Dear Colleagues,

As you are aware, “Swachhta Hi Sewa”– a nation-wide Swachhta campaign, has been launched by the Government of India, on 15th September, 2017 and is being coordinated by the Ministry of Drinking water and Sanitation. The campaign is to be observed by all the Ministries and will include ‘Sharamdaan’ or Voluntary work, focussing on mass mobilisation and reinforcing ‘Jan Andolan’ for sanitation to contribute to Mahatma Gandhi’s dream of a clean India. An Office Memorandum dated 13.09.2017, issued by the DoR, enclosing the letter from the Secretary, Ministry of Drinking Water and Sanitation, is also enclosed for reference.

2. The campaign is fortnight long and has three components- ‘Jagrukta Abhiyan’, Sauchalaya Nirman or ‘Sharamdan’ and ‘Swachh Gandhi Jayanti’. Various activities to be undertaken by you, in your jurisdictions, are enclosed as Annexure-A, for reference, with titles- ‘Shubharambh’, ‘Seva Diwas’, Samagra Swachhta’, ‘Sarvatra Swachhta’ and ‘Swachhta at Iconic places’.

3. I sincerely hope that these activities will be undertaken by you in true spirit and with full enthusiasm so as to make CBEC proud, while showcasing the same, in the follow-up meetings conducted regarding the campaign at the highest levels of the GoI. A report in this regard may also be submitted to the Office of the HRM-II, DGHMRD, by 10th of October, 2017.

With best wishes,

Yours sincerely,

(Vanaja N. Sarna)

Encl-As above

To

All Pr. Chief Commissioners/Chief Commissioners/Directors General

All Zonal Members, CBEC
F.No.32020/11/2007-GAR(Pt.)
GOVERNMENT OF INDIA
MINISTRY OF FINANCE
DEPARTMENT OF REVENUE
GAR SECTION

New Delhi, dated 13th September, 2017

OFFICE MEMORANDUM

Subject:- Nationwide campaign under "SWACHHTA HI SEWA" programme from 15th September, 2017 to 2nd October, 2017.

The undersigned is directed to refer to above mentioned subject to enclose herewith a copy of O.M. F.No.34021/3/2017-GAR, dated 11th September, 2017 wherein a D.O. letter from Hon’ble Minister for Ministry of Rural Development, Panchayati Raj And Drinking Water & Sanitation, addressed to Hon’ble Minister of Finance has been enclosed.

The Hon’ble Minister for Ministry of Rural Development, Panchayati Raj And Drinking Water & Sanitation has informed that the Hon’ble Prime Minister, in his "MAN KI BAAT" on 27th August, 2017 has invited the people of the country to contribute in "SWACHHTA HI SEWA" programme. To make this programme successful, Ministry of Drinking Water & Sanitation has decided to campaign for this programme from 15th September, 2017 to 2nd October, 2017.

It is, therefore, requested that to look into the matter personally so as to make this programme successful by making contribution by the offices and residential premises of CBDT and CBEC.

Encl: As above.

1. Shri Sushil Chandra
   Chairman,
   Central Board of Direct Taxes,
   North Block, New Delhi.

2. Ms. Vanja N. Sarna,
   Chairperson,
   Central Board of Excise & Customs,
   North Block, New Delhi.

(Dinesh Bouddh)
Deputy Secretary (GA)
F. No. 34021/3/2017-GAD
Government of India
Ministry of Finance
Department of Expenditure

OFFICE MEMORANDUM

North Block, New Delhi
Dated, 11th September, 2017

Subject: Nationwide campaign under “SWACHHTA HI SEWA” programme from 15th September, 2017 to 2nd October, 2017.

The undersigned is directed to refer to the subject mentioned above and to forward herewith a copy of D.O. letter received from Hon’ble the then Minister of Rural Development, Panchayati Raj, Drinking Water and Sanitation addressed to Hon’ble Finance Minister informing that Hon’ble Prime Minister in his address to the Nation “Mar Ki Baat” on 27.08.2017 has requested the countrymen to participate in “SWACHHTA HI SEWA” programme and in pursuance of that a nationwide campaign is being organized by Ministry of Drinking Water and Sanitation from 15th September, 2017 to 2nd October 2017. The Ministry of Finance has been requested to undertake cleanliness related activities during the aforesaid nationwide campaign with active participation of the officials of the ministry.

2. All departments of Ministry of Finance are requested to take necessary action in this regard.

(Handwritten Signature)

(L.K. Thakur)
Under Secretary to the Govt. of India
Tel. No.: 011-2309566

To

1. Joint Secretary (ABC), Department of Economic Affairs
2. Joint Secretary (Admin), Department of Revenue
3. Joint Secretary (Admin), Department of Financial Services
4. Joint Secretary (Admin), Department of Investment and Public Asset Management
अपने अवगत हैं कि आदर्चणी प्रधानमंत्री जी ने 27 अगस्त 2017 की अपने "मन की बात" के माध्यम से, देशवासियों को "स्वच्छता ही सेवा" कार्यक्रम में योगदान करने का महत्व प्रसिद्ध किया है। प्रधानमंत्री जी की मंशा है कि सभी सामाजिक, राजनीतिक, कॉर्पोरेट जगत, मीडिया, स्वयं सेवी संस्थाओं के लोग इस अभियान में सम्मिलित होकर अपना योगदान दें। मुझे आपको बताते हुए अत्यंत हर्ष हो रहा है कि इस प्रकल्प के क्षेत्र में हमारे मंत्रालय ने 15 सितंबर से 2 अक्टूबर 2017 तक राष्ट्रीय अभियान चलाने का निर्णय लिया है। इसके तहत पूरे देश में स्वच्छता से संबंधित विभिन्न कार्यक्रम आयोजित किए जाएंगे।

स्वच्छता में आपका सहयोग एवं सहकार्य सदा मिलता रहा है। मुझे विश्वास है कि 15 सितंबर 2017 से 2 अक्टूबर 2017 के दौरान भी आपका नेतृत्व इस प्रकल्प को प्राप्त होगा। हमारा आपसे आख्यान है कि इस दौरान आप प्रेसवार्ता के माध्यम से देशवासियों को इस अभियान से जुड़ने का आयोजन करें और अपने मंत्रालय द्वारा स्वच्छता हेतु किये गए कार्यों में अवगत कराएं।

आपके मंत्रालय का स्वच्छता के कार्यक्रमों में महत्त्व प्रदान रहा है। आख्यान है "स्वच्छता ही सेवा" प्रकल्प में भी आप अपने मंत्रालय के कर्मचारी को प्रोत्साहित करें। इसके साथ-साथ स्वच्छता के विभिन्न कार्यक्रमों में भागीदारी करें। इस अवसर पर आपके मंत्रालय द्वारा भी स्वच्छता से संबंधित विभिन्न कार्यक्रम चलाए जा सकते हैं।

मुझे पूर्ण विश्वास है कि सदा की भागीदारी इस प्रकल्प में भी आपका एवं आपके मंत्रालय का पूर्ण सहयोग प्राप्त होगा।

संदर्भ,

[Signature]

[Name]

[Signature]

[Name]

[Signature]

[Name]