

**SWACHHA ANDHRA CORPORATION
GOVERNMENT OF ANDHRA PRADESH**

From
The Managing Director,
Swachha Andhra Corporation
Vijayawada

To
The District Collectors
Andhra Pradesh

Lr. No. SAC/MD/SASA/2025-26/ Dt. 11.07.2025

Sir/Madam,

Subject: "Swarna Andhra – Swachha Andhra" – Monthly Theme for July 2025: "Ending Plastic Pollution" – Guidelines for Activities under Swachha Andhra Day on 19th July 2025 – Reg.

Ref:

1. G.O. Rt. No.24, MA&UD Department, dated 17.01.2025

The Government of Andhra Pradesh, under the "Swarna Andhra – Swachha Andhra (SASA)" initiative, is observing the third Saturday of every month as Swachha Andhra Day with focused themes to promote public health, environmental sustainability, and community awareness.

For the month of July 2025, the designated theme is "Ending Plastic Pollution", aligned with World Environment Day 2025. All districts are requested to actively observe Swachha Andhra Day on 19th July 2025 with mass mobilisation efforts and impactful actions toward phasing out non-essential single-use plastics and encouraging sustainable alternatives.

Suggested Activities:

- **Plastic-Free Government Offices Campaign**
Ban use of single-use plastics in all district and mandal-level government offices, starting with Collectorates. Use metal or glass bottles, paper-based packaging, and cloth bags.
- **Plastic Audit of Public Events & Institutions**
Conduct audits in Schools, Colleges, Anganwadi centres, and public gatherings to identify and eliminate use of single-use plastic items.
- **Plastic-Free Schools & Colleges**
Engage school eco-clubs to drive plastic-free awareness and making institutions as "Plastic Free Campuses".

- **Market and Vendor Engagement**
Conduct drives in vegetable and fish markets, weekly hatts, and commercial hubs to eliminate banned plastic carry bags and promote alternative packaging.
- **Ward and Panchayat Level Clean-ups**
Organize plastic collection and clean-up campaigns through SHGs, NSS, NYKS volunteers, sanitation workers, and RWAs.
- **SHG-Led Alternatives Campaign**
Showcase and sell eco-alternatives (jute, cloth, palm leaf products) made by Self-Help Groups (SHGs) and link to local buyers and departments.
- **Microplastic and Water Health Awareness**
Conduct sessions on the long-term health impact of microplastics in water and food chains, especially targeting students and mothers.
- **Wall Art, Murals, and Street Plays**
Use creative media to spread messaging against SUPs through wall paintings, nukkad nataks, and theme-based murals in urban and rural spaces.
- **Ban Enforcement Drives**
Coordinate with municipal, panchayat, and enforcement officials to conduct raids on banned SUP vendors and seize prohibited items.
- **Plastic Waste Buyback Centres**
Set up mobile or temporary buyback centres offering incentives (coupons, goods) in exchange for deposited plastic waste.
- **Weekly Challenges & Innovation Showcase**
Encourage wards/villages to take up weekly challenges (plastic-free zones, highest plastic collection, etc.) and reward winners.
- **Reel Campaign – “My District Against Plastic”**
Ask SHGs, students, and influencers to create short video reels showcasing plastic-free habits and creative solutions.

Implementation & Reporting Guidelines:

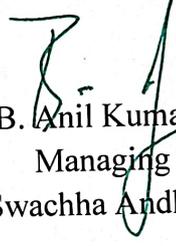
- Confirm the participation of all District and Zonal Special Officers in the planning and implementation.
- Involve elected public representatives, NGOs, SHGs, youth clubs, and industrial partners for wider outreach.
- Direct all key departments to implement theme-based activities in their respective offices and jurisdictions.
- Assign the Chief Planning Officer (CPO) as the District Nodal Officer for coordinating implementation and reporting through the SASA Mobile Application.

- Ensure that:
 - High-quality photographs and short videos of activities are captured and uploaded.
 - Before and after visuals are shared especially for clean-up drives.
 - Participation is reported in the SASA App on 19.07.2025.

In view of the above, District Collectors are requested to issue necessary instructions to all departments for successful conduct of the activities under the “Ending Plastic Pollution” theme on Swachha Andhra Day (19.07.2025). This month's focus provides an opportunity to move closer toward a **Plastic-Free Andhra Pradesh** and instill responsible consumption practices among communities.

Thanking you sir,

Your Sincerely,


(B. Anil Kumar Reddy, IAS)

Managing Director
Swachha Andhra Corporation

15/8/25