

TIME BOUND

By 24.09.2014

Ministry of Defence

D(Coord)

Sub: "Swachh Bharat" campaign.

Please find enclosed herewith a copy of Cabinet Secretary's d.o. letter no. CS-14771/2014 dated 20.9.2014 on the above subject, which is self-explanatory.

2. Prime Minister has given a call for "Swachh Bharat" as a mass movement to realize Gandhiji's dream of a Clean India by the 150th birth anniversary of Mahatma Gandhi in 2019. He has desired that a nation-wide campaign be organized with the participation of all sections of society to bring about mass awareness and a lasting behavioural change to achieve this goal. In this context, it has also been proposed that an intensive national cleanliness campaign be undertaken beginning from 25th September, 2014. It has been requested that every Ministry/Department should participate in this national endeavour and undertake cleanliness and awareness campaign in a befitting manner.
3. While the national cleanliness campaign will begin on 25th September, 2014, it has been decided that on 2nd October, 2014, "Swachhta Shapath" will be administered to all in Government offices and public functions/events and cleanliness drive led by senior officers will be undertaken in all government and public offices. The text of the pledge will be sent separately. It is requested to spread this message to all functionaries and organize the 'Swachhta Shapath' in the units/establishments under your control.
4. It is also requested to furnish the following information in respect of the units/establishments under your control by 24th September, 2014 so that the same could be sent to the Cabinet Secretary:
 - (i) Arrangements made to administer the pledge on 2nd October, 2014.
 - (ii) Arrangements made for cleanliness drive and other events planned for 2nd October, 2014.
 - (iii) Action Plan in respect of activities/events/functions planned for the campaign from 25th September onwards.
5. A list of some activities/ events suggested for this campaign is enclosed (Annexure-I)
6. This may be given Top Priority.

Vijay
23.9.14
(Vijay Agrawal)
Director (Coord)

All Joint Secretaries in DoD

MoD I.D. No. 8(22)/2014-D(Coord) dated the 23rd September, 2014

Copy to: JS (E) for organizing "Swachhta Shapath" and other activities/ events on 2nd October, 2014 in the Department of Defence. It is also requested to plan and organize the activities/events/functions for the campaign from 25th September onwards.

जित रेड
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मंत्रिमंडल सचिव
भारत सरकार
CABINET SECRETARY
GOVERNMENT OF INDIA

D.O. No. CS-14771/2014

September 20, 2014

Dear Secretary,

As you are aware, Prime Minister has given a call for "Swachh Bharat" as a mass movement to realize Gandhiji's dream of a Clean India by the 150th birth anniversary of Mahatma Gandhi in 2019. He has desired that a nation-wide campaign be organized with the participation of all sections of society to bring about mass awareness and a lasting behavioural change to achieve this goal. In this context, it has also been proposed that an intensive national cleanliness campaign be undertaken beginning from 25th September, 2014.

2. Union Ministers of the Departments of Drinking Water and Sanitation and Urban Development have already written to Chief Ministers of States on this matter. Similarly, Secretaries of the Departments of Drinking Water & Sanitation and Urban Development have also written to Chief Secretaries/Administrators of States/UTs. I am sure other Ministries, too, are in touch with the corresponding Departments in States/UTs to ensure the widest possible dissemination of information regarding this campaign. I am writing to emphasize that every Ministry/Department should participate in this national endeavour and undertake cleanliness and awareness campaign in a befitting manner.

3. For a campaign of this nature to be successful, there is a need to create massive public awareness and to ensure participation and action for cleaning homes, government offices, schools, hospitals, work places, streets, roads and markets, railway stations and bus terminals, statues, monuments, rivers, lakes, ponds, parks and other public places. It is important to involve government and public sector officials at every level, non-government organisations, education and health institutions, rural and urban local bodies, self-help groups, youth organisations, resident & market associations as well as business & industrial Chambers and Associations in the cleanliness and awareness drives. A variety of activities such as pledge-taking, marches, marathons, debates, street plays, music and essay competitions, cleaning drives and other community activities may be used to focus public attention on this Campaign and on the need for cleanliness. Effective use of mass media such as radio, television and newspapers, digital media such as internet and mobile and direct media may be made in this regard.

4. In this context, I would like to especially underline the importance of cleanliness in Government offices. Upon the Prime Minister's directions, I had written to you in this regard earlier also, and you have been apprising me about the steps taken by your Department to promote a hygienic and clean work environment. You will agree that we need to continue this momentum with

Diary No. 22-9-14
Date

renewed vigour to ensure cleaner government offices. In fact, the work in regard to cleanliness in Government offices/Public buildings needs to be taken to "the next level", so that there is visible and felt impact.

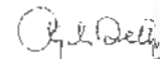
5. While the campaign will begin on 25th September, 2014, it has been decided that, on 2nd October, 2014, "Swachhta Shapath" (pledge) will be administered to all in government offices and public functions/events and cleanliness drive led by senior officers will be undertaken in all government and public offices. The text of the pledge will be sent to you separately. I would, therefore, urge you to take effective action in this regard, and to spread this message to all functionaries and ask them to organize and participate wholeheartedly in this campaign

6. I look forward to hearing from you latest by 22nd September, 2014 on the state of preparation so that PM can be briefed on the comprehensive action plan & arrangements in respect of the following points:-

- Arrangements made to administer the pledge on 2nd October 2014
- Arrangements made for cleanliness drive and other events planned for 2nd October, 2014
- Action Plan of the Department in respect of activities/events/functions planned for the campaign from 25th September, 2014 onwards.

With regards,

Yours sincerely,



(Ajit Seth)

Shri R.K. Mathur
Secretary,
Ministry of Defence
New Delhi