

भारत सरकार/GOVERNMENT OF INDIA
रेल मंत्रालय /MINISTRY OF RAILWAYS
रेलवे बोर्ड/(RAILWAY BOARD)

No.2024/EnHM/08/01/Sw. Pakh.

New Delhi dated. 26 .03.2024

**The General Managers,
All Zonal Railways & PUs,
CMDs & MDs of all PSUs under M/o Railway,
DGs of RDSO and NAIR,
Directors of all CTIs under M/o Railway,
PCAO/COFMOW.**

Sub: Swachhata Pakhwada campaign (01st Oct to 15th Oct'2024) over Indian Railways.

Ref: Cabinet Secretary, Government of India's D.O. Letter No. 561/01/01/2017-CA.V dt. 10.01.2024. (copy enclosed)

Please find enclosed herewith Cabinet Secretary, Government of India's Demi-Official letter under reference forwarding Swachhata Pakhwada Calendar for year 2024 along with consolidated guidelines. Indian Railways, as per the calendar, have to observe the Swachhata Pakhwada from 01st October to 15th October, 2024.

An indicative day-to-day program for the activities to be undertaken during the swachhata pakhwada is enclosed herewith and as per directives of the enclosed letter, the same would be forwarded to D/o Drinking Water and Sanitation, M/o Jal Shakti and alongwith updation on Swachhata Samiksha portal prior to 02 months of commencement of Swachhata Pakhwada as desired in letter under reference.

All guidelines as received from Cabinet Secretary, enclosed with this letter, should be strictly followed. All Railways/PUs/PSUs/CTIs should observe the Swachhata Pakhwada in its true spirit with a view to bring about visible improvement in the level of cleanliness at various Railway establishments and in trains.

Indian Railways would be provided three awards (shields) from the Department of Drinking Water and Sanitation. The awards would be given to those Railway units who would contribute the maximum for swachhata/cleanliness activities during the Swachhata Pakhwada wherein emphasis would be given to innovative/creative activities & initiatives, mass mobilization for Swachhata, engagement of varied sections outside the organization, punctuality in furnishing daily reports etc. Evaluation criteria for the same is also enclosed with this letter.

Day to day activities, observed during Swachhata Pakhwada, with high resolution pictures may be regularly furnished to Railway Board on email id: advenhm@rb.railnet.gov.in (PDF as well as soft copy in MS word) and also may be uploaded on Swachhata Samiksha Portal & myGov portal as advised in aforesaid & consolidated Swachhata Pakhwada guidelines.

A sheet is also enclosed for furnishing brief of tasks (in numbers) performed. All units are requested to keep this data ready and the same should inevitably be furnished with the final report of Swachhata Pakhwada.

Encl: As above.

Signed by

Shailendra Singh

Date: 27-03-2024 11:21:44

(Shailendra Singh)
Principal Executive Director/ME(EnHM & Proj.)
Railway Board

Copy to:

1. Secretary/Railway Board, for kind perusal and organizing Swachhata Pakhwada in Rail Bhawan.
2. ED/Health, Railway Board, for information and necessary action.

Sub: Swachhata Pakhwada – drive from 01st October 2024 to 15th October'2024.

As per directives of Cabinet Secretary/GoI, Indian Railways have to observe Swachhata Pakhwada from **01st October to 15th October'2024**. The Swachhata Pakhwada should be organized with a view to ensure visible and tangible improvement in cleanliness at all its premises i.e. stations, trains, offices, colonies, workshops, maintenance depots, railway hospitals etc.

All Units are requested to draw up a systematic plan and use all its machinery to achieve the desired objective in their areas. Efforts be made in collaboration with NGOs/Charitable organizations and involvement of local celebrities for the purpose. Action under anti-littering rule and imposition of penalty under “polluter pays principle” should be vigorously taken during the pakhwada. Before the launch of the pakhwada, it is requested to ensure display of audio/video of Swachh Bharat Abhiyan and other IEC material at various strategic locations under the Railway premises.

At the end of the pakhwada a press conference should be held. During “Samwad” efforts should be made not only to create awareness about cleanliness but also about the good work done by the Railways in this regard should be brought to the notice of general public.

