D. O. No.8/B/188/HRD(HRM-II)/2016
Dated the 8th December, 2017

Dear Colleagues,

Subject: Nationwide Campaign under “Swachhta Hi Sewa”

Please refer to Department of Expenditure’s OM No.34021/3/2017-GAD dated 11th September, 2017, and D.O. letter of even number dated 21st September, 2017 from Chairman, CBEC, (copies enclosed) regarding Nationwide Campaign under “Swachhta Hi Sewa”. The campaign is to be observed by all the Ministries and will include ‘Shramdaan’ or voluntary work, focusing on mass mobilization and reinforcing ‘Jan Andolan’ for sanitation to contribute to Mahatma Gandhi’s dream of a clean India.

2. The Secretary, Ministry of Drinking Water & Sanitation, has also written a D.O. letter No.2/2/S(DWS)/17, dated 5th December, 2017 to Revenue Secretary (also copy enclosed) enclosing a Swachhata Pakhwada Calendar of 2018. As per the Calendar, Department of Revenue has been allotted Swachhata Pakhwada from 16th to 31st January, 2018. During this period, there should be a daily reporting of the activities during the Pakhwada to ADG (HRM-II) by email so that it can be placed daily on Swachhata Samiksha portal by the Ministry.

3. Needless to reiterate, these innovative activities may please be undertaken by your offices in true spirit and with full enthusiasm so as to make CBEC proud.

With best wishes,

Yours sincerely,

(S. Ramesh)

Encl: As above.

To

All Pr. Chief Commissioners/Chief Commissioners/Directors General

Copy to:

1. All Zonal Members, CBEC, for kind information and necessary action.

2. Web-Master to place it on CBEC website and place a Ticker also.
Vanaja N. Sarna  
Chairman  
D.O.F.No. :8/B /188/HRD (HRM-II) / 2016

24th September, 2017

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 Govt. A report in this regard may also be submitted to the Office of the HRM-II, DGHRD, 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
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 "Mann 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.

Under Secretary to the Govt. of Indi
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
Dear Hasmukh,

Let me first congratulate you on successfully observing Swachhata Pakhwada for two consecutive years in realization of the Hon'ble Prime Minister's vision of a Swachh Bharat.

2. I have now the pleasure of enclosing the Swachhata Pakhwada Calendar of 2018 – as already intimated to you by Cabinet Secretary (copy of letter enclosed). You are requested to kindly take necessary action in relation to the Swachhata Pakhwada allocated to your Ministry in the calendar.

3. For any queries your officers may please contact Shri Yugal Joshi, Director, Ministry of Drinking Water and Sanitation (9810973200)

4. We look forward to a more substantive, innovative and countrywide observance of Swachhata Pakhwada under the jurisdiction of your Ministry which will not be possible without your support and personal leadership.

With regards

Yours sincerely,

Parameswaran Iyer

Sh. Hasmukh Adhia
Secretary
Department of Revenue
Ministry of Finance,
New Delhi
Dear Secretary,

As you are aware, Swachhta Pakhwada is an initiative of the Hon'ble Prime Minister started with a vision to mainstream Swachhta across all Ministries and Departments. Most Ministries/Departments have implemented Pakhwada activities during the last two years and the Pakhwada has emerged as a substantive programme on Swacchta.

2. I attach herewith the proposed Calendar of Swacchta Pakhwadas for the year 2018, relating to various Ministries/Departments indicating also the special occasions falling during these Pakhwadas. As per previous practice, you are required to communicate the Action Plan of your Ministry’s scheduled Pakhwada to Ministry of Drinking Water and Sanitation at least two months in advance. Ministries may ensure that they take steps to undertake innovative initiatives during the fortnight as well as the branding and publicity of Pakhwada activities using electronic, print and social media.

3. I look forward to your wholehearted cooperation and to the enthusiastic planning and implementation of Swachhta Pakhwada in your Ministry/Department and its organisations.

With regards,

Yours sincerely,

Shri Parmeswaran Iyer
Secretary,
Ministry of Drinking Water and Sanitation
New Delhi

