Dear Chief Commissioners & Directors General,

As you are aware, the Hon’ble Prime Minister on 2nd October, 2014 has given a clarion call for “Swachh Bharat” as a mass movement to realize Gandhiji’s dream of a clean India by his 150th birth anniversary in 2019. In this regard, CBEC has finalized the Swachhta Action Plan (SAP) for Financial Year 2017-18 which needs to be implemented fervently. 10% of the Object Head “Office Expenses” (Rs. 45 Cr. Approx.) of BE 2017-18 has been earmarked for SAP allocated to Budgetary Authorities in FY 2017-18. A New Sub-head “Swachhta” has been opened under Object Head “Office Expenses” in Demand No. 35-Indirect Taxes with effect from FY 2017-18.

2. A number of activities such as cleanliness drive inside the office complexes, creating awareness amongst stakeholders, creating a social buzz around cleanliness, digitization of records, and cleanliness drive in residential complexes have been planned under the SAP. To make the SAP successful we will need to incentivize/appreciate efforts of the officers and monitor the action taken for its smooth implementation.

3. In the last two years, the officers of several Zones have made appreciable efforts towards the Swachhta goal. In Pune Commissionerate, composter for disposal of biodegradable waste generated in office and residential complex has been installed. In Mumbai the officers have taken up the task of cleaning of Juhu beach and Antop Hill Residential Complex to create awareness among general public. They have also distributed saplings for tree plantation and screened short films to create awareness. In Vishakhapatnam, “Customs, Excise & Service Tax Volunteers Association” – CESVA was created to take up the work of removal of tree debris from roads, public parks etc., following cyclone ‘Hud Hud’. Other Zones have organized workshops and seminars, taken up the digitization of records and cleanliness of office and residential premises, and put up proper signboards at appropriate places for making offices a ‘No Smoking, no Spitting...
Zone" and organisation of cultural functions to promote awareness. Several offices have created ‘Paan free zone’ in their office complexes.

4. In order to have a more focused approach towards SAP, I propose that all the Chief Commissioners/Directors General identify at least two projects within their zones which should be personally monitored by them. Similarly, each Commissioner may also identify two projects within their jurisdiction for carrying out similar action. Detailed report containing the details of the proposed Swachhta Project to be undertaken, the present status, objective/purpose, action proposed, its impact etc., may be sent to DGHRD. Photographs' of its present condition may also be enclosed along with your project proposal. Keeping all issues in mind, the probable timeline for completion of the project may also be indicated though two projects should be slated for the year with half yearly review. On completion of such projects, you may inform DGHRD along with before and after photographs of the project. Some of these projects may include, inter alia, cleanliness of the building frontage, beautification of office compound, whitewashing and painting of buildings, cleanliness/revamping/renovation of toilet complexes, provision of clean toilets for staff, drivers and visitors, installation of proper signages, cleanliness of stairways and terraces, weeding out of old records and furniture and fittings, beautification of visitor areas, upkeep of planters and flower pots, cleaning of record rooms and provision of compacters for record keeping and the like.

5. The above are only suggested projects which can be considered and any other innovative cleaning proposals may also be thought of. The Action Plan in this regard must be finalized latest by 15.05.2017 and details of the Action Plan may be informed to ADG (HRM II), DGHRD. The Action Plan should be monitored closely by all CCS/DGs and quarterly reports submitted to ADG (HRM II).

With [signature]

Yours sincerely,

(Vanajna N Sarna)

To

All Principal Chief Commissioners/Director Generals
Chief Commissioners/Chief Commissioners/Director Generals