Date wise indicative activities are given below:

DAY- 1: 01.10.2024 – Mass Swachhata pledge and Swachh Awareness:

- Swachhata pledge (copy enclosed) should be administered to Railway Staff and their families as well as safai karamcharis.
- Swachh Rath/Prabhat Pheris should be taken out in the morning with the slogan “Swachh Rail Swachh Bharat” with a view to raise awareness to all railway employees and their families to ensure cleanliness in the vicinity of their habitat.
- Nukkad Nataks be organized with the help of NGOs, Religious bodies and School children at railway stations for awareness of passengers.
- Workshop and training programs should be conducted by EnHM officers and staff for staff having public interface and passenger service. They should also be given brief on objectives and content of “Swachhata Pakhwada”.
- People should be encouraged to desist from open defecation in areas approaching

stations, on track, in yard or depot premises through IEC.

- Creation of selfie booth on swachhata theme.
- Mass awareness activities on swachhata theme.

DAY- 2: 02/10/2024: Celebration of Mahatma Gandhi Jayanti & Swachh Bharat Diwas:

- Efforts for a combined shramdaan in Railway premises & nearby locality, engagement of local celebrities should be done for cleaning the station premises and its surroundings. If the gathering is in a large number, a two hour slot can be given to each group for their contribution. (Care should be taken to ensure safety while working on/near tracks and not hinder the operation of trains.)
- Cooperation of passengers be sought in keeping the coach clean through PA system on the Railway Station. They can also be administered Swachhata pledge through pamphlets. CPROs be advised to launch awareness campaign with “Meri Seat Mera Dabba” theme.
- Organize seminar on Sanitation and upkeep of railway stations by involving NGOs, Charitable institutions, Scouts & Guides, Unions and all employees to undertake cleanliness drive on their nearest railway stations.
- Seminar and Workshops should be organized on Sanitation and upkeep of railway Colonies and other Institutions on Railway premises.
- Cleanliness awareness campaign to be organized on use of bio-toilets.
- Anti-littering notices to be displayed in all institutions on the Railway premises like Railway Colonies, Rest Houses and Dormitories, Running Rooms, Hospitals and Health Units and Schools.
- Use of CCTVs, awareness posters and slogans, Nukkar shows etc. may be undertaken. Cooperation of passengers be sought in keeping the coach clean through PA system on the Railway Station.
- Passengers can be administered Swachhata pledge through pamphlets.
- Creating Awareness for more use of paperless travel in all classes of travel.
- Feedback may be taken from travelling public regarding cleanliness awareness including message on 139.
- Swachhata thematic painting may be put within Railway premises for awareness.

DAY- 3: 03/10/2024: Swachh Stations (Clean Stations): (major station)

- To organize intensive Cleanliness drive at major stations.
- Availability and working of cleaning machines, tools & plants, protective gears for cleaning staff must be ensured.
- Adequate provision of dustbins at stations are to be ensured.
- Separate dustbins be provided at stations for segregated collection of waste in terms of extant Board’s instructions. A campaign for ‘fill the dustbin’, ‘donate the dustbin’ may be taken up to generate the awareness among the rail users.
- Cleanliness of drains & toilets to be focused.
- Inspecting upkeep and stacking of hydrant pipe in proper manner.

DAY- 4: 04/10/2024: Swachh Stations (Clean Stations): (other than major stations)

- Intensive cleaning of all stations.
- Use of plastic to be discouraged. Major stations in the Zonal Railway should be plastic free.
- Plastic bottle crushers can be installed with CSR funding so that plastic thrown does not choke drains or water outlets.
- All efforts should be made to ensure that platform at important stations to be “zero waste” i.e. litter-free.
- Solar Power equipment should be functional, wherever installed.
- Segregation of waste should be encouraged by setting up of separate dustbins.
- Cleaning of drains & toilets.

DAY - 5: 05/10/2024: Swachh Railgaadi (Clean Train):

- Intensive inspection of Identified Special train at Station by team of officers/supervisors and staff in all OBHS trains.
- Feedback of passengers and provision of award for OBHS staff/supervisors for best OBHS train.
- Do/Don't posters for passengers regarding cleanliness, anti-littering to be ensured in coaches wherever not available.

