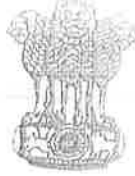


परमेश्वरन अय्यर

Parameswaran Iyer



सचिव

भारत सरकार

पेयजल एवं स्वच्छता मंत्रालय

Secretary

Government of India

Ministry of Drinking Water & Sanitation

4th Floor, Paryavaran Bhawan,
Lodhi Road, New Delhi 110003

Tel: 24361011, 24362715,

e-Mail: param.iyer@gov.in

D.O. 2/2/S(DWS)/2016
23 June 2016

Dear Ms. Swaminathan

At the outset, I need to acknowledge the work done by your Ministry to carry forward the goals of Swachh Bharat Mission, especially through the mechanism of Swachhta Pakhwada. However considering the high level priority attached to SBM, there has been a felt need that Ministries and Departments should significantly enhance the level of work in this regard.

2. Following a review of SBM by the Prime Minister and a subsequent meeting of the Committee of Secretaries held under the chairmanship of Cabinet Secretary on 16th June 2016 [minutes of CoS meeting attached], the following are requested:

- Every Ministry should nominate a Joint Secretary as the nodal officer for Swachhta Pakhwada related activities. JS (administration) may be nominated.
- Ministries in coordination with DWS should make efforts to undertake innovative activities under the Swachhta Pakhwada.
- The ministries should ensure better branding and publicity of pakhwada activities in electronic, social media such as Mygov, Twitter and Facebook and print media platforms at both field and ministry level.
- There should be a daily reporting of activities during the Pakhwada on Swachhta Sameeksha and Mygov portals, including uploading of pictures.
- A press release should be issued highlighting major outcomes of Swachhta Pakhwada.

3. I am annexing herewith a list of general suggestions for Pakhwada activities by the Ministries. I also annex a revised calendars of the remaining

on file please

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Ministry of Health & Family Welfare to carry out activities related activities at any time of the year outside the designated period of the Pakhwada.

4. There will be a joint Press Conference by Secretaries of the concerned Ministries and MoDWS to announce the outcomes of the Pakhwada activities at the end of the Pakhwada. Ministries which have informed the CoS about their special Swachhta initiatives may kindly follow those up and send a progress report to MoDWS.

5. This Ministry would ensure continuous support and cooperation to the Ministries and Departments for making the New and Revamped Pakhwada a success.

Regards,

Yours sincerely,

Encl: as above


Parameswaran Iyer

Ms. Soumya Swaminathan

Secretary

Ministry of Health & Family Welfare,

Department of Health Research

New Delhi

Copy to

Shri P.K. Sinha

Cabinet Secretary

Rastrapati Bhawan

New Delhi

Ms. D Mukherjee

Joint Secretary

Prime Minister Office

New Delhi

Revised Pakhwada Calendar: Thematic cleanliness drives: July'16 – December'16

S.No	Dates	Suggested Themes	Reasons for selecting themes	Suggested activities	Ministries
1	1 st – 15 th July 2016	RWAs; housing societies	In line with International Cooperative day on 4 th July	<ul style="list-style-type: none"> • Pledge taking by RWA residents, and cleaning drives uploaded on mygov.in • Cleaning and inspection of sanitary facilities for maintenance staff, within RWA premises • Any other innovative activity that ministry may like to undertake. 	1. Ministry of Urban Development
2	16 th – 31 st July 2016	Honouring municipal workers, with citizens extending the hand of 'friendship' to all municipal workers working for Swachh Bharat Mission	World Friendship Day on 30 th July	<ul style="list-style-type: none"> • Citizens voluntarily put 'friendship bands' on municipal workers serving in their locality • ULB distributes masks and safety kits to all municipal workers Awareness Programme for the community/schools wherever AAI/PHL have provided toilet facilities. • Tree Plantation Drives at all major Airports. 	1. Ministry of Social Justice and Empowerment, 2. Ministry of Civil Aviation

