



D.O. No. 1(5)/2019-coord.
Dated 13th August, 2019

Dear Chief Executive,

As you are aware Swachh Bharat Mission has been launched by the Government to achieve total sanitation and cleanliness in the country by 2nd October, 2019. SwachhtaPakhwada has been successfully observed for four consecutive years towards the realization of the Hon'ble Prime Minister vision of Swachh Bharat. Swachhta Pakhwada is an initiative of the Hon'ble Prime Minister started with a vision to mainstream Swachhta across all Ministries/Departments, CPSEs and other Organisations in the country. From time to time, Hon'ble Prime Minister has urged Govt. agencies to further intensify the Swachhta Pakhwada programme so as to mobilise people's participation to make this programme a great success.

2. As per the calendar of Swachhta Pakhwada prepared by the Government, Department of Public Enterprises will be observing Swachhta Pakhwada during 16th August-31st August, 2019. All CPSEs are requested to initiate the activities listed in the Annexure-1 in their respective organisations and their field units during this Pakhwada.

3. CPSEs with multiple units and Pan India presence may organize competition among their different units based on the activities listed in Annexure-1. Similarly, other CPSEs having only one office may also organize such competition within different branches/wings of their organization. All CPSEs are requested to participate in the Swachhta Pakhwada from 16th to 31st August, 2019 and furnish activity wise information along with photographs/ videos etc. at email (pksharma.ship@nic.in) latest by 30.09.2019.

with best wishes,

Yours sincerely,

(Seema Bahuguna)

To

CMDs of all CPSEs

Annexure - I

Swachhta Pakhwada Activities by CPSEs during 16th – 31st August, 2018

1. All CPSEs to plan and implement the Swachhta Pakhwada
2. Mass pledge by all employees of CPSEs and spreading the word through social media for Swachh Bharat Mission. *(copy enclosed)*
3. All CPSEs to organize cleanliness drives in all PSU facilities. Basic housekeeping of premises and organizing competition with in the CPSE and felicitating cleanest branch/unit of CPSEs at the end of 15 days period.
4. CPSEs having several field establishment may organize Competition among themselves about cleanliness and select the best and provide certificates/cash incentives.
5. CPSEs may be encouraged to adopt nearby villages/schools for undertaking Swachhta activities through Shramdan as a mass movement programme and the employees work as Swachhta Doots to create awareness generation about Open Defecation Free (ODF) movement & construction of toilets.
6. Tree Plantation and ensuring maintenance and growth
7. Swachhta IEC Campaign
8. Slogans and signs on theme of cleanliness to be displayed at various places in the office premises.
9. Organizing drawing Competition, Slogan Writing and Essay Competition etc. on Swachhta amongst children of all Executives and Non-executives & other employees of the CPSEs.

(contd.)

10. CPSEs in coordination with their administrative ministries and M/o Information & Broadcasting, should ensure adequate publicity for the Swachhta Pakhwada initiatives in electronic, print media and Social Media.

11. CPSEs may consider setting up a permanent mechanism through new programmes and Schemes for sustainability of Swachhta, in addition to Pakhwada activities.

CMDs of the CPSEs concerned may organize a Video Conference meeting with their field formations for dissemination of information and to review the preparedness, before the Pakhwada begins.

Swachhta pledge

Mahatma Gandhi dreamt of an India which was not only free but also clean and developed.

Mahatma Gandhi secured freedom for Mother India.

Now it is our duty to serve Mother India by keeping the country neat and clean.

I take this pledge that I will remain committed towards cleanliness and devote time for this.

I will devote 100 hours per year that is two hours per week to voluntary work for cleanliness.

I will neither litter nor let others litter.

I will initiate the quest for cleanliness with myself, my family, my locality, my village and my work place.

I believe that the countries of the world that appear clean are so because their citizens don't indulge in littering nor do they allow it to happen.

With this firm belief, I will propagate the message of Swachh Bharat Mission in villages and towns.

I will encourage 100 other persons to take this pledge which I am taking today.

I will endeavour to make them devote their 100 hours for cleanliness.

I am confident that every step I take towards cleanliness will help in making my country clean.

स्वच्छता शपथ

महात्मा गांधी ने जिस भारत का सपना देखा था उसकी सिर्फ राजनैतिक आजादी ही नहीं थी, बल्कि एक स्वच्छ एवं विकसित देश की कल्पना भी थी। महात्मा गांधी ने गुलामी की जंजीरों को तोड़कर माँ भारती को आजाद कराया। अब हमारा कर्तव्य है कि गंदगी को दूर करके भारत माता की सेवा करें मैं शपथ लेता हूँ कि मैं स्वयं स्वच्छता के प्रति सजग रहूँगा और उसके लिए समय दूँगा।

हर वर्ष 100 घंटे यानी हर सप्ताह 2 घंटे श्रमदान करके स्वच्छता के इस संकल्प को चरितार्थ करूँगा।

मैं न गंदगी करूँगा न किसी और को करने दूँगा।

सबसे पहले मैं स्वयं से, मेरे परिवार से, मेरे मुहल्ले से, मेरे गांव से एवं मेरे कार्यस्थल से शुरुआत करूँगा।

मैं यह मानता हूँ कि दुनिया के जो भी देश स्वच्छ दिखते हैं उसका कारण यह है कि वहाँ के नागरिक गंदगी नहीं करते और न ही होने देते हैं।

इस विचार के साथ मैं गांव-गांव और गली-गली स्वच्छ भारत मिशन का प्रचार करूँगा।

मैं आज जो शपथ ले रहा हूँ, वह अन्य 100 व्यक्तियों से भी करवाऊँगा।

वे भी मेरी तरह स्वच्छता के लिए 100 घंटे दें, इसके लिए प्रयास करूँगा।

मुझे मालूम है कि स्वच्छता की तरफ बढ़ाया गया मेरा एक कदम पूरे भारत देश को स्वच्छ बनाने में मदद करेगा।