DAY- 6: 06/10/2024: Swachh Railgaadi (Clean Train):

- Intensive inspection/cleaning other important trains not covered in drive on 05.10.2024 will be undertaken.
- Intensive inspection/Cleaning of trains at washing lines by team of Supervisors/Officers in primary base rake and stabled rakes.
- Train inspection to include checking of toilets, inside and outside cleaning, quality of linen with special attention on Pantry Car cleaning.
- Provision of award to the contractual Supervisor/Staff for best performance during their contract period/no complaint of passenger throughout the year.

Note: All trains have to be inspected in the washing lines, in railway yards and also at stations. Train inspections to include checks on toilets and quality of linen. Suggestions/feedback should also be obtained from passengers and immediate action initiated. Drive Report to be submitted by each team of officers/supervisors with photographs.

DAY- 7: 07/10/2024: Swachh Patri (Clean Tracks): It may be checked that places, areas beyond the railway stations on both sides of the track alongside the city boundaries are not littered with garbage and open defecation in these areas may also be checked to:

- Focus on cleanliness of railway track located in station adjacent areas.
- Launching of awareness campaign to prevent open defecation near tracks.
- Besides removal of garbage, unwanted bushes/grass may also be cleared.
- Involve Urban Local Bodies (ULBs), State Government and participation from citizens, Community Based Organizations (CBOs), Self Help Groups (SHGs), youth associations etc for preventing open defecation, if any such activity is noticed.

DAY- 8: 08/10/2024: Swachh Parisar (Clean Work Place & Clean Residential

Premises):

- To organize and Conduct Intensive cleaning to clean and improve cleanliness in Railway colonies, Retiring Rooms/waiting halls, Rest houses and dormitories, etc.
- Plantation of tree and landscaping in the premises will also be undertaken for beautification.
- Residential premises eg. Railway Colonies, Retiring/Waiting Rooms, Running Rooms, Rest House and Dormitories etc. to be taken up for intensive cleaning.
- Benefits of segregation at source should be explained. Provision of Dry and Wet Dustbin should be made available.
- Intensive drive should be undertaken to clean up garbage in Railway Colonies.
- Participation under CSR be called for installing Bio Compost facilities at Railway Colonies, Stations Hospitals, Workshops etc. Benefits of segregations at source should be explained to them.

DAY- 9: 09/10/2024: Swachh Ahar:

- Intensive cleaning of canteens, food stalls in and around station premises should be undertaken. Utensil cleaning, garbage disposal also to be checked during cleaning for sustainable improvement in cleaning activity.
- Food vendors, cooks and bearer of canteen to be covered under cleanliness, medical checkup and hygiene.
- Benefits of segregations at source should be explained. Provision of Dry & wet Dustbin to be made available.

DAY- 10: 10/10/2024: Swachh Ahar:

- To conduct Inspection of Pantry Cars by team of officers and staff and propagating awareness on cleanliness & hygiene among pantry car staff.
- To conduct Inspection of Pantry car utensils, Food Stuff and its store area, medical fitness of pantry staff for cleanliness and hygiene.
- To inspect Base kitchen and its Store area for cleanliness and hygiene.
- Utensil cleaning method, Waste disposal system.
- Provision of compactors i.e. smart bins in Pantry Cars to be encouraged.
- Feedback of passengers on above aspects i.e. cleanliness & hygiene maintained by pantry car staff to be taken.

DAY- 11: 11/02/2024: Swachh Neer (Clean Water):

- Cleaning of water bodies in Railway premises.
- All water treatment plant, water installations including filter plants, for pre and post filtration quality of water.
- To check for cleanliness and hygiene maintained at Filtration Plants.
- To conduct Drive for making Drinking water Tap area clean at Stations.
- To educate staff to ensure proper stacking of hydrant pipes at coach water filling points (at Stations & Coaching depots) to ensure hygiene.
- To conduct intensive inspection of all water installation in offices, Railway Colonies/Hospitals/Health Units/Schools to ensure:

- a. Round the clock availability of water testing kits & chemicals round the year.
 - b. Cleanliness of water storage tank & adequate Capacity.
 - c. Good condition of water supply pipe – lines.
- To check competency certificate of water testing officials.
Note: It must be ensured that quality potable water is available for passengers and there is no shortage of water supply at any of passenger service locations like waiting rooms, retiring rooms, platforms, trains etc. Inspection of water vending machines, water coolers should be undertaken for cleaning and sample checks should be conducted on quality of water. Efforts for setting up rain harvesting plants and recycling plants should be strengthened. It should be ensured that there is no problem of water stagnation anywhere in Railway premises.

