

BY FAX
MOST IMMEDIATE

No.A-49011/1/2012-Estt.IV /551
Central Water Commission
Establishment-IV Section

R. No.303, Sewa Bhawan
R.K. Puram, New Delhi-66

Dt. 24.9.2014.

**Subject: Call for "Swachh Bharat" as mass movement to realize Gandhiji's dream
Of a Clean India by 2019 – reg.**

Please find enclosed herewith a copy of MoWR Letter No. MoWR.CSP/2014, dt. 24.9.2014 along with D.O. letter dated 20.9.2014 received from Cabinet Secretary, Government of India on the Subject cited above.

2. All concerned are requested to comply with the direction issued therein.

Encl. As above.



(K K SAPRA)
Under Secretary, CWC
Ph.26107577

To :

1. All Chief Engineers in CWC (HQ),
2. Secretary, CWC/Dir(Adm)/Dir(Estt.-I)/Dir(Estt.-II)/Dir(Trg.)/Dir(TC)
3. All Directors in CWC (HQ),
4. Account Officer(CWC)/Under Secretaries, CWC
5. All Section Officers/Sections/Directorates of CWC (H/Qtrs.)
6. PAO, CWC,
7. CWC website.

Copy for information to :

1. Pradeep Kumar, Commissioner,(SP), Ministry of Water Resources, Shram Shakti Bhawan, New Delhi with reference to Letter No. MoWR/CSP/2014, dt. 24.9.2014.
2. P.P.S. to Chairman, CWC
3. P.P.S. to Member (RM/D&R/WP&P)

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A circular to be
issued to CEs (field)
& HQ.

[Signature]
24/09/14.

Dir (Adm)
US (E-IV)
To *[Signature]*

No. MoWR/CSP/2014
Government of India
Ministry of Water Resources
(State Projects Wing)

Shram Shakti Bhawan, Rafi Marg,
New Delhi, Dated 24th September, 2014.

The Chairman,
Central Water Commission,
R.K. Puram,
New Delhi.

Sub: Call for "Swachh Bharat" as mass movement to realize Gandhiji's dream
of a Clean India by 2019 – reg.

Sir,

Please find enclosed herewith a D.O. letter dated 20-9-2014 from Cabinet
Secretary addressed to all Secretaries for further necessary action and
compliance. The letter is self-explanatory and require attention/action for all
field formations of CWC intimation upto lowest formation i.e., sites of CWC.

Action taken report and detailed programme as detailed under Item No.6
in respect of activities/events/functions planned for the campaign from 25th
September, 2014 onwards may please be launched under intimation
immediately i.e, by 25th September, 2014 (Morning), positively.

Yours faithfully,

Encl: As above

EIV *[Signature]*

Sl. No. *[Signature]*

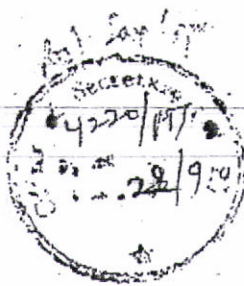
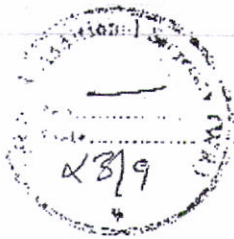
24-9-14

4.30 P.M

[Signature]
(Pradeep Kumar)
Commissioner (SP)

Tel. No. 011-23710107/
Fax: 011- 23350051

अजित सेठ
AJIT SETH



मंत्रिमंडल सचिव
भारत सरकार
CABINET SECRETARY
GOVERNMENT OF INDIA

D.O. No. CS-14771/2014

September 20, 2014

Dear Secretary,

As you are aware, Prime Minister has given a call for "Swachh Bharat" as a mass movement to realize Gandhiji's dream of a Clean India by the 150th birth anniversary of Mahatma Gandhi in 2019. He has desired that a nation-wide campaign be organized with the participation of all sections of society to bring about mass awareness and a lasting behavioural change to achieve this goal. In this context, it has also been proposed that an intensive national cleanliness campaign be undertaken beginning from 25th September, 2014.

