

GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

MA&UD Department – Designating Third Saturday of Every Month as “**Swachh Andhra**” to drive systemic change and foster a cleaner, greener and healthier Andhra Pradesh –Operational Guidelines - Orders – Issued.

MUNICIPAL ADMINISTRATION & URBAN DEVELOPMENT (K) DEPARTMENT

G.O.RT.No. 24

Dated: 17-01-2025

Read:

ORDER:

Government of Andhra Pradesh have decided to designate the third Saturday of Every month as “Swachh Andhra” day to drive systemic change and foster a cleaner, greener and healthier Andhra Pradesh.

2. In this regard, detailed operational guidelines covering theme, activities & outcome for every month, stakeholders to be involved, role & responsibilities of State Level Steering Committee & District level Committees, District Collectors & Departmental Nodal Officers, Programme Calendar, List of Activities & areas to focus on the day of Swachh Andhra, Department wise Activities to take up on focus areas and the Outcomes, Timelines etc. is enclosed as Annexure to this order.

3. All the Departments of Secreteriat, Head of Departments, Collectors & District Magistrates are directed to observe the Third Saturday of Every Month as “**Swachh Andhra**” day duly following the operational guidelines to ensure multi-departmental collaboration, active public engagement, and a meaningful celebration of “Swachha Andhra” day to drive systemic change and foster a cleaner, greener, healthier and wealthier Andhra Pradesh.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

K VIJAYANAND
CHIEF SECRETARY TO GOVERNMENT

To

All the Departments of A.P.Secretariat.

All the Heads of Departments.

All the Collectors & District Magistrates in the State.

The Commissioner, Information & Public Relations, Andhra Pradesh (With a request to give wide publicity through Print/Electronic Media.)

The Managing Director, Swachh Andhra Corporation, Vijayawada.

Copy to

The P.S. to Spl.C.S. to Chief Minister.

The PS to Min(MA&UD)

The P.S. to Chief Secretary to Government.

The P.S. to Secy.to Govt (MA&UD)

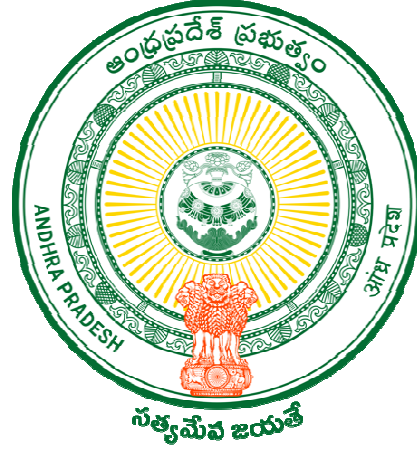
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//FORWARDED :: BY ORDER//

SECTION OFFICER

(Annexure Contd.,)

ANNEXURE



SWACHH ANDHRA
(3rd Saturday of Every Month)

OPERATIONAL GUIDELINES

Municipal Administration & Urban Development Department
Government of Andhra Pradesh

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- 1.0 The Hon'ble Chief Minister of Andhra Pradesh has announced that it is important to dedicate one day — the third Saturday of every month — for "Swachhata", as he opined that instituting a cleanliness day for the state can usher in numerous benefits.
- 2.0 MA & UD Department has drafted operational guidelines taking inspiration from the Hon'ble CM's directions to prepare a thematic "Swachh Andhra" with a focus on the following.
 1. **Public Health:** Clean environments reduce the spread of diseases, leading to healthier populations. Waste management and clean surroundings increase our livability index and make AP the healthiest state.
 2. **Environmental Impact:** Regular clean-up efforts can reduce pollution, protect wildlife habitats, and contribute to a more sustainable environment.
 3. **Community Engagement:** These events can unite communities, encourage people to work together towards a common goal. It fosters a sense of responsibility and pride in one's surroundings and aligns their vision to making AP the No.1 State in Swachhata
 4. **Aesthetic Appeal:** Cleanliness greatly enhance the beauty of public spaces, making them more inviting for residents, tourists, pilgrims and investors.
 5. **Economic Benefits:** Cleaner cities attract tourists and businesses, boosting the local economy. It also reduces the cost of healthcare associated with pollution-related illnesses.
 6. **Education and Awareness:** Cleanliness days serve as educational opportunities to raise awareness about environmental issues and promote sustainable practices, especially in children and youth, who are the future of the State & Nation.

