



To,
The Field Chief Engineers, CWC
(As per list enclosed)

Sub: Swachhta Hi Sewa — Plastic Free Campaign from 11th September to 27th October 2019- reg.

Sir,

Please find enclosed a copy of DoWR, RD&GR OM dated 11.09.2019 along with a copy of DO letter dated 24.08.2019 of Secretary, DoDW&S, Ministry of Jal Shakti on the above mentioned subject.

As you may be aware that Hon'ble Prime Minister has given a call to action for plastic waste management during his Independence Day speech on 15th August 2019 and Secretary, DoDW&S, Ministry of Jal Shakti vide his DO letter dated 24.08.2019 has informed in this regard that this year's Swachhata Hi Seva (SHS) campaign will be focused on Plastic Waste Management as its main theme and will run from 11th September to 27th October 2019 as per the following timeline:

- 11th September to 1st October : Preparation and awareness generation
- 2nd October : Nationwide shramdaan and national pledge
- 3rd October to 27th October : Recycling and effective disposal of collected plastic waste

In this regard, US (GA), MoWR, RD&GR vide letter dated 11.09.2019 has requested all the Attached Offices/ Subordinate/ Autonomous Organizations/ PSUs under the DoWR, RD&GR to chalk out the Action Plan for Swachhta Hi Sewa 2019 as per the above timeline and undertake the following activities:

- i. Undertake mass awareness across the general public, nearby towns, villages etc. on the effect of plastic waste in rivers! water bodies.
- ii. Fitting of nets at strategic points of drainage and irrigation canals to collect plastic.
- iii. Carry out shramdaan! special cleanliness drives to remove plastic waste at river banks, lake shores etc.
- iv. Any other innovative activity through which the organisation can contribute to the success of the campaign.

A portal (Swachhta Hi Sewa portal) has been created by DoDW&S to monitor the activities undertaken during the Swachhta Hi Sewa 2019. The Action Plans to be uploaded on the portal and regularly updated with photographs, description etc. of the daily activity. Further, good quality photographs/ video clips (max. 5) of the event/ drive also to be shared with DoWR, RD&GR Media Cell through WhatsApp [Shri Kuldeep, Mob. No. 9718639032].

All the regional offices of CWC are requested to submit their Action Plans for Swachhta Hi Sewa 2019 by **Return Fax** for further compilation and uploading on the SHS portal by this office.

Yours Faithfully

Encl.: As above

Copy for kind information to:

1. PPS to Chairman, CWC, New Delhi.
2. PPS to Member (WP&P, D&R, RM), CWC, New Delhi.
3. Chief Engineer (HRM), CWC, New Delhi.

(Praveen Kumar)
Digitally signed by Praveen Kumar
KUMAR
Date: 2019.09.17 15:33:19 IST



FIELD CHIEF ENGINEERS OF CWC

1. The Chief Engineer, B&BBO, CWC, Shillong.
2. The Chief Engineer, C&SRO, CWC, Coimbatore.
3. The Chief Engineer, IBO, CWC, Chandigarh.
4. The Chief Engineer, LGB0, CWC, Patna.
5. The Chief Engineer, KGB0, CWC, Hyderabad.
6. The Chief Engineer, M&ERO, CWC, Bhubaneswar.
7. The Chief Engineer, Mon (C), CWC, Nagpur.
8. The Chief Engineer, Mon (S), CWC, Bengaluru.
9. The Chief Engineer, NBO, CWC, Bhopal.
10. The Chief Engineer, MTBO, CWC, Gandhinagar.
11. The Chief Engineer, TBO, CWC, Siliguri.
12. The Chief Engineer, UGB0, CWC, Lucknow.
13. The Chief Engineer, YBO, CWC, New Delhi.
14. The Chief Engineer, NWA, CWC, Pune.

Subject: **Fwd: [Mowr-orgnheads] Important: Swachhta Hi Sewa - Plastic Free Campaign - reg.**

Date: 16/09/19 11:20 AM

From: Chairman cwc <chairman-cwc@nic.in>

To: Madhuravani Audhkhasi <a.madhurvani@nic.in>,
cehrmgmt <cehrmgmt@nic.in>

Swachhta hi Sewa 2019.PDF (451kB)

----- Original Message -----

From: **"A. K. Kaushik"** <usga-mowr@gov.in>

Date: Sep 13, 2019 5:34:39 PM

Subject: [Mowr-orgnheads] Important: Swachhta Hi Sewa - Plastic Free Campaign - reg.

To: All Organisation Heads <mowr-orgnheads@ismgr.nic.in>

Cc: Manpreet Marwaha <manpreet.marwaha@gov.in>

Sir/Madam,

Please find attached the Department's O.M. dated 11.09.2019 regarding the Swachhta Hi Sewa - Plastic free campaign from 11.09.2019 to 27.10.2019 for necessary action please.

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Regards

A. K. Kaushik

Under Secretary(Gen. Admn.)

Ministry of Water Resources, RD & GR

011-23710303

F.No. B-11011/2/2019-GA
Government of India
Ministry of Jal Shakti
Department of Water Resources, River Development and Ganga Rejuvenation
(General Administration)

Shram Shakti Bhawan, Rafi Marg,
New Delhi dated 11.09.2019

OFFICE MEMORANDUM

Subject: Swachhta Hi Sewa – Plastic Free Campaign from 11th Sep to 27th October 2019- reg.

The undersigned is directed to inform that based on the call of Hon'ble Prime Minister for plastic waste management during his Independence Day Speech, this year's Swachhta Hi Sewa (SHS) will focus on Plastic Waste Management as the main theme. The Swachhta Hi Sewa campaign seeks to re-energise the Swachh Bharat Jan Andolan and accelerate plastic waste management in villages, urban local bodies (ULBs) and public places including religious places, railway stations, hospitals, mandis etc.