DAY- 12: 12/10/2024: Swachh Prasadhan & Swachh Environment:

- Repair and renovation of public toilets should start on this day, wherever necessary.
- Intensive cleaning of all toilets blocks at railway stations, coaching depots, trains, hospitals, work place and surrounding areas.
- Water availability, leaking pipes, drainage systems should be paid attention to and broken items replaced wherever required.
- People should be encouraged with the help of Nukkad Natak to desist from open defecation in areas approaching railway stations or on tracks.
- Divyang access to the toilets to be reviewed and ensured in the Central and State offices of Ministries/Departments during Pakhwada.
- Awareness campaign for protection of environment.
- Exhibition on waste to wealth be organized.

DAY- 13: 13/10/2024: Swachh Competition:

- Efforts should be made to inculcate a sense of healthy competition for cleaning and commendation letter to be given to those units which are found perennially/regularly cleaned. Supervisors/staff working on cleaning activities should be suitably recognized.
- Advance information towards healthy competition for cleaning and award scheme may be communicated to all major Stations/Depot-in-charges.

DAY- 14: 14/10/2024: No to Single Use Plastic:

- Review of maintenance/working of Plastic Bottle Crushing Machines.
- Awareness campaigns for prohibition of Single Use Plastic.
- Assessment of generated Plastic waste.
- Special Drive for penalty on vendor stalls at Railway Stations for breaching the ban on Single Use Plastic.

DAY- 15: 15/10/2023: Review/Briefing and Swachh Awareness Rally:

- On this day, the work carried out during the pakhwada should be reviewed and a detailed report with photos and videos should be uploaded on the website of each Railway.
- Due coverage of the drive should be ensured in social/print/electronic media.
- Press conference to be organized for appraisal of Media persons.
- Signature campaign may be launched with participation of passengers.
- Plogging (pickup and run) events may be organized to collecting trash during run.

Swachhata Pledge

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 hundred 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/city and my workplace.

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

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

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

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

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

स्वच्छता शपथ

हमारा कर्तव्य है कि गन्दगी को दूर करके भारत माता की सेवा करें।

मैं शपथ लेती/ लेता हूँ कि मैं स्वयं स्वच्छता के प्रति सजग रहूँगा और उसके लिए समय दूँगी / दूँगा।

हर वर्ष 100 घंटे यानि हर सप्ताह 02 घंटे श्रमदान करके स्वच्छता के इस संकल्प को चरितार्थ करूँगी / करूँगा।

मैं न गन्दगी करूँगी / करूँगा, न किसी और को करने दूँगी / दूँगा।

सबसे पहले मैं स्वयं से, मेरे परिवार से, मेरे मोहल्ले से, मेरे गांव/शहर से एवं मेरे कार्यस्थल से शुरुआत करूँगी /

करूंगा।

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

इस दृष्टि विचार के साथ मैं गांव , कस्बों और शहरों में स्वच्छ भारत मिशन का प्रचार करूंगी / करूंगा।

मैं आज जो शपथ ले रहा हूँ, वह अन्य 100 व्यक्तियों से भी करवाऊंगी / करवाऊंगा।

वे भी मेरी तरह स्वच्छता के लिए 100 घंटे दें, इसके लिए प्रयास करूंगी / करूंगा।

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

Brief of tasks performed at the ground level

1. No. of Railway Stations covered
2. Total Area covered (In Sq.M)
3. No. of participants took Swachhata Pledge
4. No. of Nukkad Nattaks performed
5. Drains Cleared (in Meter)
6. Fumigation done on Number of Locations
7. Anti Littering Drive
No. of persons fined
Amount Collected (Rs.)
No. of persons counselled
No. Of Anti-littering stickers pasted
8. Webinars/Seminars conducted for awareness of Swachhata
9. No. of participants attended the seminars/webinars
10. Persons participated (Shramdan)
11. No. of trees planted
12. Plastic removed (in tonnes)
13. Scrap collected in tones (workshops)
14. No. of offices covered under Swachh Parishar
15. Waste collected (in tones) during Swachh Parisar
16. Dustbin installed
17. Track Cleaned (in km)
18. No. of SMS/Feedback received from Passengers
19. No. of trains covered (in inspection)
Swachh- No. of locations drive conducted
20. Aahar Drive
No. of food stalls cleaned
Swachh- No. of locations drive conducted
21. Neer Drive
No. of water booths cleaned