3.0 Overall Objectives of "Swachh Andhra"

- Empowered Citizens – Cleanest State in the Country
- Cleaner, Greener, Healthier & Wealthier State of Andhra Pradesh
- Improve Livability Index

- Foster Circular Economy
- Boost Tourism
- Attract Investments
- Aids in reaching Sustainable Development Goals (SDGs) milestones
- Reduce Emissions and achieving the state's Net-Zero targets

4.0 Overarching Goals of “Swachh Andhra”

- Promoting cleanliness, personal & community hygiene
- Ensuring sanitation
- Improving solid waste management
- Fosters environmental conservation and sustainability
- Protecting Public Health
- Align with national priorities such as the Swachh Bharat Mission and other relevant frameworks to improve local, state level and national level rankings.

5.0 Proposed Monthly Themes “Swachh Andhra”:

MONTH & THEME	ACTIVITY	OUTCOMES
JANUARY 2025 “NEW YEAR – CLEAN START” Concept communication: “Cleanliness is next to Godliness” Every citizen to have an eye for Clean Surroundings and the prevention of littering habit in public to take pride in wanting AP State to be the cleanest State	• Mass Cleaning Drives • Litter picking • Shrub Cutting • Cleaning GVPs • Removing Debris • Cleaning Public places - bus stops, markets etc. • Clear clogged drains • Sanitize Community and Public Toilets (CT & PTs) • PLEDGE taking activities • Awareness Campaigns • Posting and tagging work in Social media handles	• 100% Identification & Cleaning of Garbage Vulnerable Points (GVPs). • 5% Improvement in Collection of Waste from Door-to-Door. • 5% Improvement in segregation of waste at source. • Making all Public & Community Toilets, functional. • Reduction in Mosquito breeding. • Cleaner and Hygienic Public places. • Awareness building in the Waste generators on Clean Environment & Inculcate positive and progressive behavior in them.

MONTH & THEME	ACTIVITY	OUTCOMES
FEBRUARY, 2025 "SOURCE – RESOURCE" Concept communication: Prevention of Mixing. and disposal of waste in 3 streams @ Source as a lifestyle	• Ensure usage of separate bins provided for wet, dry, and domestic hazardous waste to waste generators (residential). • Clearly label them with color-coded schemes (e.g., green for wet, blue for dry, and red for domestic hazardous). • Create a live demonstration on source separation and prevention of mixing • Conduct innovative awareness campaigns • Capacity building to Public Health Workers on separate collection of waste in three streams and transportation	• Improved • Door-2-Door Segregated Collection • Reduced transportation burden • Prevents dumping of mixed waste • Promotes home & community composting • Improves resource recovery, recycling, upcycling, and circular economy

MONTH & THEME	ACTIVITY	OUTCOMES
MARCH, 2025 “Avoid – SUPs” Promote Reusables” Concept communication: Avoid Single-use and throw Plastics / Products Promote suitable Reusables	• Avoid Single Use Plastic items and avoid littering Paper / Plastics and other products • Demonstrate suitable Reusable alternatives • Use only reusables across all public, private establishments and institutions – Govt entities to be role-models of Reusables • Conduct campaigns on negative impact of SUPs and promote greener alternative for health and wealth	• Use and throw culture is discouraged • Prevents dumping, burning and burying of waste • Promotes circular economy • Less burden and lesser volumes for waste managers (including ULBs & RLBs)

MONTH & THEME	ACTIVITY	OUTCOMES
APRIL, 2025 "E-CHECK" Concept communication: Keeping Electronic Waste in Check Disposing them scientifically	Extensive awareness on growing E- Waste and its' impacts on health and environment. Conduct campaigns on Upgrade responsibly – dispose scientifically.	• Establish e-waste collection kiosks in the Local Bodies. • Prevent unscientific recycling by giving to local vendors. • Prevent dangerous hazards of the wrong disposal of e-waste viz., batteries, bulbs, and electronics for recovering precious metals.