2. A D.O. letter dated 24.08.2019 from D/o Drinking Water and Sanitation intimating the details of the Plastic Waste Free campaign is enclosed. The timeline for Swachhta Hi Sewa campaign for 2019 shall have the following timeline:

- **11th September to 1st October:** Preparation and awareness generation
- **2nd October:** Nationwide shramdaan and national pledge
- **3rd October to 27th October:** Recycling and effective disposal of collected plastic waste

3. All attached offices/ subordinate/ autonomous organisations are requested to **chalk out the Action Plan for Swachhta Hi Sewa 2019** as per timeline mentioned in Para 2 above and undertake the following activities:

- i. Undertake mass awareness across the general public, nearby towns, villages etc. on the effect of plastic waste in rivers/ water bodies.
- ii. Fitting of nets at strategic points of drainage and irrigation canals to collect plastic.
- iii. Carry out shramdaan/ special cleanliness drives to remove plastic waste at river banks, lake shores etc.
- iv. Any other innovative activity through which the organisation can contribute to the success of the campaign.

4. A portal (**Swachhta Hi Sewa portal**) has been created by Department of Drinking Water and Sanitation to monitor the activities undertaken during the Swachhta Hi Sewa 2019 (<https://swachhbharatmission.gov.in/SHS2019/>). The ID and Password of the portal for this Department are as follows:

ID: morrdg

Password: Shs@2019#

******(The ID and passwords may not be shared with everyone and be restricted to select officers/ staff only and relevant record/ items be updated on the portal).

5. All offices/ organisations are also requested to:

- I. Update the SHS portal with their **Action Plans** (in pdf format) at the earliest.
- II. **Carry out the planned activities** in time and **update the SHS portal with photographs**, description etc. on the same day of the activity.
- III. **Good quality photographs/ video clips** (max. 5) of the event/ drive may also be shared with Department's Media Cell **through WhatsApp** [Shri Kuldeep, Mob. No. 9718639032].
- IV. Furnish the **amount of plastic waste (in Kgs)** collected and disposed to this Department after the drive.

6. In case of any issues in using the portal, the undersigned or General Administration Section (Ph No. 011-23719816) may kindly be contacted.

Encl: As above.



(A K Kaushik)

Under Secretary to the Govt. of India
Tel No. 011-23710303

To

The Heads of Attached Offices/ Subordinate/ Autonomous Organisations/ PSUs under DoWR, RD & GR.

Copy to:

Director (IEC), DoWR, RD & GR to carry out the required mass awareness and social media activities for the complete campaign for Department (Sectt.). Also, it is requested to coordinate with D/o DWS for any common banners/ audio-visuals created for common mass awareness.

Copy for information to:

- i. PPS to Secretary (WR, RD & GR), Shram Shakti Bhawan
- ii. PPS to Joint Secretary (Admn.), DoWR, RD & GR, Shram Shakti Bhawan.

परमेश्वरन अय्यर
Parameswaran Iyer



भारत
सचिव
भारत सरकार

पेयजल एवं स्वच्छता विभाग
जल शक्ति मंत्रालय

Secretary

Government of India

Department of Drinking Water & Sanitation -
Ministry of Jal Shakti

4th Floor, Pt Dindayal Antodaya Bhawan, N D-
110003

Tel: 24361011, 24362715.

e-Mail: param.iver@gov.in

D.O. No. 2/2/S(DWS)/19

24th August 2019

J.S(A) may act as nodal officer

JSLA)

Dear Upendra,

Sub: Plastic Waste Free Campaign (Swachhata Hi Seva 2019) from 11th September to 27th October, 2019

Further to the Prime Minister's call to action for plastic waste management during his Independence Day speech on 15th August 2019, this year's Swachhata Hi Seva (SHS) will be focused on Plastic Waste Management as its main theme. The Department of Drinking Water and Sanitation is the nodal department for this campaign.

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DS(Adm 247)

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27/8/19

2. With a firm focus on shramdaan for plastic waste collection on 2nd October, the campaign seeks to re-energize the Swachh Bharat jan andolan and accelerate plastic waste management in villages, Urban Local Bodies (ULBs) and public places including religious places, railway stations, hospitals, mandis, etc. The campaign will run as per the following timeline -

11th September - 1st October	Preparation and awareness generation
2nd October	Nationwide shramdaan and national pledge
3rd October - 27th October	Recycling and effective disposal of collected plastic waste

3. Following the presentation made on 22nd August 2019 at the meeting chaired by the Principal Secretary to the Prime Minister, the Department of Water Resources, River Development and Ganga Rejuvenation is requested to undertake the following with reference to SHS 2019.

- Special drives to clean all river banks and lake shores of plastic waste
- All natural drainage and irrigation channels may be fitted with nets at strategic points to collect plastic
- Mass awareness campaigns on the effect of plastic waste in rivers
- The Ministry is also requested to examine other possibilities through which they can contribute to the success of the campaign.

4. I request that you may nominate a nodal officer from your Ministry, not below Joint Secretary level, to join us for the first meeting for the campaign at 09.30 AM on 27th August 2019 at the Conference Hall, 4th Floor, Pt. Deendayal Antyodaya Bhavan, CGO Complex, Lodhi Road, New Delhi. A draft plan of action for this campaign may also be prepared by your Department in preparation for the meeting.

Regards,

Yours Sincerely

Parameswaran Iyer

Shri Upendra Prasad Singh
Secretary
Department of Water Resources, RD & GR
Ministry of Jal Shakti
New Delhi

Copy to :- Shri Nripendra Misra, Principal Secretary to PM, PMO, South Block, N.Delhi
Shri P.K. Sinha, Cabinet Secretary, Cabinet Sectt., N. Delhi.