To All the Chief Commissioners/Directors General under CBEC


Sir/Madam,

I am directed to enclose herewith a copy of D.O.letter No.S-18020/17/2016-SBM dated 1st March, 2016 from Cabinet Secretary addressed to Secretary, Revenue on the subject mentioned above and to request that the Action Plan under ‘Swachh Bharat Pakhwada’ for the period April, 2016 to March, 2017, may kindly be sent to the Board latest by 31.03.2016 by FAX, No. 011-26162835.

Encl: As above

Yours faithfully,

(B.Ginklian Mang)
Under Secretary to the Govt of India
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.
5. The calendar of Swachhta Pakhwadas 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