MONTH & THEME	ACTIVITY	OUTCOMES
MAY, 2025 “NEERU - MEERU” Concept communication: Role of citizens in making AP Water Positive	Cleaning existing water harvesting structures in all buildings & open spaces Creating/constructing new harvesting structures, wherever required. Awareness campaigns on preventing water wastage and waste water recovery – grey and black for non-drinking purposes Campaigns for Conserving water at all levels, individual, family, business, commercial and mainly agriculture. Creating water score-card for monitoring	• State aims to become water positive (Available – usage) • Improves water table by reducing pressure on ground water. • Prevent digging more and deeper bore-wells. • Waste water recycling and reuse

MONTH & THEME	ACTIVITY	OUTCOMES
JUNE, 2025 "BEAT THE HEAT" Concept communication: How to Beat the harsh and humid summers with soaring temperatures across the State?	Heat health action Plans: • Creating early warning systems • Water distribution programs in public places Water ATMs • Urban Forests and Green spaces - cool pavements • Promote cool roofs by roof top gardening • Shade nets and traffic junctions • Special campaigns for vulnerable age groups • Promote renewable energy and green buildings	• Reducing heat stress related incidents across the State • Reduce extreme climate events like droughts and floods • Save vulnerable groups • Promote Renewable energy • Create and restore water bodies for evaporative cooling

MONTH & THEME	ACTIVITY	OUTCOMES
JULY, 2025 ENDING PLASTIC POLLUTION Concept communication: In alignment with World Environment Day (WED) 2025 focus will be to avoid non-essential plastics and related pollution	Awareness on Use of Essential and non- essential plastics viz., below 120 microns and throw plastic carry bags and single use cutlery like spoons, straws, cups plates etc., - Alternatives. Awareness on micro-plastic and health impact - Preventing micro plastics getting into the food chain through the water bodies. Promote Resource recovery and recycling upcycling campaigns	• Non-essential Plastic Free State • Avoiding single use disposable plastic items • Increased water absorption into the soil and pollution free water/water bodies. • Resource Recovery and circular economy • Saving marine life

MONTH & THEME	ACTIVITY	OUTCOMES
AUGUST, 2025 "MON-SOON HYGIENE" Concept communication: Prevent Flooding, seasonal communicative diseases	Drain clean-ups of shallow surface, deep and storm water drains Preventing water stagnation in egg laying by mosquitoes Anti-vector Fogging Operations Awareness campaigns Timely Disaster event preparation due to extreme climate events	• Reduced flooding due to choking. • Less vulnerable to vector-borne and communicable diseases. • Preventive actions for extreme climate events and minimize losses of human and properties.

MONTH & THEME	ACTIVITY	OUTCOMES
SEPTEMBER 2025 "GREEN AP" Concept communication: Promote Green cover through afforestation	• Plantation Drives • Urban & Terrace gardening programs • Home composting workshops on different types of home composting. • Mixed inter-cropping methods for better earning for farmers in rural areas	• Increased Green cover in State • Local climate change by reduced urban heat island effect. • Home grown Organic produce. • Mixed cropping yields better returns to farmers

MONTH & THEME	ACTIVITY	OUTCOMES
OCTOBER, 2025 "CLEAN AIR" Concept communication: Mitigate air pollution and related health issues for citizens	• Promoting public transportation. • Planting trees • Car free / bike free days and cycling as healthy alternative. • Renewable energy sources like Roof top solar etc. • Adopting cleaner industrial practices. • Preventing stubble burning. • Awareness campaigns on air pollution.	• Improvement in Air-quality. • Reduction in pollution related losses. • More oxygen and healthier citizens. • More walking and cycling creates healthier lifestyle. • Awareness among all stake holders.

MONTH & THEME	ACTIVITY	OUTCOMES
NOVEMBER 2025 "PERSONAL & COMMUNITY HYGIENE" Concept communication: Prevent open defecation and urination Good sanitation practices for community health	Conducting WASH programs @ Institutions/Educational Institutions. Campaign to prevent open urination & defecation Ensure clean & functional gender segregated / challenged accessible Public toilets.	• Improvement in school attendance i.e., of Girl Students. • Reduction in drop outs. • Reduction of communicable diseases. • Less child mortality rate. • More productivity and improved economic condition of family.

MONTH & THEME	ACTIVITY	OUTCOMES
DECEMBER 2025 OPPORTUNITIES IN ENVIRONMENT Concept communication: Self-Employment and Entrepreneurial opportunities in Environment Sectors	Skill development opportunities in solid & liquid waste management. Value chain activities for Self-employment in Collection, transportation, resource recovery, recycling and upcycling. Networking events, innovations challenges, & competitions for youth to find solutions to environment related issues.	• Encourage one family one entrepreneur concept. • ideas and localized solutions with Indian Jugaad mindset for tapping economic opportunities. • Attract investments.

