

By fax/urgent

No. 76/68/Swachh Bharat/C/DE/2014

Govt of India, Min of Defence

Dte General Defence Estates

Raksha Sampada Bhawan

Ulaanbaatar Marg, Delhi Cantt

Dated 24 Sept 2014

To

The Principal Director, Defence Estates  
Central/Eastern/Northern/Southern/South Western/Western Command  
Lucknow/Kolkata/Jammu/Pune/Jaipur/Chandigarh

**Subject: Swachh Bharat Campaign**

As you are aware, Prime Minister has given a call for "**Swachh Bharat**" as a movement to realize Mahatma Gandhi's dream of a **Clean India** by 02<sup>nd</sup> Oct, 2019 - the 150<sup>th</sup> birth anniversary of Gandhiji. Prime Minister has, therefore, desired that a nation-wide campaign be organized with the participation of all sections of society to bring about mass awareness and lasting behavioural change to achieve the goal of Clean India. In this context, it has been decided to undertake an intensive National Cleanliness Campaign beginning from 25<sup>th</sup> Sept, 2014. In this connection, copies of MoD ID No 8(22)/2014-D(Coord) dated 23<sup>rd</sup> Sept 2014 and Cabinet Secretary's DO letter No CS-14771/2014 dated 20<sup>th</sup> Sept 2014 are enclosed for your careful perusal and implementation.

2. We are sure that a thought process has already begun, on how to achieve this goal, after the Prime Minister's address to the Nation on Independence Day, which was also shared by me with all Principal Directors, CEOs and DEOs. As a part of this national effort, the Defence Estates Department shall embark on the mission **Clean Cantonments** with effect from 25<sup>th</sup> Sept 2014. The mission will comprise a collective and sustained effort to clean our homes, work places, streets, roads, pavements, schools, hospitals, markets and all other public places within our purview and keeping them clean for all times to come.

3. All Principal Directors shall, therefore, ensure the following:-

(i) Arrangements to administer "**Swachhta Shapath**" (Pledge of Cleanliness) on 2<sup>nd</sup> Oct, 2014 to all officers and staff in Directorates as well as offices of DEOs and Cantonment Boards. The pledge shall also be administered in public functions to involve maximum number of people. The text of the pledge will be circulated shortly.

(ii) Arrangements for cleanliness drive and other events planned for the week starting on 25<sup>th</sup> Sept, 2014 and culminating on 2<sup>nd</sup> Oct, 2014 (suggested activities

Contd..2/-

are given in **Annexure -I**). These arrangements should include cleaning of the whole Cantonment during the week, including schools and hospital.

(iii) Action Plan of your Command Dte and offices under it, particularly the Cantonment Boards, for the five-years period culminating on 2<sup>nd</sup> Oct 2019 (suggested activities as part of our departmental Action Plan are given in **Appendix**)

4. Since the **Clean India - Clean Cantonments** campaign cannot be successful without public participation, CEOs may be advised to involve former Cantonment Board members (sitting members in Meerut, Jabalpur, Mhow and Sagour CBs) as well as other public-spirited residents of Cantonments in galvanizing the whole Cantonment population in this national effort. More importantly, a drive should be started to build a **Corps of Swachh Bharat Volunteers** which will be tasked to create mass awareness about how to develop clean habits and keep our surrounding neat and clean. Principal Directors should address letters to PCBs requesting them to extend full support in the **Clean Cantonments** campaign.

5. Arrangements made in respect of action points at paras 3(i) and 3(ii) above may be intimated to Shri K V Nagi Reddy, DDG(Cantonments) by the evening of 24<sup>th</sup> Sept 2014. A detailed action plan, as envisaged in para 3(iii) above, may be finalized and sent to the Directorate General, DE latest by 1<sup>st</sup> Oct, 2014.