2. Union Ministers of the Departments of Drinking Water and Sanitation and Urban Development have already written to Chief Ministers of States on this matter. Similarly, Secretaries of the Departments of Drinking Water & Sanitation and Urban Development have also written to Chief Secretaries/Administrators of States/UTs. I am sure other Ministries, too, are in touch with the corresponding Departments in States/UTs to ensure the widest possible dissemination of information regarding this campaign. I am writing to emphasize that every Ministry/Department should participate in this national endeavour and undertake cleanliness and awareness campaign in a befitting manner.

3. For a campaign of this nature to be successful, there is a need to create massive public awareness and to ensure participation and action for cleaning homes, government offices, schools, hospitals, work places, streets, roads and markets, railway stations and bus terminals, statues, monuments, rivers, lakes, ponds, parks and other public places. It is important to involve government and public sector officials at every level, non-government organisations, education and health institutions, rural and urban local bodies, self-help groups, youth organisations, resident & market associations as well as business & industrial Chambers and Associations in the cleanliness and awareness drives. A variety of activities such as pledge-taking, marches, marathons, debates, street plays, music and essay competitions, cleaning drives and other community activities may be used to focus public attention on this Campaign and on the need for cleanliness. Effective use of mass media such as radio, television and newspapers, digital media such as internet and mobile and direct media may be made in this regard.

4. In this context, I would like to especially underline the importance of cleanliness in Government offices. Upon the Prime Minister's directions, I had written to you in this regard earlier also, and you have been apprising me about the steps taken by your Department to promote a hygienic and clean work environment. You will agree that we need to continue this momentum with

Dir (Admin)

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To:01126108614

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renewed vigour to ensure cleaner government offices. In fact, the work in regard to cleanliness in Government offices/Public buildings needs to be taken to "the next level", so that there is visible and felt impact.

5. While the campaign will begin on 25th September, 2014, it has been decided that, on 2nd October, 2014, "Swachhta Shapath" (pledge) will be administered to all in government offices and public functions/events and cleanliness drive led by senior officers will be undertaken in all government and public offices. The text of the pledge will be sent to you separately. I would, therefore, urge you to take effective action in this regard, and to spread this message to all functionaries and ask them to organize and participate wholeheartedly in this campaign.

6. I look forward to hearing from you latest by 22nd September, 2014 on the state of preparation so that PM can be briefed on the comprehensive action plan & arrangements in respective of the following points:-

- Arrangements made to administer the pledge on 2nd October 2014
- Arrangements made for cleanliness drive and other events planned for 2nd October, 2014
- Action Plan of the Department in respect of activities/events/functions planned for the campaign from 25th September, 2014 onwards.

With regards,

Yours sincerely,

Ajit Seth

(Ajit Seth)

Shri Alok Rawat
Secretary,
Ministry of Water Resources, River Development and
Ganga Rejuvenation
New Delhi

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Possible action plan for launching 'Swachh Bharat Abhiyan' in the country from 25th September 2014 onwards.

1. General cleanliness of office premises of rooms, corridors, staircase, campus area etc.
2. Removal of non-serviceable and old furniture/office material etc.
3. Proper upkeep of the office premises.
4. Disposal of daily garbage like waste papers, tea cubs, tea bags, paper plates etc. in proper dustbins located near the premises.
5. Proper arrangements in the office should be made to follow the solid waste management guidelines issues by respective agencies in this respect i.e. disposal of garbage items in biodegradable and non-biodegradable bins etc.
6. Proper sign boards and arrangements should be established to avoid spitting etc. in the office premises and if required the pattern used in the Delhi Metro stations should be followed.

All possible efforts will be made by all office bearers in a consultative manner to provide a clean working environment to all fellow colleagues.