6.0 INDICATIVE LIST OF STAKEHOLDERS/INSTITUTIONS TO BE INVOLVED

- Urban Local Bodies (ULBs)
- Rural Local Bodies (RLBs)
- Educational Institutions – Schools / Colleges / Anganwadi Centers
- Government, Public & Private Offices & Business establishments
- Health Care Providers – Govt. and Private Hospitals and clinics/hospitals
- Judiciary Complexes
- Religious Places of worship – Temples, Churches, Mosques, Gurudwaras...
- Public Safety institutions - Police Station / Fire
- Transport Dept., / Bus Stations / Railway Stations /
- Malls / Shopping Complexes /Cinema Theatres
- Parks / Gardens / Burial grounds
- Businessmen and Industrialists
- Civic Organizations / RWAs/SHGs
- Media / Social Media influencers
- Environmental Conservation Groups

Ensure that every citizen and community stakeholder/institution is effectively engaged to create an alignment with our cultural values “Cleanliness begets prosperity”.

7.0 ROLE & RESPONSIBILITIES OF KEY OFFICIAL STAKEHOLDERS

A. State-Level Steering Committee - SA

- Formation of Steering Committee under the leadership of the
 - Chief Secretary to Government with
 - Principal Secretaries/Secretaries from, PR&RD, MA&UD, Medical & Health, Education, Industries, EFS&T, Transport, Police, I&PR, Tourism, MD SAC, Director of Municipal Administration & Director PR & RD etc., as Members
- Preparation of State-wide Action Plan for SA
- Directions for utilization of funds and allocation (SBM, 15th FC etc.,) and issue necessary/suitable directions from time to time.

- Departmental Performance review and recognitions & corrective measures as required.
- Shall also drive the SA Thematic Programs and issue necessary directions and support to the District Level Committees.

B. District-level Committees SA

- Formation of district-level committees headed by District Collectors and the District Officers/Unit Officers of the line departments (as mentioned for State Committee) be made as Members.
 - Allocate funds from Swachh Bharat Mission (SBM) and department-specific budgets.
 - Encourage CSR contributions and public-private partnerships for additional support.
- Enlist Department-wise Nodal Officers for implementation, monitoring etc.

C. Mandal Level Committees SA

- Formation of Mandal level committees headed by MPDO Collectors and with members of line departments as mentioned above.

D. ULB Level Committees SA

- Formation of ULB level committees headed by Municipal Commissioners and the line departments (as mentioned for State Committee) be made as Members.

E. Gram Panchayat Level Committees SA

- Formation of GP level committees headed by Panchayat Secretaries and the line departments (as mentioned for State Committee) be made as Members.
- The Committees formed at Mandal/ULB/GP level shall ensure implementation and monitoring etc., of the activities mentioned.
- The details of the Committees constituted and Nodal officers designated shall be submitted through the District Collectors concerned.

The Collector & District Magistrates shall act as the **KEY NODAL** officers at District Level, for the proposed programmes and to ensure every Public Office and Government Establishment participate in the monthly thematic activities, seriously.

- District Collectors shall issue suitable instructions and conduct meetings to convey the monthly theme of activities to all the reporting Department Heads at district level and ensure the success of the programme.
- Wherever inter-departmental coordination is required, suitable directions shall be issued.
- District Collectors shall also participate in the thematic activities and motivate all the departments, general public/citizens.
- On successful completion of the activity of the month review meeting on the performance to be conducted and progress to be monitored.
- Outstanding Performers to be recognized and rewarded for their contribution.

Departmental Nodal Officers:

Every Department shall appoint one Departmental NODAL officer - "SA" at district level. These Nodal Officers shall report to their respective District Collectors and ensure the implementation and monitoring of the departmental & inter-departmental activities.

The Departmental Nodal officers shall also ensure that all activities are either live-cast or uploaded with relevant photos and videos on respective Social Media Handles. This ensures wide recognition and viral reach of thematic "SA" activities and achievements. This in turn motivates public participation and further inspires influencers to contribute effectively to sway community participation in large numbers.

The departmental Nodal Officer SA, will be responsible for ensuring timely uploads and reporting of their activities through Website being developed for the purpose.

