जयराम रमेश
**JAIRAM RAMESH**

सत्यमेव जयते

ग्रामीण विकास मंत्री
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**MINISTER OF RURAL DEVELOPMENT**
**GOVERNMENT OF INDIA**
**KRISHI BHAVAN, NEW DELHI-110 114**

D.O.No.W-11042/13/2011/CRSP

26th September 2011

Dear Naveenbabu –

As you are aware, the Total Sanitation Campaign (TSC) is one of the flagship schemes of Government of India, being administered by the Ministry of Drinking Water and Sanitation. This campaign is operated in a demand-driven mode and several states have achieved noticeable success in creating effective demand for sanitation and in improving rural sanitation coverage.

However there is a need to accelerate our efforts towards increasing the total sanitation coverage in rural areas. In this regard I am pleased to inform you of the decision to launch a result-oriented campaign for good sanitation in all States, the "Swachhta Utsav", from October 2nd to November 4th, 2011.

I am sure that under your active leadership, your State shall take this up as an opportunity to redefine strategies, strengthen programme implementation and upscale achievements with a well-planned campaign during the "Swachhta Utsav" to contribute towards a clean and healthy environment for our villages.

An initiative on your part to launch the campaign at the State-level with suitable directions from you to all State Ministers, MLAs, Members of Panchayati Raj Institutions at all levels and officials concerned shall greatly assist in the successful conduct of the "Swachhta Utsav" in your State.

A concept note with an illustrative list of activities to be carried out in the States during the campaign is enclosed for your reference.

Warm regards,

Yours sincerely,

Jairam Ramesh

(Jairam Ramesh)

Shri Naveen Patnaik
Chief Minister of Orissa

Encl: as above