

7028
21/08/17
25/08/17

File No. K-13011(11)/3/2017-UPA I
Government of India
Ministry of Housing and Urban Affairs
UPA Section

Nirman Bhawan, New Delhi-110011
Dated: 21/08/2017

To,
The Principal Secretary (UD&H)
(All States/ UTs)

Subject: Revised Guidelines for Swachhta Excellence Awards for the Area Level Federations (ALFs) for the year 2017-18-reg

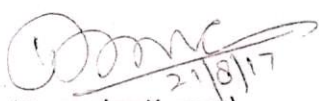
Sir,

I am directed to refer to this Ministry's letter dated 31st July, 2017 vide which Guidelines for Swachhta Excellence Awards for the Area Level Federations (ALFs) were circulated to all States/UTs.

2. In this regard, it is to mention that a meeting was convened with State Mission Directors/ Representatives of State/ UT Governments on 10th August, 2017 to sensitize States and UTs on the matter. Based on the deliberation on subject, revised Guidelines have been prepared which are being circulated herewith for your information and initiating necessary action.

Encl: As above

AD/PO (NULM)
25/08/17

Yours faithfully

(Surender Kumar)
21/8/17

Under Secretary to the Government of India
Telefax: 23061185

Copy to: Mission Directors, SULM (All States/ UTs)

PO (NULM) / SMM (Sri P. Singh)
28/08/17
28/08/17

SMM (SMBSD)
28/8/17

**DEENDAYAL ANTYODAYA YOJANA-
NATIONAL URBAN LIVELIHOODS
MISSION**

SWACHHATA EXCELLENCE AWARD

for

Area Level Federations(ALFs)

(Guidelines)

**Ministry of Housing and Urban Affairs
Government of India
August, 2017**

1. Preamble

Cleanliness is one of the vital components of life. The rapid pace of population growth & urbanization has brought in challenges for ensuring clean environment. It is well known that weak sanitation leads to significant health costs and untreated sewage from cities is the single biggest source of water resource pollution in India. This indicates both the scale of the challenge faced by the Indian cities and the huge costs incurred if these are not addressed appropriately. In this context, the Swachh Bharat Abhiyan is being implemented by the Ministry of Housing and Urban Affairs (M/o HUA) and by the Ministry of Drinking Water and Sanitation (M/o DWS) for urban and rural areas respectively.

Community Based Organisations (CBOs) as nurtured under Deendayal Antyodaya Yojana-National Urban Livelihoods Mission have participated actively in the clean-up activities and awareness campaigns under the Swachh Bharat Abhiyan. These groups are involved in creating awareness by way of peer group influence towards open defecation free cities. Some of the groups are also involved in waste management.

DAY-NULM Swachhata Excellency Awards have been instituted by Ministry of Housing and Urban Affairs which are to be provided to the CBOs of DAY-NULM with the objective to encourage Area Level Federations for their initiatives related to cleanliness drive including elimination of open defecation, eradication of manual scavenging, bringing out behavioural change towards healthy sanitation practices, creating awareness about sanitation and its linkage with public health, modern and scientific solid waste management.

Considering the fact that clean and hygienic environment is an integral part of the healthy life, it is felt necessary to institute *Swachhata Excellency Awards* for CBOs under DAY-NULM with the objectives of encouraging the stakeholders to adopt holistic approach towards clean and hygienic environment in the country.

2. Objectives

The main objectives of Swachhata Excellency Award are:

- To bring cleanliness and sanitation to the forefront of social discourse of development in urban areas.
- To develop open defecation free and clean ULBs that will act as models for others to emulate.
- To give incentive to CBOs to sustain the initiatives taken by them to eliminate the practice of open defecation from their respective geographical areas.
- To increase behavioral change regarding healthy sanitation practices, by recognizing the CBOs.

3. Eligibility

The award is meant for the Area Level Federations (ALFs) formed/restructured under DAY-NULM which have been the driving force for effective sanitation coverage in the respective ULB areas, duly recommended and nominated by the State/UT are eligible to be considered for the swachhata excellence award. The ALFs, which have made outstanding contribution to the cause of sanitation and cleanliness, will only be considered for the awards.

The total number of entries per State/UT and the total number of awardees per State/UT will be as under:

States having ALFs	Number of recommended entries	1 st prize	2 nd Prize	3 rd Prize	Total Awardees per State
<100 ALFs	6	1	1	1	3
100-300 ALFs	10	1	2	2	5
>300 ALFs	20	1	3	6	10

The criteria for recommendation and nomination will be as follows:

- The Area Level Federations must be registered as a society/an association under the relevant law of the State and must have received Revolving Fund under DAY-NULM.
- The Area Level Federations must have conducted meetings with periodicity and cleanliness must have formed one of its agenda items in meetings.
- The Area Level Federations must have played an active role in spreading the message of cleanliness (Swachhta Awareness) in their locality by giving special emphasis on adoption of hygienic practices and toilet construction etc.
- The Area Level Federations should also have promoted any innovative methods/best practices on cleanliness & hygiene (e.g. action for making their locality open defecation free area, environment friendly garbage disposal, re-use and recycling of waste water and garbage etc)

4. Selection Committee for Evaluation and Finalization of Entries at State/UT & Central Level:

City/ ULB Level: There shall be a Selection Committee at ULB level with the following composition:

Commissioner (ULB)
Two members

- Chairperson
- City Project Officer
- Project Manager of PMU (SBM)

or

Local Anganwadi Worker (if PMU of SBM is not existing in city)