8.0 SA PROGRAM CALENDAR to be followed

- **Pre-Event:**
 - Preparation of Calendar Activities as per Themes outlined
 - Pre-Event Phase (2 Weeks Before):
 - Conduct awareness campaigns.
 - Distribute cleaning tools and resources.
 - Map high-priority areas for clean-up.
- **Event Day as per SA Themes:**
 - Ensure implementation of programmes in urban & rural areas.
 - Monitor activities and ensure citizen participation.

- **Post-Event Phase:**
 - Review performance and compile success stories.
 - Conduct regular monitoring and reporting.
 - Recognize contributors and publish results.

9.0 Monitoring and Reporting

- Use a centralized digital platform to track progress and report activities.
- Submit detailed reports at the District & State Levels, including photographs, videos, and metrics (e.g., waste collected, participants engaged/involved).

10.0 Public Participation & Motivation

- Offer rewards and recognition to individuals, communities, and departments for outstanding contributions.
- Use slogans like "Swachha Andhra, Sundara Andhra" to inspire community spirit.
- Take rallies and pledge at important traffic islands / junctions.

11.0 "SWACHHA ANDHRA"

INDICATIVE LIST OF ACTIVITIES & DEPARTMENTAL FOCUS AREAS

- Swachha Andhra PLEDGE
- Focus on Monthly Thematic Drives
- Continuous Community Cleanup drives
- WASH Programme
- Desilting Medium & Major Drains
- Identification of Black Spots/GVPs to convert them into Green Spots
- Continuous Process Improvements, achieve & Benchmarks
- Laying foundation stones for works related to Waste Management.
- Plantation activities
- Praja Vedika

12.0 INDICATIVE LIST OF FOCUS AREAS FOR DEPARTMENTS

A. Department of Municipal Administration & Urban Development (MA&UD)

- Oversee Urban clean-up drives and waste management initiatives/programmes.
- Install dustbins in public places and ensure timely waste collection and disposal, as envisaged in Swachh Survekshan guidelines.

- Conduct awareness programs through self-help groups (SHGs).
- Involve NGOs & other associations various (lions club/rotary club/sports) in the programme.
- Incentivize Public Health Workers, Voluntary Organizations, resident welfare associations, SHGs etc., considering their contribution/performance.
- Rating of ULBs basing on their performance.
- Construction of Individual Toilets/Community/Public toilets, as required.
- Encourage Home-composting.
- Promote Green spaces.
- Co-ordinate with line departments for implementation of different Waste Management Rules.

B. Panchayat Raj & Rural Development Department

- Oversee Rural clean-up drives and waste management initiatives/programmes.
- Install dustbins in public places and ensure timely waste collection and disposal, as envisaged in Swachh Survekshan guidelines.
- Involve NGOs & other associations various (lions club/rotary club/sports) in the programme.
- Incentivize Public Health Workers, Voluntary Organizations, resident welfare associations, SHGs etc., considering their contribution/performance.
- Rating of RLBs basing on their performance.
- Construct & promote usage of toilets in villages. Construction of Individual Toilets/Community/Public toilets, as required.
- Encourage Home-composting.
- Co-ordinate with line departments for implementation of different Waste Management Rules.
- Conduct awareness programs through gram sabhas and self-help groups (SHGs).
- Clearing legacy garbage dumps
- Desilting of drains
- Cleaning and chlorination of overhead storage reservoirs (OHSRs)
- Developing one model Amrit Sarovar per mandal
- Construction of community soak pits, individual soak pits, and individual household latrines (IHHLs)
- Declaring all panchayats as ODF+ Model Villages

C. Education Department

- Organize school and college-level competitions (e.g., essays, art, skits) on cleanliness themes & WASH Programmes (for Girl Students)
- Discuss the themes in Parent-Teacher meets on topics viz., Safe food handling, Waste segregation, Personal hygiene etc.,
- Ensure active participation of students in rallies and clean-up drives.
- Include Hygiene & Sanitation lessons in School curriculum & encourage formation of school based sanitation clubs.
- Ensure clean toilets in the Schools/Colleges.
- Encourage "Swachh Syniks" on lines of NCC/NSS
- Incentivize institutions going for zero waste.
- Implement Swachha School concept and give ratings.

