



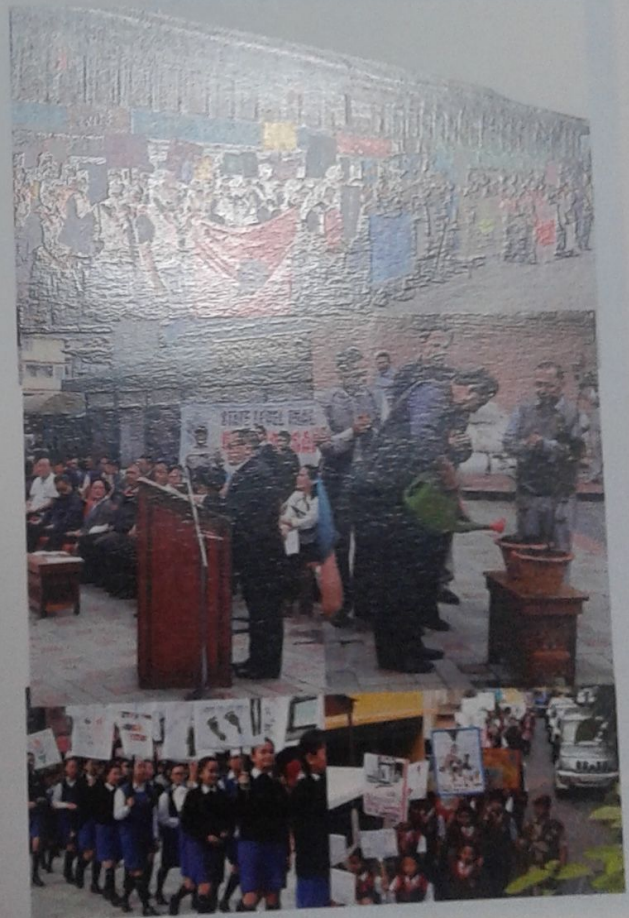
Report On National Sanitation Campaign

Inaugural of National Sanitation Campaign, Sikkim

The National Sanitation Campaign, Sikkim, was observed between the 25th of September to the 31st of October 2015 under the guidelines of Government of India, Ministry of Drinking Water and Sanitation. The holistic and important agenda of the campaign was to further spread the message on sanitation and to inspire collective responsibility the idea of total cleanliness amongst all stakeholders of the society including school students, college students, NGO's, government officials, private professionals, entrepreneurs, taxi drivers and other stake holders of the society.

The National Sanitation Campaign was inaugurated on the 25th of September 2015 at MG Marg Gangtok by with the planting of saplings and placing the same at the statue of Mahatma Gandhi who epitomized cleanliness and hygiene and under whose inspiration the Swachh Bharat Abhiyaan is underway with an objective to make India a clean nation by October 2nd 2019. The program also had Mr. Anil Raj Rai, Additional Secretary, Rural Management & Development Department briefing upon the audience the objective of the National Sanitation Campaign and how as a state we are front ending leadership in terms of sanitation and hygiene nationally. A one kilometer walk to launch the campaign and to support

support the initiative was carried out by students of 10 different schools of Gangtok. The day also marked the conduction of the "Inter School Slogan Writing Competition" where more than 200 slogans was up for the competition. The program concluded with the students culminating their Sanitation support march at Chintan Bhawan with each one of them endorsing the campaign and with a message on how a small act taken towards cleanliness and checking their habits for better sanitation would not just be a better picture for the environment but also for the environment within one self.