13-15th September 2016	Focused engagement with teachers	Teacher's Day - 5th September	<ul style="list-style-type: none"> • event; no use of plastics, etc • Entry tickets for all matches to have SBM logo and messages printed at the back • Teachers to hold sensitization meetings with parents on imparting messages of cleanliness and sanitation among their children • Teachers to inspect sanitary facilities in every institution and plan for their repair and upkeep • Starting a "Swachh Day" (fortnightly) in educational institutions where students take the initiative to clean the campus or asking students to clean up their school campus for a particular number of days • Any other innovative activity that ministry may like to undertake. 	1. Ministry of Human Resource Development (DoS EL and DoHE)
16-30th September	All major tourist places	World Tourism Day on 27th September	<ul style="list-style-type: none"> • Special cleaning drives to be conducted in every tourist spot • All tourist places to have sanitary and functional toilet facilities • Entry tickets for all tourist places to have SBM logo and 	<ol style="list-style-type: none"> 1. Ministry of Tourism 2. Ministry of Culture

15 th October 2016	Massive cleanliness drives and celebrations in all cities and towns	2 nd Anniversary of launch of Swachh Bharat Mission on 2 nd Oct 2014	<ul style="list-style-type: none"> • messages printed at the back. • Railway stations serving tourist places to undertake cleaning activities • Any other innovative activity that ministry may like to undertake. • 'Swachhata' Report cards publicized through popular media by cities • Walkathons • Awards and felicitations for individuals and organizations who have done good work on SBM • Any other innovative activity that ministry may like to undertake. 	<ol style="list-style-type: none"> 1. Ministry of Drinking Water and Sanitation 2. Ministry of Panchayati Raj 3. Ministry of Rural Development
16 th - 31 st October 2016	All hotels / eateries / restaurants	World Food Day - October 16th	<ul style="list-style-type: none"> • Sensitization drives with all eating establishments about importance of Decentralized SWM • Installing of compost machines by each establishment for handling kitchen waste • Cleaning drives in Durga puja pandals every day post 'prasad' and 'bhog' distribution • Night cleaning post Diwali celebrations 	<ol style="list-style-type: none"> 1. Ministry of Agriculture & Farmer's Welfare 2. Ministry of Food Processing Industries 3. Ministry of Consumer Affairs, Food and Public Distribution

Suggested Categories of Pakhwada Activities

1. **Basic Housekeeping:** Weeding out of files, whitewashing and cleaning of office space in the Ministry and its regional offices, any other offices under its control, with a special focus on maintaining cleanliness of separate toilets for men and women. Focus on Waste Segregation and SWM through setup of composting equipment in all offices, office canteens, regional offices, PSUs under the Ministry's control, any other spaces owned by the Ministry.
2. **Contribute to surrounding areas:** Every ministry could identify one small area near their secretariat (such as a park, piece of barren land) which they could take charge of and ensure cleanliness/beautify/ set up composting equipment in. Volunteer cleaning activities to be undertaken by Ministry staff.
3. **Spread the Word:** Inspirational messages on public media by Ministers of respective ministries, special Social Media Engagement with people during the days of Swachh Bharat Pakhwada. Ministries to brand their Pakhwadas by adopting ministry/department specific titles for a period of 15 days and advertising the same via social media. For example, Swachh Rail Pakhwada, Swachh Hawaiiadda Pakhwada
4. **Swachhta Workshops:** Organization of workshops on cleanliness and waste management in offices for staff members, including, interactive sessions between cleanliness workers and officials, in order to familiarize the officials with the work of cleanliness workers. Felicitate some of the top performing/longest serving cleanliness workers in each government office and emphasize that it is not just their job to keep the building clean
5. **Foster Healthy Competition:** Competition within the secretariat of each ministry and felicitating the cleanest office in the building at the end of the 15 day period.
6. **Ministry/Sector Specific Activities:** Each Ministry may also undertake Swachhta activities relevant to their sectors.

