

Secretary regarding

प्रदीप कुमार सिन्हा
PRADEEP K. SINHA



मंत्रिमंडल सचिव
भारत सरकार
CABINET SECRETARY
GOVERNMENT OF INDIA

D.O. No 561/2/1/2017-CA-V



Dated, the 21st November, 2017

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.

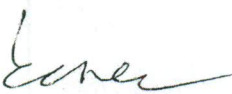
2. I attach herewith the proposed Calendar of Swacchta Pakhwadas for the year 2018, relating to various Ministries/ Departments indicating also the special occasions falling during these Pakhwadas. As per previous practice, you are required to communicate the Action Plan of your Ministry's scheduled 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 Swacchta Pakhwada in your Ministry/Department and its organisations.

With regards,

Yours sincerely,

JS(A)


(P.K. Sinha)

Shri Amarjit Singh
Secretary,
Ministry of Water Resources, River Development and
Ganga Rejuvenation
New Delhi

SL No.	Pakhwada	Ministries/Departments	Special Occasions
1	1st -15 January	1. Ministry of External Affairs	Pravasi Bharati 9th January
		2. Ministry of Road Transport and Highways	Road Safety Week 11th -17th January
2	16th – 31st January	1. Ministry of Information and Broadcasting	Republic Day 26 January
		2. Ministry of Finance Department of Economic Affairs Department of Expenditure Department of Financial Services Department of Revenue	
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	International Women's Day- 8th March
		2. Ministry of Textile	
6	16th – 31st March	1. Ministry of Water Resources, River Development & Ganga Rejuvenation	World Water Day- 22nd March
		2. Ministry of Steel	Steel Safety Day 28 March
		1. Ministry of Health and Family Welfare Department of Health & Family Welfare Department of Health Research	World Health Day - 7 April

7	1st – 15th April	2. Ministry of Law & Justice Department of Justice Department of Legal Affairs Legislative Department	Ambedkar Jayanti- 14th April
8	16th – 30th April	1. Ministry of Culture 2. Ministry of Parliamentary Affairs	World Heritage Day- 18th April
9	1st – 15th May	1. Ministry of Labour & Employment 2. Ministry of Science and Technology Department of Biotechnology Department of Science and Technology Department of Science and Industrial Research	International Labour Day- 1st May World Technology Day- 11 May
10	16th – 31st May	1. Ministry of Personnel, Public Grievances and Pensions Department of Administrative Reforms and Public Grievances (DARP) Department of Pension & Pensioner's Welfare Department of Personnel and Training 2. Ministry of Power	
11	1st – 15th June	1. Ministry of Environment, Forests and Climate Change 2. Ministry of New and Renewable Energy	World Environment Day- 5th June
12	16th – 30th June	1. Ministry of Micro, Small and Medium Enterprises 2. Ministry of Coal	Micro, Small and Medium Enterprises Day - 27 June
13	1st – 15th July	1. Ministry of Petroleum and Natural Gas 2. Ministry of Earth Science	

14	16th – 31st July	1. Ministry of Social Justice & Empowerment Department of Disability Affairs	International Day of Disability Awareness- 16th July
		2. Ministry of Skill Development and Entrepreneurship	World Youth Skills Day - 15 July
15	1st – 15th August	1. Ministry of Youth Affairs and Sports Department of Youth Affairs Department of Sports	International Youth Day-12th August
		2. Ministry of Tribal Affairs	World Indigenous Peoples Day August 9
		3. Ministry of Corporate Affairs	
16	16th – 31st August	1. Ministry of Railways	
		2. Ministry of Heavy Industries and PE Department of Heavy Industries Department of Public Enterprises	
17	1 st – 15 th September	1. Ministry of Human Resource Development Department of School Education and Literacy Department of Higher Education	Teacher's Day - 5th September
		2. Ministry of Chemical and Fertilizers Department of Chemicals and Petrochemicals Department of Fertilizers Department of Pharmaceuticals	
18	16 th – 31 st September	1. Ministry of Tourism	World Tourism Day- 27th September
		2. Ministry of Shipping	<u>World Maritime Day 28 September</u>
		1. Ministry of Panchayati Raj	National Panchayati Raj Day- 24th April

19	1 st – 15 th October	2. Ministry of Rural Development Department of Land Resources Department of Rural Development	Swachh Bharat Diwas 2nd October
20	16 th – 30 th October	1. Ministry of Food Processing Industries 2. Ministry of Mines 3. Ministry of AYUSH	World Food Day 16th October and National Ayurveda Day- 17 October
21	1 st – 15 th November	1. Ministry of Commerce and Industry Department of Commerce Department of Industrial Policy & Promotion 2. Ministry of Civil Aviation	National Commerce Education Day - 10th November National Ayurveda Day- 17 October
22	16 th – 30 th November	1. Ministry of Communication Department of Posts Department of Telecommunications 2. Ministry of Investment and Public Asset Management Department of Investment and Public Asset Management	National Post Day - 10th October
23	1 st – 15 th December	1. Ministry of Defence Department of Defence Department of Defence Production Department of Defence Research & Development Department of Ex-Servicemen Welfare 2. Ministry of Home Affairs Department of Home	Navy Day- 4th December Armed Forces Flag Day 7th December

