F.No C 30013/89/2015-Ad.IVA
Government of India
Ministry of Finance
Department of Revenue
Central Board of Excise and Customs

5th Floor, HUDCO Vishala Bldg,
Bhikaji Cama Place, New Delhi,
Dated, the 30th December, 2016

To
All the Pr.Chief Commissioners/ Chief Commissioners
Directors General/Commissioners
under CBEC

Subject:- Swachhta Pakhwada Calendar for 2017 - regarding.

Sirs/Madam,

I am directed to enclosed a copy of D.O. letter No. -18020/17/2016-SBM
dated 1st March, 2016 received from Cabinet Secretariat alongwith a copy of

2. It is requested that necessary action may kindly be taken for “Swachhta
Pakhwad-2017” from 1st January to 15th January, 2017 in all offices/establishments
under your jurisdiction.

Encl: As above

Yours faithfully,

(B.Ginkhan Mang)
Under Secretary to the Govt of India.

Copy to: The Webmaster, Directorate General of Systems & Data Management,
CBEC, New Delhi - with the request to kindly upload the letter on CBEC
website.
<table>
<thead>
<tr>
<th>S.No</th>
<th>Pakhwada</th>
<th>Ministries</th>
<th>Special Occasions</th>
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</thead>
</table>
| 1    | 1st - 15th January | 1. Ministry of External affairs  
2. Ministry of Finance  
3. Ministry of Steel       | Pravasi Bhartiya Diwas - 9th January                                |
| 2    | 16th - 31st January | 1. Ministry of Information and Broadcasting  
2. Ministry of Civil Aviation | Republic Day - 26th January         |
| 3    | 1st - 15th February | 1. Ministry of Health and Family welfare  
2. Ministry of AYUSH |                                         |
| 4    | 16th - 28th February | 1. Ministry of Commerce and Industry  
2. Ministry of Development of North Eastern Region |                                         |
| 5    | 1st - 15th March | 1. Ministry of Women and Child Development  
2. Ministry of Tribal Affairs | International Women's Day - 8th March        |
2. Ministry of Shipping | World Water Day - 22nd March;            |
| 7    | 1st - 15th April | 1. Ministry of Law and Justice  
2. Ministry of Parliamentary Affairs  
3. Dept of Atomic Energy | Ambedkar Jayanti - 14th April           |
| 8    | 16th - 30th April | 1. Ministry of Culture | World Heritage Day - 18th April   |
Dear Secretary

As you are aware, Swachh Bharat Mission has been launched to achieve total sanitation and cleanliness by 2nd October, 2019. All Ministries/Departments & States need to make their utmost efforts for mobilizing people’s participation and to ensure that the Mission truly becomes a citizens’ movement.

2. In the past, each Ministry has carried out various activities relating to Swachhta such as weeding out of files, cleaning of office premises and establishments under them etc. However, the range, intensity and visibility of these activities need to increase significantly.

3. It is, therefore, desired that each Ministry draws out and implements at least a fortnight long Action Plan every year to bring into focus, the contribution of the Ministry towards Swachh Bharat Mission and also to carry out substantive work related to Swachhta. The Action Plan can be based on the Ministry’s areas of responsibility and may include innovative practices, media campaigns, workshops, award functions etc. Ministries/Departments especially those managing or connected with public amenities may, however, carry out these campaigns for periods longer than a fortnight.

A draft calendar, assigning theme-wise fortnights (Pakhwadas) to Ministries along with an indicative list of suggested activities has been drawn up and is enclosed with this letter for your comments and suggestions. In case, the name of your Ministry does not appear specifically in the draft calendar, you may choose your own theme and any fortnight, particularly around the days having special significance for your Ministry, to draw up your Action Plan. During these campaigns, focus should be on reaching out to the community / citizen. An intensive buzz would need to create around the activities undertaken by the Ministry / Department by effective use of mass media as well as social media.

Cabinet Secretariat, Rashtrapati Bhavan, New Delhi-110001
Tel: 011-23018696 2301241 Fax: 011-23018638 E-mail: cabinet@nic.in
5. The calendar of Swachhta Pakhwada is to begin from 1st April, 2016. May I request you to take urgent action in the matter and furnish your suggestions on the Draft Calendar and ‘Swachh Bharat Pakhwada’ Action Plans of your Ministry to the Ministry of Drinking Water & Sanitation within a week’s time with a copy to this office. The Ministry of Drinking Water & Sanitation, the nodal Ministry for Swachh Bharat Mission, would consolidate the information and finalize the Annual Calendar. I have also asked the Ministry to develop an online mechanism for uploading and monitoring the implementation of these Action Plans.

With regards,

Yours sincerely,

(P. K. Sinha)

Dr. Hasmukh Adhia
Secretary,
Department of Revenue
New-Delhi