22. Swachh No. of location
Competition No. of Participants

Evaluation Criterion for marking in ZRs/PUs reports to identify 03 Best Performing Units in Swachhata Pakhwara-2024:

S.No.	Day-wise Activity	Total Marks	Marks	Criteria for evaluation
1	Awareness Drive	10	2.5	Participation of Senior Level Officers in administering the Oath at the Zonal and Divisional Headquarters.
			2.5	Arrangement of Awareness Rally and Swachh Raths/Prabhat Pheris to raise awareness among the passengers, employees and their families.
			2.5	The performance of Nukkad Nataks at various offices and stations organized with the help of NGOs, Educational Institutions and various other Community Based Organisations.
			2.5	No. of awareness campaigns organized & Creation of selfie booths on swachhata theme.
2	Mahatma Gandhi Jayanti & Swachh Bharat Diwas	10	2.5	Awareness Seminars and workshops organised on sanitation and upkeep of Railway Stations, Colonies and other institutions on Railway Premises for employees and other stakeholders with participation of local celebrities.
			2.5	The Anti-littering notices and Swachhata thematic paintings must be displayed at all Railway institutions and premises.
			2.5	The administration of pledge through pamphlets to passengers at Railway Stations.
			2.5	The feedback obtained from travelling passengers regarding the cleanliness at the stations and trains.
3	Station Drive	10	2	The intensive cleanliness drive organised at all the major and minor railway stations. (2.5 marks)

			2	Availability and working of cleaning machines, tools & plants, protective gears for cleanliness drive. (2.5 marks)
			2	The availability of adequate dustbins at the stations and ensuring their proper cleaning. (2.5 marks)
			2	The cleanliness of drains, toilets, approach road, FOB, passenger waiting halls, and other railway premises at the station are to be ensured. (2.5 marks)
			2	Maintenance/working of installed solar power instruments
4	Swachh Railgadi	10	3	The intensive cleanliness of trains at washing lines with special focus on cleanliness of toilets, gangway and vestibule area.
			4	Intensive inspection of important trains by Headquarter and Divisional level officers ensuring the provision of OBHS staff in identified trains, quality of linen provided and cleanliness of pantry car.
			3	Awareness campaign organised for passengers regarding the use of bio-toilets, flushing systems, anti-littering at the stations.
5	Swachh Parisar Drive	10	4	Intensive cleanliness/fumigation etc drive conducted to improve cleanliness in Railway offices, Colonies, Retiring/Waiting Rooms, Rest Houses and dormitories etc.
			3	Benefits of Segregation of dry and wet waste explained to the residents and passengers.
			3	Participation of people in Intensive drive launched to clean up garbage in Railway Colonies.
6	Swachh Aahar	10	4	The intensive inspection of food-stalls, food-carts, cloud kitchens and its storage area are being done at various location by officers and staff members.

			3	The intensive inspection of Pantry cars being done by officers and create awareness on cleanliness and hygiene among the pantry car staff members.
			3	Surprise checking of utensil cleaning, garbage disposal facility, medical fitness and hygiene habits of cooks and staff at railway premises like Running rooms, Rest-houses etc.
7	Swachh Neer	10	4	The inspection of all water installation in offices, Railway colonies, Hospitals, stations, Health units, Schools to check cleanliness of water storage tanks, good condition of water supply lines and availability of water testing kits and chemicals.
			3	Checking of cleanliness and hygiene standards at Filtration plants, Drinking water tap area etc.
			3	Inspection of water vending machines, water coolers and packaged drinking water should be undertaken. Also, sample checks conducted on quality of water in various Railway premises.
8	Swachh Prasadhan & Paryavaran	10	4	Repair and renovation/intensive cleaning of all toilet blocks at railway stations, coaching depots, trains, hospitals, workplace and surrounding areas are to be ensured.
			2	Special attention to be paid to the leaking pipes, drainage systems and water availability in the toilets.
			2	Awareness drives to be conducted through pamphlet distribution, Nukkad Nataks against 'Open Defecation' and 'Environment Protection' in surrounding areas and stations.
			2	Sharamdaan activities conducted for tree plantation.
9	Clean water bodies & park	10	4	Ensuring the cleanliness of water