(P.K. Sinha)
<table>
<thead>
<tr>
<th>SL No.</th>
<th>Pakhwada</th>
<th>Ministries/Departments</th>
<th>Special Occasions</th>
</tr>
</thead>
</table>
| 1     | 1st - 15th January | 1. Ministry of External Affairs  
2. Ministry of Road Transport and Highways | Pravasi Bharati 9th January  
Road Safety Week 11th - 17th January |
| 2     | 16th - 31st January| 1. Ministry of Information and Broadcasting  
2. Ministry of Finance  
Department of Economic Affairs  
Department of Expenditure  
Department of Financial Services  
Department of Revenue | Republic Day 26 January |
| 3     | 1st - 15th February | 1. Ministry of Space  
2. Ministry of Electronics and Information Technology |                                         |
| 4     | 16th - 28th February| 1. Ministry of Consumer Affairs, Food and Public Distribution  
Department of Consumer Affairs  
Department of Food and Public Distribution  
2. Department of Atomic Energy | World Science Day - 28 February |
| 5     | 1st - 15th March   | 1. Ministry of Women and Child Development  
2. Ministry of Textile | International Women’s Day - 8th March |
| 6     | 16th - 31st March  | 1. Ministry of Water Resources, River Development & Ganga Rejuvenation  
2. Ministry of Steel | World Water Day - 22nd March  
Steel Safety Day 28 March |
| 7     | 1st - 15th April   | 1. Ministry of Health and Family Welfare  
Department of Health & Family Welfare  
Department of Health Research  
2. Ministry of Law & Justice  
Department of Justice  
Department of Legal Affairs  
Legislative Department | World Health Day - 7 April  
Ambedkar Jayanti - 14th April |
| 8     | 16th - 30th April  | 1. Ministry of Culture  
2. Ministry of Parliamentary Affairs | World Heritage Day - 18th April |
<p>|       |                     | 1. Ministry of Labour &amp; Employment | International Labour Day - 1st May |</p>
<table>
<thead>
<tr>
<th>No.</th>
<th>Date Range</th>
<th>Ministries/Departments</th>
<th>Special Days</th>
</tr>
</thead>
<tbody>
<tr>
<td>17</td>
<td>16th - 15th September</td>
<td>1. Ministry of Human Resource Development Department of School Education and Literacy Department of Higher Education</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>2. Ministry of Chemical and Fertilizers Department of Chemicals and Petrochemicals Department of Fertilizers Department of Pharmaceuticals</td>
<td>Teacher's Day - 5th September</td>
</tr>
<tr>
<td>18</td>
<td>16th - 31st September</td>
<td>1. Ministry of Tourism</td>
<td>World Tourism Day- 27th September</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2. Ministry of Shipping</td>
<td>World Maritime Day 28 September</td>
</tr>
<tr>
<td>19</td>
<td>1st - 15th October</td>
<td>1. Ministry of Panchayati Raj</td>
<td>National Panchayati Raj Day- 24th</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2. Ministry of Rural Development Department of Land Resources Department of Rural Development</td>
<td>Swachh Bharat Diwas 2nd October</td>
</tr>
<tr>
<td>20</td>
<td>16th - 30th October</td>
<td>1. Ministry of Food Processing Industries</td>
<td>World Food Day 16th October and National Ayurveda Day- 17 October</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2. Ministry of Mines</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>3. Ministry of AYUSH</td>
<td></td>
</tr>
<tr>
<td>21</td>
<td>1st - 15th November</td>
<td>1. Ministry of Commerce and Industry Department of Commerce Department of Industrial Policy &amp; Promotion</td>
<td>National Commerce Education Day - 10th November</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2. Ministry of Civil Aviation</td>
<td>National Ayurveda Day- 17 October</td>
</tr>
<tr>
<td>22</td>
<td>16th - 30th November</td>
<td>1. Ministry of Communication Department of Posts Department of Telecommunications</td>
<td>National Post Day - 10th October</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2. Ministry of Investment and Public Asset Management Department of Investment and Public Asset Management</td>
<td></td>
</tr>
</tbody>
</table>
Swachhata Pakhwada-2018
Consolidated Guidelines

• Ministries to go beyond symbolism and go to the next level of in the implementation of Pakhwada in 2018
• Ministries may consider setting up permanent mechanism through new programmes and Schemes for sustainability of Swachhata, in addition to cleanliness drives during the Pakhwada
• Every Ministry should nominate a Joint Secretary as nodal officer for Swachhata Pakhwada related activities, if not already nominated.
• The Swachhata Pakhwada action plan must be communicated to the MDWS two months prior to the commencements of their Pakhwada.
• Pakhwada plans are required to contain detailed date wise activities.
• Divyang access to the toilets to be reviewed and ensured in the Central and State offices of Ministries during Pakhwada.
• Parliamentary Consultative Committee and other MP Committees may be convened on Swachhata.
• Ministries need to involve Union Ministries and MPs in Pakhwada activities.
• Senior Officers in the Ministry may provide leadership in implementing Swachhata Pakhwada activities effectively
• Ministries may take steps to undertake innovative initiatives during the campaigns so that few stories are generated daily.
• Ministries should ensure better branding and publicity of Pakhwada activities in electronic and print media platforms at both field and central level. The need to make use of social media such as myGov., Twitter and Facebook extensively for the purpose.
• A press release should be issued highlighting major outcomes of Swachhata Pakhwada.
• A press conference needs to be organised by the Ministry at the culmination of their Pakhwada to highlight the activities and initiatives undertaken. This may be addressed at the level of the Minister.
• There should be a daily reporting of the activities during the Pakhwada on Swachhata Samiksha (http://swachhbharatmission.gov.in/SwachhSamiksha/Home.aspx?Ty=se) and myGov portals.
• At the conclusion of the Swachhata Pakhwada the Ministries 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 may have issued during Pakhwada