C.No. 8/SAP/77/HRD(HRM-II)/2020

To

All Pr. Chief Commissioners/Chief Commissioners (CGST Zones),
All Pr. Chief Commissioners/Chief Commissioners (Customs Zones),
All Pr. Directors General/ Directors General of Directorates.

Sir/Madam,

Subject: Observance of “Swachhta Pakhwada” campaign from 1st September 2020 to 15th September 2020-reg.

Please refer to this office letter dated 17.03.20 on the subject cited above (copy enclosed).

2. The Action Plan for the Swachhta Pakhwada to be observed from 1st September 2020 to 15th September 2020, by all the field formations under CBIC, is attached. It may also be noted that, in view of COVID-19 pandemic, necessary precautions may be taken and official guidelines may kindly be followed while observing the Pakhwada.

3. An Action Taken Report on this matter may please be forwarded to this office by 1st of October, 2020. Also, a daily report on the activities undertaken during the Pakhwada, may please be reported on swachhta-dghrd@gov.in and DGHRD Swachhta Whatsapp No. 9599658978.

Yours faithfully,

(Bhargi Sharma)
Deputy Director(HRM-II)

Encl: As above.
<table>
<thead>
<tr>
<th>Date</th>
<th>Activity</th>
<th>Special Emphasis</th>
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<tbody>
<tr>
<td>01.09.2020</td>
<td>Swachhta Pledge by officers and staff. Display of banners regarding Pakhwada. All officers/staff members to make resolution to keep office premises clean and plastic free, to manage old records properly and to participate in other Swachhta related activities.</td>
<td>Display of Short Messages and quotes on Cleanliness, Hygiene and Anti-Polythene for staff awareness. Circulars to be issued for the penalty for spitting/throwing waste in office premises.</td>
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<td>02.09.2020</td>
<td>All officers/staff members to make resolution to contribute towards Clean and Green Environment. Shramadaan activities by the officers and staff.</td>
<td>Officers and staff to clean their office space and nearby premises. Adopting a public place for thorough cleanliness.</td>
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<td>03.09.2020</td>
<td>Swachhta Workshop:- Organizing workshops on cleanliness and waste management in office for staff, including interactive sessions between Senior officers and workers in charge of cleanliness.</td>
<td>Senior officers to encourage the staff members to practice cleanliness in daily routine. Circulars to be issued to select Best Swachh Section on a weekly basis. Name of Best Swachh section to be displayed on Notice Board.</td>
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<td>04.09.2020</td>
<td>Competitions - Essay Writing/Slogan Writing/ Cartoon/ Rangoli competitions/ Other competitions to be held among the office staff inviting ideas for Swachhta.</td>
<td>Employees along with their family members to be encouraged to take part in the competitions.</td>
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<td>07.09.2020</td>
<td>Voluntary work:- Each formation may select a locality or school and clean the premises.</td>
<td>Concerned DC/ AC level officer shall visit the selected locality/school to chart out an action plan and discuss the issues, if any, with respective local authorities. This activity/project shall be followed up regularly by the concerned officer.</td>
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<td>08.09.2020</td>
<td>Each formation will carry out one of its own innovative idea for cleanliness.</td>
<td>Cleanliness of Canteen Premises.</td>
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<td>09.09.2020</td>
<td>Plantation:- Each formation should identify an area for tree plantation or beautification through plantation and carry out the same.</td>
<td>Saplings to be distributed and employees to be motivated to plant a sapling in their name and look after it regularly.</td>
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<td>10.09.2020</td>
<td>Segregation and weeding out of old records, enlisting and safe keeping of the same. Digitization of records, Disposal of E-Waste in the office.</td>
<td>Email Communication to be promoted especially for intra office communications. No use of plastic folders, using only paper folders for meetings.</td>
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<td>11.09.2020</td>
<td>Each formation to stick Swachhta related quotations in the office at appropriate places.</td>
<td>Quotations regarding Swachhta to be displayed in all rooms and common places. Quotations related to saving of water to be displayed in wash rooms. Quotations related to switching off electronic equipments to be displayed at appropriate places.</td>
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<tr>
<td>14.09.2020</td>
<td>Creating social buzz regarding swachhta through electronic and print media. A press release should be issued highlighting major outcomes of Swachhta Pakhwada. Each formation should ensure better branding and publicity of Pakhwada activities.</td>
<td>All departmental websites to publicise Swachhta Pakhwada and draw awareness. Employees may also be encouraged/ motivated to put Swachh Bharat Quotations as their WhatsApp/social media status.</td>
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<tr>
<td>15.09.2020</td>
<td>Carrying out Mass anti-polythene drive; Marching with Banners, Reviewing of Divyang access in public toilets. Award for best Swachh Section. Declaration of prize winners of various competitions held in the Pakhwada.</td>
<td>Anti-Polythene drive by picking the plastic waste near office premises and through nukkad natak etc. Distribution of Cloth/ Jute bags (with swachhta slogans) to employees for encouraging them not to use Plastic Bags.</td>
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</tbody>
</table>
Government of India
Ministry of Finance
Department of Revenue
Central Board of Indirect Taxes & Customs
Directorate General of Human Resources Development
409/8, Deep Shikha Building,
New Delhi-110008

F. No. 8/B/39/HRD(HRM-II)/2020 Dated: 17.03.2020

To,

All Principal Chief Commissioners/Chief Commissioners (CGST),
All Principal Chief Commissioners/Chief Commissioners (Customs),
All Directors General, Directorates

Respected Sir/Madam,

Subject: Observance of “Swachhta Pakhwada” campaign from 1st September 2020 to 15th September 2020—reg.