5

24	16 th – 31 st December	1. Ministry of Agriculture and Farmers Welfare Department of Agricultural Research and Education Department of Agriculture, Cooperation & Farmers Welfare Department of Animal Husbandry, Dairying & Fisheries	Kisan Divas (Farmer's Day)- 23 December
		2. Ministry of Minority Affairs	Minorities Rights Day - 18th December

Consolidated Guidelines Swachhta Pakhwada-2018

- 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 Swachhta, in addition to cleanliness drives during the Pakhwada
- Every Ministry should nominate a Joint Secretary as nodal officer for Swachhta Pakhwada related activities, if not already nominated.
- The Swachhta Pakhwada action plan must be communicated to the MDWS two months prior to the commencements of their Pakhwada.
- Pakhwada plans required to content 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 Swachhta.
- Ministries need to involve Union Ministries and MPs in Pakhwada activities.
- Senior Officers in the Ministry may provide leadership in implementing Swachhta 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 Swachhta Pakhwada.
- A press conference needs 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 Swachhta Samiksha (http://www.bhchraimission.gov.in/Swachhta_Samiksha/11_11.aspx?iv=5e) and myGov portals.
- At the conclusion of the Swachhta 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 under taken during Pakhwada
 2. Related picture album, newspaper clippings, press notes, audio-visual clips
 3. Any special document that Ministry may have issued during Pakhwada

Government of India
Ministry of Water Resources, River Development and Ganga Rejuvenation
(General Administration)

Swachhta Pakhwada Action Plan 2018
(16th March 2018 to 31st March 2018)

Nodal Officer for Ministry: Shri Akhil Kumar, Joint Secretary (Admn./GW)

Deputy Nodal Officer: Shri Ashish Kumar, Director (Admn. /GA/Cash/ID/GW)

S.No.	Date and Day	Activity	Nodal Organisation	Nodal Officer
1	16.03.2018, Friday	Inauguration of Swachhta Pakhwada with Swachhta Pledge and cleaning at Shram Shakti Bhawan and other buildings	Ministry (Sectt)	JS (Admn./GW)
		Event/ Activity to be planned and intimated to Ministry	CGWB	
		Event/ Activity to be planned and intimated to Ministry	NMCG	
2	17.03.2018, Saturday	Event/ Activity to be planned and intimated to Ministry	NIH Roorkee	
		Event/ Activity to be planned and intimated to Ministry	FBP	
		Event/ Activity to be planned and intimated to Ministry	NMCG	
3	18.03.2018, Sunday	Cleanliness campaign and swachhta sensitization rally at Majuli Island.	CWC and Brahmaputra Board	
		Event/ Activity to be planned and intimated to Ministry	WAPCOS	
		Event/ Activity to be planned and intimated to Ministry	NMCG	
4	19.03.2018, Monday	Event/ Activity to be planned and intimated to Ministry	WAPCOS	
		Event/ Activity to be planned and intimated to Ministry	CSMRS	

		Event/ Activity to be planned and intimated to Ministry	NMCG	
5	20.03.2018, Tuesday	Cleaning of a water body (lake/ river front etc.) in Delhi	CWC and UYRB	
		Event/ Activity to be planned and intimated to Ministry	CWPRS	
		Event/ Activity to be planned and intimated to Ministry	GFCC	
		Event/ Activity to be planned and intimated to Ministry	NMCG	
6	21.03.2018, Wednesday	Event/ Activity to be planned and intimated to Ministry	NERIWALM	
		Event/ Activity to be planned and intimated to Ministry	NWA	
		Event/ Activity to be planned and intimated to Ministry	BCB	
		Event/ Activity to be planned and intimated to Ministry	NMCG	
7	22.03.2018, Thursday	Event to sensitize people and swachhta Sandesh rally near a water body in Delhi – To be attended by Minister and/ or MoS(s)	WAPCOS	JS (Admn. /GW) CMD (WAPCOS)
	WORLD WATER DAY	Event/ Activity to be planned and intimated to Ministry	SSCAC	
		Event/ Activity to be planned and intimated to Ministry - To be attended by Minister and/ or MoS(s)	NMCG	
8	23.03.2018, Friday	Event/ Activity to be planned and intimated to Ministry	CSMRS	
		Event/ Activity to be planned and intimated to Ministry	BRB	
		Event/ Activity to be planned and intimated to Ministry	NIH Roorkee	
		Event/ Activity to be planned and intimated to Ministry	NMCG	
9	24.03.2018, Saturday	Event/ Activity to be planned and intimated to Ministry	NPCC	
		Event/ Activity to be planned and intimated to Ministry	CGWB	