				bodies and parks within the Railway Premises.
			6	Assessment of the water bodies and parks in the Railway land and restoring the non-functional parks and water bodies.
10	Plastic eradication drives/No to Single Use Plastic (SUP)	10	2	Initiation of passenger awareness campaigns for prohibition of SUP at stations.
			3	Special Drive for penalty on vendor stalls at Railway station for breaching the ban on SUP.
			2	Awareness seminars conducted at stations for passengers regarding the different grades of plastic and their effects on environment.
			3	Maintenance and installation of Plastic Bottle Crushing Machines done at stations during Pakhwada.
11	Swachh Tracks & yards	10	3	Special focus on the cleanliness of tracks in the Block Section of Stations and adjacent areas.
			2	The drains alongside the tracks are also covered under the cleanliness drive.
			2	Besides removal of garbage, unwanted grass/bushes are also cleared.
			3	The involvement of Urban Local Bodies, State Government and participation of Community Based Organisations (CBOs), Self Help Groups (SHGs), NSS and youth organisations etc in shramdaan activities alongside the tracks and creating awareness for preventing the open defecation.
12	Swachh Competition (Quiz, Debates & Painting)	10	4	The efforts made to organise the various activities like essay writing, drawing, painting, rangoli competition etc. for staff at various levels and participation of employees. (4 marks)
			3	The distribution of awards to best performers in various cleanliness drives. (3 marks)
			3	Commendation letter issued to units which are found regularly

13	Plogging/Shramdan & Extra activities given by Cabinet Secretariat/MoHUA/MoJal Shakti	10	4	cleaned. (3 marks) Extra activities, if any, given by Cabinet Secretariat/MoHUA/MoJal Shakti during the pakhwada.
			3	Participation of officers & employees in Plogging (pickup and run) events at various location.
			3	Media coverage of the shramdan events in local newspapers, print media and various other social media platforms.
14	Tree Plantation	10	5	The efforts made on mass mobilisation for combined Shramdaan done for cleaning station and its surroundings.
			5	The Tree Plantation drive organised at various Railway Premises.
15	Promptness in submitting detailed reports during Drive	10	10	Promptness in submitting the day to day detailed reports with good quality photos and various videos are considered for evaluation.
	Grand Total	150		

राजीव गौबा
Rajiv Gauba

24
Secy
Secy

cc:- AM/PIg.



सत्यमेव जयते



मंत्रिमंडल सचिव
भारत सरकार
CABINET SECRETARY
GOVERNMENT OF INDIA

D.O. No. 561/01/01/2017-CA.V

Dated the 10th January, 2024

Dear Jaya,

As you are aware, Swachhata Pakhwadas are being organized since April, 2016 with the objective of bringing a fortnight of intense focus on the issues and practices of swachhata in Gol Ministries/Departments. The "Swachhata Pakhwada" concept is inspired by Hon'ble Prime Minister's vision to make swachhata "everyone's business" and therefore involving all Central Government Ministries and Departments in swachhata related activities.

2. Over the years, the Swachhata Pakhwada has acquired an extra dimension. Besides undertaking cleaning activities in offices/organisations of the Ministry/Department, the focus now is on ensuring intensive sanitation efforts in the entire ecosystem related to the Ministry/Department's area of work.

3. The year 2024 would be the 9th consecutive year of Swachhata Pakhwada implementation. The proposed calendar, along with guidelines for Swachhata Pakhwada, is enclosed. Ministries / Departments are expected to engage in Shramdan activities in the communities where they are located and to which they are connected by virtue of their work. A Competitive spirit towards swachhata should be actively encouraged in your organisations and subordinate offices. It is expected that your Ministry/Department will recognize and felicitate outstanding contributors to Swachhata activities both in the organisations as also in the communities.

4. As in previous years, you are requested to upload the Swachhata Pakhwada plans of your Ministry/Department on the Swachhata Samiksha portal well in advance. I would request you to identify some innovative practices that would be undertaken by your Ministry/Department during the Swachhata fortnight. Needless to add, social media platforms and electronic media may be fully leveraged for creating Swachhata related awareness.