Launch of Competitions and Interventions

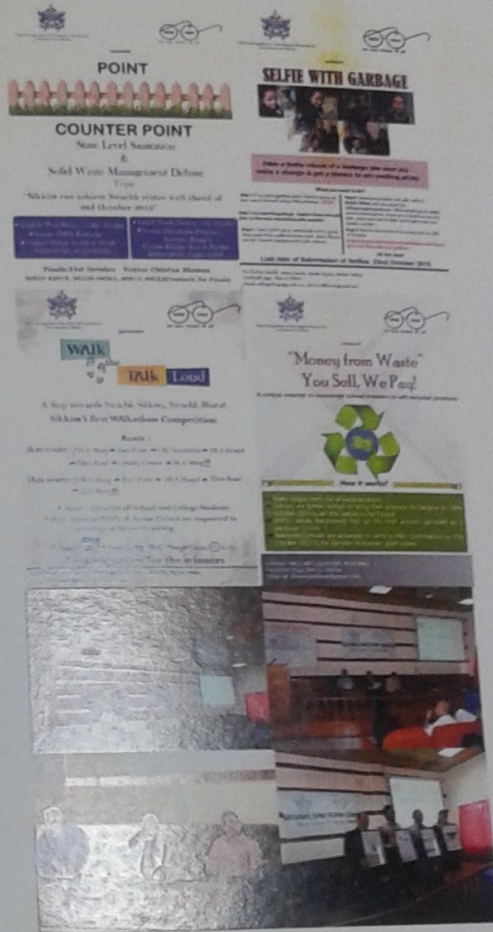
The Rural Management & Development Department in its endeavor to bring in more connect with all sections of the society lines up campaigns and interventions which would appeal to all sections of society and inspire them towards total sanitation. To facilitate further the interests of the various stakeholders, a series of interventions and campaigns was launched by Secretary, RM&DD, Mr. D.R. Nepal in the presence of Additional Secretary, RM&DD, Mr. Anil Raj Rai and Deputy Secretary, Sanitation, Mr. Satyen Pradhan on the 5th of October 2015.

A mix of engaging and interesting interventions and competitions were launched on the day with an aim to reach out further to all the stakeholders of the society. The events that were launched are as under –

1. Point Counter Point
2. Selfie with Garbage
3. Walk the Talk Loud
4. Money from Waste
5. State Level Inter School Elocution Competition
6. Interschool Slogan Writing Competition
7. Whatsapp videos on sanitation
8. Community Cleanliness Drives
9. Grand Finale

The day also saw the release of a few sanitation related whatsapp videos with an objective to reach out to the smart phone generation. The competitions and interventions were held during the month of October

2015 and was highly successful in reaching out to all stakeholders of the society.



Interventions and Competitions

1. Point Counter Point: Sikkim will achieve Swachh status by 2nd October 2019

A state level inter college/university debate competition was organized by the department to bring in more youth participation in the process of cleanliness and sanitation. 10 colleges from across Sikkim participated in the district level competitions. The competition for South and West was held at SIRD Auditorium on the 14th of October 2015 and the competitions for North

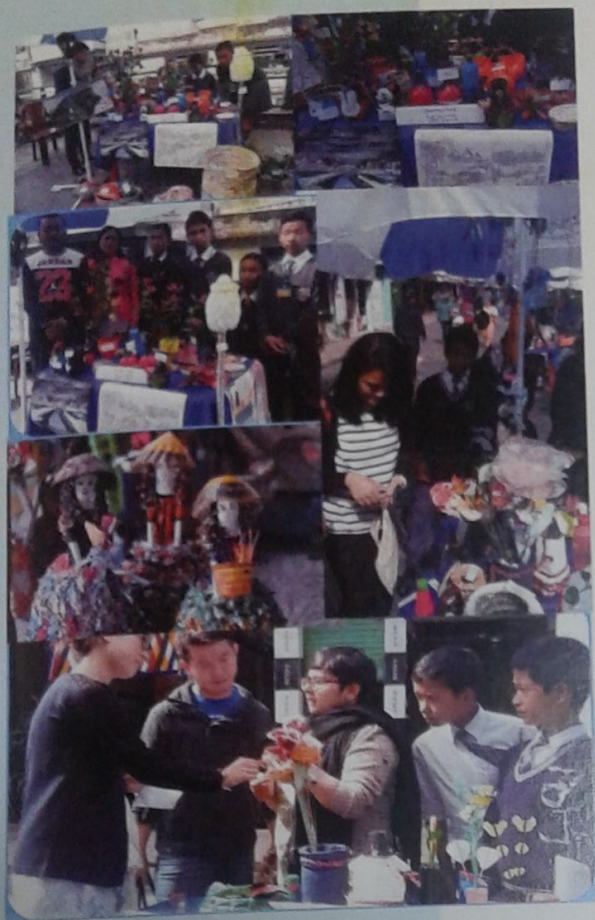
and East was conducted at the Himalayan Pharmacy Institute Auditorium on the 16th of October 2015. The engaging debaters from the districts had their thoughts lined up neatly and had interesting and thought provoking issues which encouraged and inspired the minds sitting in the audience to do more in terms of Sanitation and hygiene. The colleges which secured a place from the districts for the state level finals were Government College Namchi, Loyala College, Namchi for the West and South District and Sikkim Manipal Institute of Technology, Himalayan Pharmacy Institute and ATTC Bardang for the East and North Districts.

