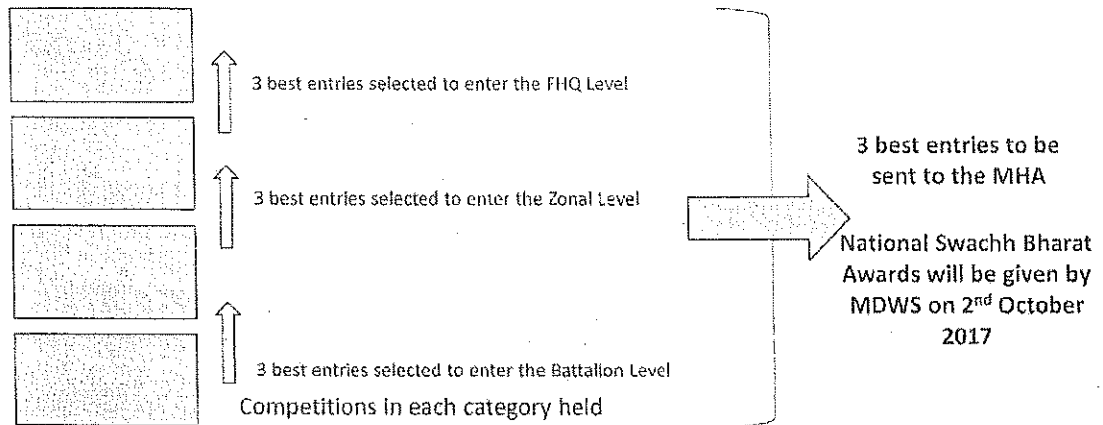


1. Schools Under DoSEL : DoSEL will provide best 3 entries in three categories (Essays- 2 ; Paintings)
2. CAPFs: MHA will provide best 3 entries in two categories (Essays and Films). Individual CAPF National Awards will also be given.
3. NCC: DG/NCC will provide best 3 entries in two categories (Essays and Films).
4. Youth Awards: Secy/ DoYA will provide best 3 entries in two categories (Essays and Films).
5. Panchayat Awards: Secy/ MoPR will provide best 3 entries in two categories (Essays and Films).
6. General Category Awards: Under 18 and above 18 years  
Modes: MyGov and Offline

## Cascading of entries (Swachh Sankalp Se Swachh Siddhi)



Example : CISF



## Request for Active Participation from CAPFs



### Expectation

- Pro-active involvement of top leadership
- Issue appropriate instructions
- Maximum Participation from jawans and officers
- Monitoring for qualitative participations
- Judging entries at various levels to arrive at the final 3 National Entries
- Related Logistics



Thank You



पेयजल और स्वच्छता मंत्रालय  
Ministry of Drinking Water and Sanitation

