

F.No. S-13015/17/2021-SBM-DDWS
Government of India
Ministry of Jal Shakti
Department of Drinking Water & Sanitation
Swachh Bharat Mission(Grameen)

12th Floor, Pt. Deendayal Antyodaya Bhawan,
CGO Complex, Lodhi Road,
New Delhi – 110 003
Dated the 11th June, 2021.

To

Addl. Chief Secretary/ Mission Directors
In charge of rural sanitation
All States/UTs

Sub.: National Level Short Films Competition '**Swachhata Filmon ka Amrit Mahotsava**' –
Extension of last date upto 15th August 2021.

Madam/Sir,

The undersigned is directed to say that DDWS under Phase 2 of SBMG has launched a National Level Short Films Competition 'Swachhata Filmon ka Amrit Mahotsava' on April 16, 2021 for promoting mass awareness on ODF Plus components aiming at accelerating the momentum for achieving ODF Plus goals.

2. The significance of the competition/campaign lies in taking forward the extraordinary milestone of ODF India, achieved during SBM(G) Phase-I and sustain the significant gains made in access to safe sanitation, embarking on comprehensive cleanliness or ODF Plus in villages.

3. The short-film(s) competition is open to all the Indian citizens (10 years and above) and Institutions/CBOs/NGOs based in rural areas. The film entries are invited for broadly two categories :-

Category 1 (Thematic category) – Based on the six components of ODF Plus: Bio-degradable waste management (BWM), GOBARdhan, Plastic Waste Management (PWM), Greywater management (GWM), Faecal Sludge management (FSM), and Behaviour Change.


Category 2 (Geographic Category) - The films should capture a holistic Swachhata message or provide innovative solution related to solid and/or liquid waste management (SLWM) in rural areas specific to five geographical terrains i.e. desert areas, hilly areas, coastal areas, plains and flood prone areas.

4. These films may be of 1 to 5 minutes duration and entries are eligible in all recognized Indian languages/dialects. The competition intends to encourage crowdsourcing and participation by citizens. The selection of films for appropriate awards will be finalized by a jury committee of this Department. The national level awardees in both the Categories will be felicitated with a certificate and cash award in a National SBM Ceremony at New Delhi, later this year. Cash prizes of approx. Rs 35 lakhs will be awarded under different categories. Cash prizes details, participant's information, competition guidelines and other details are shared on the following link:

<https://innovateindia.mygov.in/sbmg-innovation-challenge/>

5. The competition was initially scheduled to run till 30th June, 2021. However, due to severe second wave of the covid-19 pandemic leading to restrictions on outdoor movement, the participation in the competition has been adversely impacted. Hence, it has been decided by the competent authority to extend the competition period till **15th August 2021**, for wider and better quality participation.

6. It is kindly requested to widely publicize this competition by mobilizing the districts.


(Rajeev Jauhari)
Deputy Secretary/SBM-IEC
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Copy to:

1. Chief Secretaries, All States/UTs
2. Principal Secretary/Secretary, SBM-G, All States/UTs