		Event/ Activity to be planned and intimated to Ministry	NMCG	
10	25.03.2018, Sunday	Event/ Activity to be planned and intimated to Ministry	WAPCOS	
		Event/ Activity to be planned and intimated to Ministry	NPCC	
		Event/ Activity to be planned and intimated to Ministry	NMCG	
11	26.03.2018, Monday	Event/ Activity to be planned and intimated to Ministry	CGWB	
		Cleanliness drive in and around Hussain Sagar Lake, Hyderabad	KRMB, GRMB and Polavaram Project Authority	
		Other activities to be intimated to Ministry		
		Event/ Activity to be planned and intimated to Ministry	NWA	
		Event/ Activity to be planned and intimated to Ministry	NMCG	
12	27.03.2018, Tuesday	Event/ Activity to be planned and intimated to Ministry	NPCC	
		Cleanliness drive in and around Hussain Sagar Lake, Hyderabad	KRMB, GRMB and Polavaram Project Authority	
		Other activities to be intimated to Ministry		
		Event/ Activity to be planned and intimated to Ministry	NMCG	
13	28.03.2018, Wednesday	Event/ Activity to be planned and intimated to Ministry	WAPCOS	
		Event/ Activity to be planned and intimated to Ministry	CGWB	
		Cleanliness drive in and around Hussain Sagar Lake, Hyderabad	KRMB, GRMB and Polavaram Project Authority	
		Other activities to be intimated to Ministry		
		Event/ Activity to be planned and intimated to Ministry	NMCG	
14	29.03.2018,	Event/ Activity to be planned and intimated to Ministry	CWC	

	Thursday	Event/ Activity to be planned and intimated to Ministry	NWDA	
		Event/ Activity to be planned and intimated to Ministry	FBP	
		Event/ Activity to be planned and intimated to Ministry	NMCG	
15	30.03.2018, Friday	Event/ Activity to be planned and intimated to Ministry	CWC	
		Event/ Activity to be planned and intimated to Ministry	GFCC	
		Event/ Activity to be planned and intimated to Ministry	TB	
		Event/ Activity to be planned and intimated to Ministry	NCA	
		Event/ Activity to be planned and intimated to Ministry	NMCG	
16	31.03.2018, Saturday	Event/ Activity to be planned and intimated to Ministry	NPCC	
		Event/ Activity to be planned and intimated to Ministry	CGWB	
		Closing ceremony of the Pakhwada at an important location with presence of Minister and / or MoS (s)	NMCG	Secy (WR, RD & GR) & DG (NMCG) JS (Admn./ GW)

The suggested activities for the Pakhwada are:

- Cleaning of river front/ water bodies by involving local populations
- Renovation of offices and toilets as well as new toilets where required to improve the ambience/ hygienic conditions.
- Cleaning of major roads, streets and important public places by involving local population and local municipal offices.
- Motivating school children for cleaning activities to imbibe in them swachhta activities as their one of the motto.
- Generation of mass awareness through rallies, chaupals, street plays and other mediums.

- Cleaning of area and water body around Wazirabad Pond, Delhi Zoo etc. and other important locations.
- Plantation and Green drives.
- Cleanliness drives in the office premises.
- Installation of Waste Bins for segregation of waste in office premises.
- Weeding out of old and unwanted old files, records and electrical & electronic equipments as per extant rules.
- Replacement of old lights with LED based lightings in office premises.
- Cleaning of sections/ offices including workstations etc.
- Organisation of competitions like essay writing, painting etc.

Guidelines:

- All organisations must go beyond the previous years' implementation of the Pakhwada. The activities performed last year may be repeated but only in addition to new activities/ events.
- The activities to be planned must be sustainable and have a long term effect. If possible, water bodies like lakes, canals etc. may also be adopted by the organisation and proper maintenance of the same must be done in future.
- **The proper plan for the activity/ event in detail must be provided** to the Ministry for finalising the plan accordingly and onward submission before 31.12.2017
- Emphasis to be laid on sensitization of people towards cleanliness and active participation of people through Shramdaan by local people.
- Divyang access to Toilets be reviewed and ensured in offices.
- Social Media Pages on platforms like Facebook, Twitter and myGov etc. must be made active.
- All other directions included in the consolidated guidelines (*copy enclosed*) for the Pakhwada must be adhered to.