2. Selfie with Garbage

A very unique intervention was launched by the department to inspire people to not only see and complain about the waste lying around but also to act towards cleaning up. The idea was very simple. "If you see waste lying around your vicinity, click a selfie with the garbage in the backdrop. Now, clean up the place, either individually or as a group and click another selfie of the same place. Send us the pictures and the process of cleaning up and win attractive prizes." Selfie with Garbage as a competition was open for all the ages, community and place. The idea behind this competition was to encourage people to take that extra step towards making the change they want to see around them. A lot of entries with people from across Sikkim, especially the youngsters from schools and colleges took part in the competition and made this a successful intervention and competition.



activity and head towards taking smaller steps of self reliance.



5. State Level Elocution Competition

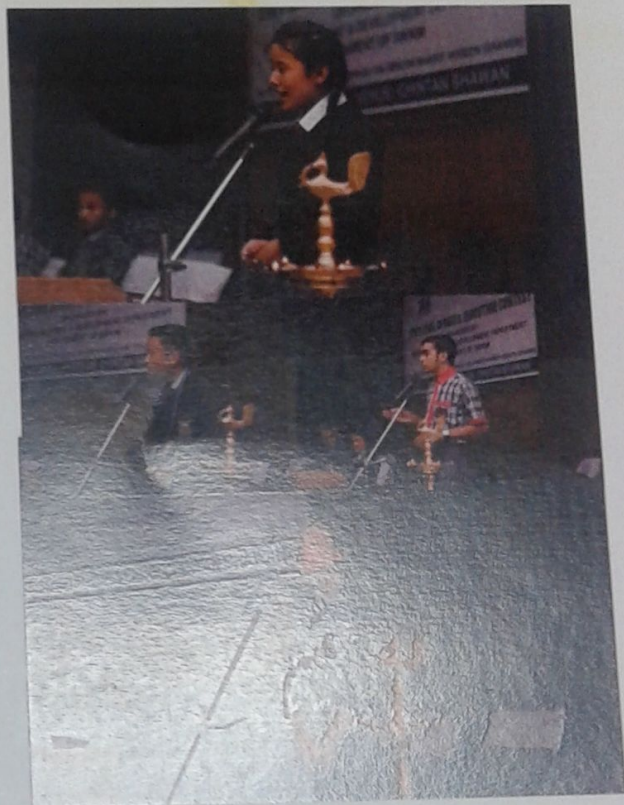
To further inspire school students to bring out their thoughts on sanitation, a state level elocution competition was conducted across various schools. The initiatives were taken by the respective ADC's and BDO's of the districts and blocks and the competition was highly successful in reaching out and bringing young minds together to collectively think about the issue of sanitation. Four schools from the four districts were invited to participate in the state level finale of the elocution competition. The schools which made it to the finals were-

1. Kendriya Vidhyalaya, Singtam - East

2. Melli Aching Secondary School - West

3. Namchi Senior Secondary School - South

4. Sonam Choda Memorial Secondary School - North.



6. Inter School Slogan Writing Competition

With an objective to look at out the creative side of young minds of schools across Gangtok in terms of Sanitation and Hygiene, an Inter school "Slogan Writing Competition" was conducted during the inaugural session of the National Sanitation Campaign. With more than 200 entries coming in, the competition was quite a success. Students from ten schools across Gangtok participated and each school had a message to say in their own simplistic and creative way. The slogans were segregated into top 15

and then finally three schools were adjudged as the most creative slogans and handed over the prizes during the grand finale.