D. Health and Family Welfare Department

- Play a pivotal role in promoting public hygiene & sanitation practices.
- Conduct free health check-up camps, emphasizing hygiene-related diseases & especially to the Public Health Workers involved in Sanitation related activities.
- Distribute hygiene kits in Urban slums and Rural areas.
- Promote awareness about hand-washing, sanitation, prevention of seasonal diseases.
- Ensure suitable infrastructure in the Hospitals.
- Implement Swachha Hospital concept and give ratings.

E. Environment, Forests, Science & Technology Department

- Direct Pollution Control Board to support & guide Urban & Local Bodies, suitably in implementation of Waste Management Rules.
- Encourage Recycling & Composting initiatives.
- Ensure a co-ordinated approach to Waste Management & Environmental Protection by implementing effective Waste Management Strategies.
- Promote awareness campaigns on environmental protection, ensure responsible practices & community participation.
- Plan tree plantation drives in urban and rural areas.
- Encourage community participation in maintaining green spaces.
- Educate the public about the harmful effects of single-use plastics.

F. Information & Public Relations (I&PR) Department

- Run state-wide campaigns on Swachha Andhra Day activities through print, electronic, and social media.
- Launch social media challenges and hashtags like Clean Andhra Challenge.
- Highlight success stories of cleanliness initiatives.

G. Police & Transport Departments

- Promote activities to reduce air pollution.
- Ensure maintenance of standards in all transport & other vehicles & also to conduct special drives & inspections.
- Encourage e-Vehicles, CNG vehicles etc., to reduce pollution.
- Support traffic management during rallies and clean-up drives.
- Establish more number of Charging Stations to encourage usage of e-Vehicles.
- Promote cleanliness at public transport hubs like bus stations and railway stations.
- Swachha bus stations.

H. Marketing Department

- Promote eco-friendly products to substitute plastic carry bags etc.
- Create Marketing facilities to the products manufactured of jute, paper, cloth etc., to reduce usage of plastic bags.
- Promote cleanliness in agricultural markets and maundies
- Ensure proper disposal of Agri waste and encourage composting at market level.
- Organize awareness Programme for farmers on waste management and sustainable practices.
- Implement Swachha market concept and give ratings

I. Industries & Commerce Department

- Encourage & promote small entrepreneurs, SHGs etc., who manufacture eco-friendly products, alternatives to plastics etc.
- Encourage industries to adopt local clean-up projects under CSR initiatives.
- Conduct raids on Wholesalers, go-downs etc., to unearth banned single use plastic items etc.
- Check posts established at interstate borders to eliminate illegal transport of banned plastic items etc.

- Incentivize industrial and commercial establishments going for zero waste.

J. Tourism Department

- Ensure Cleanliness & Hygiene standards at tourist destinations etc.,
- Encourage use of eco-friendly products & services in Hotels, Restaurants etc.,
- Promote responsible Tourism practices among tourists & tour operators highlighting the importance of respecting the environment & local customs.
- Create awareness among tourists about maintaining cleanliness.

K. Water Resources & Energy Departments

- Organize programs on conserving water and keeping water bodies clean.
- Ensure proper disposal of waste from energy and water projects following the prescribed standards.
- Ensure efficient management & conservation of water resources.
- Promote renewable energy sources.
- Implement Water conservation measures in Urban & Rural areas thro' Rain Water Harvesting, Water recycling etc.
- Promote use of clean energy.

L. Endowments Department

- Promote cleanliness and hygiene in and around temples and other religious sites.
- Conduct awareness campaigns for devotees about maintaining cleanliness in pilgrimage locations.
- Implement proper waste disposal systems at temples and during religious events.

13.0 OUTCOMES & TIMELINES

100% Door to Door waste collection	April, 2025
100% Segregation of waste at source	October, 2025
100% Scientific treatment of Solid Waste	December, 2026
100% Remediation of Legacy Waste	October, 2025
Litter-Free & GVP Free Communities	December, 2025
100% Used Water Management	October, 2027
100% ODF + Model Villages (In the Villages)	December, 2025

14.0 Conclusion

This comprehensive approach ensures multi-departmental collaboration, active public engagement, and a meaningful celebration of “Swachha Andhra”. The initiative will serve as a powerful platform to drive systemic change and foster a cleaner, greener and healthier Andhra Pradesh.

By actively engaging all sections of society, it transforms cleanliness from an initiative into a sustainable lifestyle choice, paving the way for a brighter future for the State.