Please find enclosed the letter issued vide D.O. No. 561/1/1/2017-CA-V dated 29.11.2019 by the Cabinet Secretary (Revenue) alongwith the enclosures for observing the Swachhta Pakhwada in the month of September, 2020.

2. In this regard, also find enclosed the Action Plan for the Swachhta Pakhwada to be observed from 1st September to 15th September 2020 for further necessary action at your end.

3. An Action Taken Report on this matter may please be forwarded to this office by 1st of October, 2020. Also, a daily report on the activities undertaken during the Pakhwada, may please be reported on policy.dghrd@nic.in and DGHRD Swachhta Whatsapp No. 9599658978.

Encl.: As above

Yours sincerely,
(Bharat Sharma)
Deputy Director (HRM-II)
Dear Secretary,

As you are aware, Swachhata Pakhwada was started with a vision to mainstream Swachhata activities across all Ministries/Departments of Government of India. The programme has seen enthusiastic implementation by Central Government Ministries/Departments and its agencies. The efforts made by different agencies have been appreciated by the Government and suitably rewarded at National level.

2. I attach herewith the calendar of Swachhata Pakhwadas for the year 2020, indicating the special occasions falling under during Pakhwadas. You are requested to formulate the Action Plan of your Ministry/Department’s Pakhwada and share it with the D/o Drinking Water & Sanitation. It may also be uploaded on the Swachhata Samiksha portal at least two months in advance. I request you to identify innovative practices in Swachhata related activities and mainstream them during these Pakhwadas. Further, Pakhwadas may be publicized to encourage active participation of the members of public.

3. I look forward to your enthusiastic implementation of Swachhata Pakhwada.

With regards,

Yours sincerely,

(Rajiv Gauba)

Dr. Ajay Bhushan Pandey
Secretary,
Department of Revenue
New Delhi
<table>
<thead>
<tr>
<th>Sl No.</th>
<th>Pakhwada</th>
<th>Ministries/Departments</th>
<th>Special Occasions</th>
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</thead>
</table>
| 1     | 1st - 15th January | 1. Ministry of External Affairs  
2. Ministry of Road Transport and Highways | Pravasi Bharatia 9th January  
Road Safety Week 11th - 17th January |
| 2     | 16th - 31st January | 1. Ministry of Information and Broadcasting  
2. Ministry of Human Resource Development  
Department of School Education and Literacy  
Department of Higher Education | Republic Day 26 January |
| 3     | 1st - 15th February | 1. Department 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 | World Science Day - 28 February |
| 5     | 1st - 15th March | 1. Ministry of Women and Child Development  
2. Ministry of Textiles | International Women's Day - 8th March |
| 6     | 16th - 31st March | 1. Department of Water Resources, River Development & Ganga Rejuvenation  
2. Ministry of Steel | World Water Day - 22nd March  
Steel Safety Day 28 March |
<table>
<thead>
<tr>
<th>Date</th>
<th>Ministry</th>
<th>Event</th>
</tr>
</thead>
</table>
| 15th - 15th August | Ministry of Youth Affairs and Sports  
Department of Youth Affairs  
Department of Tribal Affairs | International Youth Day-12th August  
World Indigenous Peoples Day August 9 |
| 16th - 31st August | Ministry of Heavy Industries and Public Enterprises  
Department of Heavy Industries  
Department of Public Enterprises |                                                                        |
| 1st - 15th September | Ministry of Finance  
Department of Economic Affairs  
Department of Expenditure  
Department of Financial Services  
Department of Revenue  
Department of Investment and Public Asset Management  
Department of Chemicals and Petrochemicals  
Department of Fertilizers  
Department of Pharmaceuticals |                                                                        |
| 16th - 30th September | Ministry of Tourism  
Ministry of Railways  
Ministry of Shipping | World Tourism Day-27th September  
World Maritime Day 23 September |
| 1st - 15th October | Ministry of Panchayati Raj  
Ministry of Rural Development  
Department of Land Resources  
Department of Rural Development | Swachh Bharat Diwas 2nd October |
| 16th - 31st October | Ministry of Food Processing Industries  
Ministry of AYUSH | World Food Day 16th October and National Ayurveda Day- 17 October |