F.No. 8/B/127/HRD(HRM-II)/2018  
Dated: 24.12.2018

To

All Principal Chief Commissioners/Chief Commissioners (CX & GST)
All Principal Chief Commissioners/Chief Commissioners (Customs)
All Director General, Directorates

Sir/ Madam,

Subject: Observation of “Swachhta Pakhwada” in the Department of Revenue during 16.01.2019 to 31.01.2019 – reg.


2. In this regard it is requested that a daily action taken report along with pictures and videos may be sent to this office via mail at policy.dghrd@nic.in and via WhatsApp at WhatsApp number 9599658978.

Yours faithfully,

(Mudit Rai)  
Deputy Director (HRM-II)
I am enclosing herewith copy of the reference received from Ministry of Drinking Water & Sanitation [MDWS] informing about organizing of ‘Swachhata Pakhwada’ in this Department from 16th to 31st January, 2019 under SAP 2018-19 and prior briefing meeting to be held by Secretary, MDWS in this regard with all the nodal officers on 26th December, 2018 at 4:00 P.M.

2. I would like to inform that this year MDWS will be providing three awards to each Ministry/Department for contributing maximum to the cause of sanitation, specifically on the basis of innovative activities and initiatives, mass mobilization for Swachhata, engagement of varied sections outside the organization, etc., which have deep and sustainable impact countrywide. The selection process for first/second/third prize winners would be overseen by Secretary of the Department, which then would be conveyed to the Ministry of Drinking Water and Sanitation within two days after completion of the ‘Swachhata Pakhwada’. A copy of the d.o. letter dated 13.3.2018 from Secretary, MDWS along with consolidated guidelines is enclosed for reference please.

3. I shall be grateful if you could kindly direct the concerned nodal officers to attend the briefing meeting being held on 26.12.2018 as intimated by MDWS and initiate urgent action with regard to organizing of ‘Swachhata Pakhwada’ as per schedule in all the field offices under your control. They may also be directed to take up other conceivable activities in addition to the proposed Action Plan as per consolidated guidelines issued by MDWS in this regard. A copy of the proposed Action Plan for organizing Swachhata Pakhwada in Revenue Hqrs. is enclosed for reference.

With regards,

Yours sincerely,

(Ritvik Pandey)

Shri S. Ramesh
Chairman, CHIC,
North Block,
New Delhi.

Enc. As stated above
Dear Hasmukh,

Swachhata Pakhwada is Hon'ble Prime Minister's initiative to engage all Union Ministries and Departments for their active focus on Swachhata for 15 days. The Ministry of Drinking Water and Sanitation (MDWS) being the nodal agency for Swachh Bharat Mission (SBM) is grateful to your Ministry/Department for association with the Swachhata Pakhwada. The swachhata fortnight is likely to be a milestone in the swachhata jantolan across the country.

2. In last 2 years under the Prime Minister's active guidance and Cabinet Secretary's persistent monitoring, the Swachhata Pakhwada has gone through much transformation, from routine to sustainable activities with involvement of the all sectors/wings of the Government. Regular review through online portal designed by MDWS and at CoS level has helped to ensure the quality of Pakhwada activities. In order to ensure a healthy competition and more effective outcome of the Pakhwada, this Ministry has now instituted "Swachhata Pakhwada Awards" to be awarded for exemplary performance during the fortnight within each Ministry and Department observing the Pakhwada.

3. I believe that the awards will provide encouragement to the organizations under your Ministry to pursue the Swachh Bharat agenda with bright zeal. Kindly find enclosed the guidelines of Swachhata Pakhwada Awards.

With Regards

Yours sincerely,

Parameswaran Iyer

Sh. Hasmukh Adhia
Secretary
Department of Revenue
Ministry of Finance,
New Delhi
Swachhata Pakhwada-2018
Consolidated Guidelines

- Every Ministry/Department should nominate a Joint Secretary as nodal officer for Swachhata Pakhwada related activities, if not already nominated
- Ministries/Departments to go beyond symbolism and go to the next level of implementation of Pakhwada in 2018
- All line departments, PSUs, attached offices, organizations and Institutions to plan and implement in detail Swachhata Pakhwada under their Ministries/Departments
- The Swachhata Pakhwada action plan must be communicated to the MDWS two months prior to the commencement of their Pakhwada
- Secretary of the Ministry/Department concerned may organise a VC/meeting with their field formations for dissemination of information and to review the preparedness, before the Pakhwada begins
- Pakhwada plans are required to contain detailed date wise activities. Further the Ministries/Departments should ensure that the activities during the Swachhata Pakhwada are in accordance with their plans and discussion.
- Divyang access to the toilets to be reviewed and ensured in the Central and State offices of Ministries/Departments during Pakhwada
- During the Pakhwada Ministries/Departments may initiate Swachhata Awards/ranking among organisations under their fold
- Parliamentary Committee and other MP Committees may be convened on Swachhata
- Ministries/Departments need to involve Union Ministers, MPs and other dignitaries in Pakhwada activities
- Senior Officers in the Ministry/Department may provide leadership in implementing Swachhata Pakhwada activities effectively
- Ministries/Departments may take steps to undertake innovative initiatives during the campaigns so that few stories are generated daily
- Ministries/Departments should ensure better branding and publicity of Pakhwada activities in electronic and print media platforms at both field and central level. They need to make use of social media such as myGov, Twitter and Facebook extensively for the purpose
- Ministries/Departments in coordination with MoI&B, will ensure that adequate publicity is received by the Swachhata Pakhwada initiatives in both electronic and print media. MoI&B to also broadcast inspiring Swachhata initiatives on their coverage
- A press release should be issued highlighting major outcomes of Swachhata Pakhwada
• A press conference needs to be organised by the Ministry/Department at the culmination of their Pakhwada to highlight the activities and initiatives undertaken. This may be addressed at the level of the Union Ministers and Secretaries.