7. Whatsapp videos on Sanitation

To further reinforce the aspect of sanitation and to make the message delivery contemporary and youth friendly, a host of whatsapp videos on sanitation related issues were made and sent to the smart phone users. This was a very unique intervention in reaching out to the generation next and also encouraging them to towards the issues of sanitation. The response received for the same was overwhelming as the messages got

forwarded to as many stakeholders as possible through mobile devices.

8. Community Cleanliness Drives

Sikkim as a state has been a forefront when it comes to cleanliness and sanitation. To further accelerate the process of sanitation, community cleanliness drives were enthusiastically carried across the state. Many of the drives were carried out by the department and a huge number of drives were voluntary driven. The vision and mission of Swachh Bharat Abhiyaan was showcased when people came out in huge numbers across the state through the month to clean up their areas, offices and public places. The communities took active part and greater responsibility towards their areas during the month long campaign.

9. The Grand Finale - National Sanitation Campaign 2015

The culmination of the month long campaign (25th September 2015 - 31st October 2015) was formally conducted at Chintan Bhawan, Gangtok with the conclusion of the grand finale of State Level Inter School Elocution competition and State Level Inter College Debate Competition "Point-Counter Point." The day saw the Hon'ble Minister, RM&DD, Shri. SB Subedi as the Chief Guest and Secretary, RM&DD, Mr. D.R Nepal as the guest of Honor. The Chief Guest in his address appreciated the efforts of the department and the

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stakeholders for making the campaign a huge success and urged everyone to continue with the process of making Sikkim clean and beautiful. Adding further, Secretary, RM&DD, Mr. Nepal stated on how Sikkim is showcasing leadership at the national level and how we should keep up with the progress that we have had for the past several years.

The grand finale had the winners of various events also receiving their prizes from the Chief Guest and the Guest of Honor. The winners of the several competitions are as under -

1. Elocution-

- 1st Paul Rai, Namchi SSS,
- 2nd Tarmit Lepcha, Sonam Choda Lepcha Memorial School,
- 3rd Devika Rai, Melli Aching SSS

2. Selfie with Garbage-

- 1st Yuksom SSS,
- 2nd Savelli Row School,
- 3rd Signtam SSS

3. Walk the Talk Loud-t

Boys

- 1st Rahul Sharma, West Point SSS,
- 2nd Karma Tshering, Rongyek JHS,
- 3rd Hemant Bagdas, Penlon, SSS

Girls

- 1st Chandra Kala Sharma, Deorali Girl's SSS,
- 2nd Bhim Kumari Subba, West Point SSS,
- 3rd Pempa Doma, Paljor Namgyal Girl's SSS

4. Slogan-

- 1st Paljor Namgyal Girl's SSS Gangtok,
- 2nd Holy Cross School, Tadong
- 3rd Tashi Namgyal Academy, Gangtok



PRESS & MEDIA

The National Sanitation Campaign would not have been possible without the able support of the press and media fraternity who helped the department reach out the message of Sanitation to far and near places across Sikkim and outside. Given below are some press clippings of the campaign -



ACKNOWLEDGEMENT

The Rural Management & Development Department would like to thank the following departments and stakeholders for making the National Sanitation Campaign a huge success -

1. Human Resource Development Department for willingly consenting schools and students to participate
2. State Institute of Rural Development (SIRD) for successfully conducting the district level debate competition and also providing the venue for the district competition
3. Information and Public Relations (IPR) for their continued support towards engaging with media stakeholders
4. Himalayan Pharmacy Institute for providing venue for the East and North District level debate competition
5. Urban Development & Housing Department for providing venue at MG Marg for the Money for Waste event
6. 24hours Inspired & ESS India for coordinating the month long campaign for the Department.