6. Please note that implementation of **Swachh Bharat** campaign in Cantonments shall be monitored personally by Principal Directors in their respective jurisdictions and report its implementation to me, on a two-monthly basis, through a demi-official letter.



(Ravi Kant Chopra)  
Director General  
Defence Estates

*Copies to:-*

All CEOs  
All DEOs



Suggested Activities for 5-year Plan (2<sup>nd</sup> Oct 2014 - 2<sup>nd</sup> Oct 2019)

1. “Cleanliness mapping” of each Cantonment should be done within next 02 months. This mapping should be exhaustive so as to identify all points of sanitation and assess the requirement and locations of public toilets, urinals, dustbins, water-points, etc. Instructions are already there to remove all insanitary latrines. Wherever it is not possible to convert insanitary latrines into sanitary ones, these should be removed and replaced by public group latrines, separate for men and women, with proper cleaning arrangements. Similarly, public urinals/toilets should be provided at appropriate locations so that people do not relieve themselves in the open.
2. Door-to-door garbage collection and its segregation into biodegradable and non-biodegradable waste.
3. Management of trenching grounds as per the MSW Rules, 2000.
4. Proper cleaning of public places and introduction of mechanical cleaning devices to keep roads, streets and pavements spick and span.
5. Daily clearance of dustbins and cleaning of surrounding areas.
6. Conversion of surface drainage system into an underground drainage system connected to a Sewerage Treatment Plant. Apart from giving a cleaner look, this measure will ensure that our water bodies are protected against pollution.
7. Establishment of a Water Treatment Plant, wherever drinking water is supplied by the Cantonment Board.
8. Mechanical cleaning of septic tanks, nullahs, underground drainage, public toilets and urinals so that no safai karamchari has to do such cleaning manually.
9. Building a **Corps of Swachh Bharat Volunteers** for spreading mass awareness about importance of cleanliness and clean habits. Streets/Mohallas can be assigned to these volunteers for mass contact as well as for keeping a watch on the cleanliness in the assigned area. They can also serve as the ‘eyes’ of the CEO in the field for the purpose of feedback on the performance of official work-force.
10. Spreading the message of Clean India through school children by incorporating proper reading material in their curriculum. One way of reaching parents is through their children. Children should also be told about the importance of keeping water bodies clean.
11. Developing and disseminating Cleanliness Logos and Messages which remind people about the importance of keeping their environment clean.

12. Enhanced emphasis on planting trees and protecting existing trees. Species of plants which act as bio-filters should be selected for plantation in trenching grounds and other area receiving sewage/sewerage

13. Regular field visits by officers to see that areas are kept clean. With increase of office/paper work, officers have become increasingly desk-bound. They should change this habit and must take rounds of at least one area every day.

14. Introduction of incentives, like, cleanest Street/Mohalla/Area to motivate people and to participate in the cleanliness drive competitively

15. Effective use of mass media for spreading the **Swachh Bharat** campaign as well as for mobilizing support therefor.

**Suggested activities/ events for 2<sup>nd</sup> October, 2014**

- (i) Plantation of trees
- (ii) Marches
- (iii) Debates
- (iv) Essay/ Slogan competitions
- (v) Banners

**Suggested activities/ events from 25<sup>th</sup> September onwards**

- (i) Plantation of trees
- (ii) General Cleanliness of corridors, work space etc.
- (iii) Painting of roads/ footpaths
- (iv) Removal of road side vegetation
- (v) Repair and cleaning of all toilets
- (vi) Maintenance of sewage lines
- (vii) Proper lighting and replacement of faulty units
- (viii) Cleaning of water coolers and repair of faulty, if any
- (ix) Instruct all to stop washing of utensils in offices to avoid blockage and make arrangement of separate wash basin for washing of utensils
- (x) Disposal of Junk material
- (xi) Sensitizing all staff for cleanliness
- (xii) Proper parking of vehicles
- (xiii) Installation of Garbage Bins
- (xiv) Repair of Taps