• There needs to be a daily reporting of the activities during the Pakhwada on Swachh Samiksha (http://swachhbabaratmission.gov.in/SwachhSamiksha/Home.aspx?rss) and myGov portals.

• At the conclusion of the Swachhata Pakhwada the Ministries/Departments are required to submit the following to MDWS for onward submission to Cabinet Secretary and PMO:
  1. Report containing detailed account of activities undertaken during Pakhwada
  2. Related picture album, newspaper clippings, press notes, audio-visual clips
  3. Any special document that Ministry/Department may have issued during Pakhwada

• Ministries/Departments may consider setting up permanent mechanism through new programmes and Schemes for sustainability of Swachhata, in addition to cleanliness drives during the Pakhwada.
Swachhata Pakhwada Awards – Guidelines

Each Ministry/Department observing the Pakhwada will be provided three awards from Ministry of Drinking Water and Sanitation.

The awards will become effective from April, 2018.

3. The awards would be given to those who have contributed maximum to the cause of sanitation on basis of rating and ranking. Emphasis while giving the awards would be given to innovative, creative activities & initiatives, mass mobilization for Swachhata, engagement of varied sections outside organization etc. which have deep and sustainable impact countrywide.

4. These awards would be handed over to the winning sections/ attached offices/ field formations/ institutions/ PSU/ organisations at the end of Pakhwada Press Conference or similar events.

5. Each Ministry/Department would carry out the selection process overseen by the concerned Secretary and select the final three (First, Second and Third) and intimate MDWS within two days of ending of their Pakhwada so that the awards can be provided.

6. The winners from each Ministry/Department along with their initiatives will also be recognized in the monthly Pakhwada Newsletter being submitted to Cabinet Secretary, PMO.

7. Ministries and Departments are requested to send the list of the selected winners to the Ministry along with a brief note mentioning the basis for the same to Shri Mahesh Thakur, Deputy Secretary, MDWS.
<table>
<thead>
<tr>
<th>S.No.</th>
<th>Date &amp; Day (excluding holidays)</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>16.1.2019</td>
<td>Cleanliness Drive in all Sections/Offices involving all Officers/Staff of the Department</td>
</tr>
<tr>
<td>2</td>
<td>17.1.2019</td>
<td>Pledge/Oath to be administered towards Swachhata</td>
</tr>
<tr>
<td>3</td>
<td>18.1.2019</td>
<td>Essay Writing Competition participation from all officers</td>
</tr>
<tr>
<td>4</td>
<td>19.1.2019</td>
<td>Slogan Writing Competition participation from all officers</td>
</tr>
<tr>
<td>5</td>
<td></td>
<td>Cartoon competition participation from all officers</td>
</tr>
<tr>
<td>6</td>
<td>21.1.2019</td>
<td>Cleanliness Drive in all Sections/Offices involving all Officers/Staff of the Department</td>
</tr>
<tr>
<td>7</td>
<td>22.1.2019</td>
<td>Cleanliness Drive in all Sections/Offices involving all Officers/Staff of the Department</td>
</tr>
<tr>
<td>8</td>
<td>23.1.2019</td>
<td>March with banners in all corridors of the building on all the floors</td>
</tr>
<tr>
<td>9</td>
<td>24.1.2019</td>
<td>March with banners in all corridors of the building on all the floors</td>
</tr>
<tr>
<td>10</td>
<td>25.1.2019</td>
<td>Awards for best section for weeding out old records/Digitization of records/ best performance in implementation of E-office</td>
</tr>
<tr>
<td>11</td>
<td>28.1.2019</td>
<td>Reviewing of Divyang Access in toilets</td>
</tr>
<tr>
<td>12</td>
<td>29.1.2019</td>
<td>Cleanliness Drive in and around of offices of the Department</td>
</tr>
<tr>
<td>13</td>
<td>30.1.2019</td>
<td>Visit by CC/Commissioner/DG/ADG/HOD to review the Swachhta Awareness</td>
</tr>
<tr>
<td>14</td>
<td>31.1.2019</td>
<td>Declaration of prize winners of Essay/Slogan writing and Cartoon making competitions</td>
</tr>
<tr>
<td>15</td>
<td></td>
<td>Cartoon making competitions Press Release for publicity of Swachhta Pakhwada</td>
</tr>
</tbody>
</table>

* During Saturdays/Sundays, the officers/staff will undertake the cleanliness work in corridors/ peripheries, etc. Inside and outside of the buildings of the Department.