State Level: There shall be a Selection Committee at the State/UT level constituted with the approval of Principle Secretary/ Secretary (Urban Development) of State. The composition of the Committee will be as under:

Mission Director (DAY-NULM) -	Chairperson
Two Members*	-Nominated by Principle Secretary/ Secretary (UD)

National Level: The State Level Committee would make its recommendations to the Ministry of Housing and Urban Affairs, Government of India. The final selection of award winning ALFs will be made by the three member Committee constituted with the following composition:

a. Joint Secretary (UPA), M/o HUA	Chairman
b. Joint Secretary (SBM), M/o HUA	Member
c. Joint Secretary (SBM), M/o DWS	Member

5. Evaluation Criteria for Selection:

The Selection Committee will examine the eligible applications of the Area Level Federations(ALFs) based on the evaluation criteria as indicated below:

Sl.No.	Criteria	Evaluation (Total 100 Marks)
01	Relevance and significance of the work done during last one year	20
02	Innovation in concept/best practices etc.	10
03	Scope for sustainability and scaling up	20
04	Noticeable and significant impacts	50
	I. Number of Community members/ households involved in the project	10
	II. Increase in savings/ earnings of SHGs members, other families	10
	III. Description of Significant change in behaviour achieved	15
	IV. Qualitative and quantative Improvement in community cleanliness conditions (e.g. reduction in diseases/ reduction in open dumping/ increase in overall cleanliness, etc).	15

6. Procedure for Forwarding the Application for Awards:

As the award distribution activity is time bound and is to be completed in the current year, the timelines are to be maintained at every level. Therefore, the

following time schedule is to be adhered to at every level:

S.No.	Item of Activity	Target Date
1	Recommendation of entries by City/ ULB level Committee	30 th November, 2017
2	Recommendation of requisite number of entries by State Level Committee to M/o HUA (as per <i>Para-3</i> above)	31 st December, 2017
3	Finalization of award winning entries by Central Committee	31 st January 2018
4	Award distribution ceremony	February/ March, 2018

The award money will be transferred digitally direct to the account of the ALF. Apart from the award money, the selected ALFs will also receive mementos and certification of excellence by the Ministry of HUA for their exemplary work in the field of sanitation and cleanliness. The category of prize amount are listed below:

Category	Prizes	Award
01	1 st Prize	1,50,000/-
02	2 nd Prize	1,00,000/-
03	3 rd Prize	50,000/-

7. Distribution of awards:

The selected Area Level Federations (ALFs) will receive the award from the Ministry of Housing and Urban Affairs at a national level function to distribute awards. The date and venue will be communicated to the States/UTs by the Ministry well in advance to enable state representatives and ALF representatives to make their travel plans. M/o HUA will bear the TA/DA expenses for the representatives of the award winning ALFs for attending the function (*for maximum of two representatives of the selected ALF*).

8. Usage of the award amount:

Area Level Federation(ALF) that receive the award/incentive amount should use it for:-

1. Revolving Fund to the member SHGs.
2. Vulnerable Fund/aid to SHG or its members,
3. Invest in waste management activities.
4. Invest in other livelihoods activities of Self Help Groups (SHGs)/ Area Level Federations(ALFs).
5. Any other innovative activities/purpose.

9. Accounts Maintenance:

Area Level Federation(ALF) will maintain a proper account of incentive amount received and the purpose for which it is spent along with vouchers, etc.

**APPLICATION FORM FOR DAY-NULM SWACHHATA
EXCELLENCE AWARDS**

1. Name of the Area Level Federation(ALF) :
2. Brief Profile :

[Date of formation or restructured, No of SHG & member details /Savings/ Activities undertaken, RF received, Trainings received, Meetings, Office bearers details, Other Benefits availed etc with complete postal address & contact details of Area Level Federations office/President/Secretary]:

3. Previous Achievements *[if Any]*
4. Brief description about the work done *[in 300 words]*, indicating

Sl. No.	Indicating Areas	Discription
01	Area of implementaion	(Tick mark)
	I. Individual toilets	
	II. Community/ public toilets	
	III. Waste management	
	VI. Cleaniness drives	
02	Pre and Post implementation scenario (Please attach pre and post pictures and also attach brief description of problem faced, vis-à-vis current scenario-how problem has been addressed)	
03	Activities implemented / awareness created	
04	Total benefits accrued (Please attach annexure to show the extent of community participation achieved and noticeable behaviour changes achieved. Also description may be given to show the impact including increase in cost saving, increase in earnings)	
05	Details of innovative methodology adopted	
06	Ground level impact achieved	
07	Scope for sustainability and scaling up	

5. Name of the proposer
- Position
- Address.....
- Signature.....

6. Confirmation by the proposer that the Area Level Federation(ALF) has agreed for the Award.

7. A statement by the Proposer not exceeding 150 words explaining why the nominee should be considered for this award. This should highlight aspects including
 1. Relevance and significance of the work done during last one years
 2. Innovation in concept, methodology etc.
 3. Scope of replicability of practices/model by common people, institution etc.
 4. Tangible and intangible impacts
 5. Community based participatory approach
8. Whether the achievements have already been recognized for award by any other institution/ organization. *[If so, name of the institution/ organization, Award and year].*
9. Recommendation by the concerned City level/ State level Committee, wherever applicable.

Under Secretary to the Government of India
Ministry of Health and Family Welfare
New Delhi