5. I look forward to your enthusiastic cooperation in the planning and implementation of Swachhata Pakhwada in your Ministry/Department. As in the past, all Swachhata related activities are required to be undertaken in the attached institutions/organisations/autonomous bodies/CPSEs as well.

With regards

Yours sincerely,

(Rajiv Gauba)

Ms. Jaya Varma Sinha,
Chairperson & CEO, Railway Board,
Rail Bhawan, New Delhi.

Swachhata Pakhwada Calendar 2024			
Sl No.	Pakhwada	Ministries/Departments	Special Occasions
1	1st -15th January	1. Ministry of External Affairs	Pravasi Bharatia 9th January
		2. Ministry of Road Transport and Highways	Road Safety Week 11th -17th January
2	16th – 31st January	1. Ministry of Information and Broadcasting	Republic Day 26 January
		2. 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 Public Enterprises	
3	1st -15th February	1. Department of Space	
		2. Ministry of Electronics and Information Technology	
4	16th – 29th February	1. Ministry of Consumer Affairs, Food and Public Distribution Department of Consumer Affairs Department of Food and Public Distribution	
		2. Department of Atomic Energy	World Science Day - 28 February
5	1st – 15th March	1. Ministry of Women and Child Development	International Women's Day- 8th March
		2. Ministry of Textiles	
6	16th – 31st March	1. Department of Water Resources, River Development & Ganga Rejuvenation	World Water Day- 22nd March
		2. Ministry of Steel	Steel Safety Day 28 March

7	1st – 15th April	1. Ministry of Health and Family Welfare Department of Health & Family Welfare Department of Health Research	World Health Day - 7 April
		2. Ministry of Law & Justice Department of Justice Department of Legal Affairs Legislative Department	Ambedkar Jayanti- 14th April
8	16th – 30th April	1. Ministry of Culture	World Heritage Day- 18th April
		3. Ministry of Parliamentary Affairs	
9	1st – 15th May	1. Ministry of Labour & Employment	International Labour Day- 1st May
		2. Ministry of Science and Technology Department of Biotechnology Department of Science and Technology Department of Scientific and Industrial Research	World Technology Day- 11 May
10	16th – 31st May	1. Ministry of Personnel, Public Grievances and Pensions Department of Administrative Reforms and Public Grievances Department of Pension & Pensioners' Welfare Department of Personnel and Training	
		2. Ministry of Power	
		3. Ministry of Development of North Eastern Region	
11	1st – 15th June	1. Ministry of Environment, Forest and Climate Change	World Environment Day- 5th June
		2. Ministry of New and Renewable Energy	
12	16th – 30th June	1. Ministry of Micro, Small and Medium Enterprises	Micro, Small and Medium Enterprises Day - 27 June
		2. Ministry of Coal	
13	1st – 15th July	1. Ministry of Petroleum and Natural Gas	
		2. Ministry of Earth Sciences	
		3. Ministry of Statistics and Programme Implementation	
14	16th – 31st July	1. Ministry of Social Justice & Empowerment Department of Social Justice & Empowerment Department of Empowerment of Persons with Disabilities	International Day of Disability Awareness- 16th July
		2. Ministry of Skill Development and Entrepreneurship	World Youth Skills Day - 15 July

15	1st – 15th August	1. Ministry of Youth Affairs and Sports Department of Sports Department of Youth Affairs	International Youth Day-12th August
		2. Ministry of Tribal Affairs	World Indigenous Peoples Day August 9
	16th – 31st August	1. Ministry of Heavy Industries and Public Enterprises	
		2. Ministry of Corporate Affairs	
17	1 st – 15 th September	1. Ministry of Education Department of School Education Literacy Department of Higher Education	
		2. Ministry of Chemical and Fertilizers Department of Chemicals and Petrochemicals Department of Fertilizers Department of Pharmaceuticals	
18	16 th – 30 th September	1. Department of Drinking Water & Sanitation	
		2. Ministry of Tourism	World Tourism Day- 27th September
		3. Ministry of Ports, Shipping and Waterways	World Maritime Day 28 September
		4. M/o Housing & Urban Affairs	
19	1 st – 15 th October	1. Ministry of Railways	Swachh Bharat Diwas 2nd October
		2. Ministry of Rural Development Department of Land Resources Department of Rural Development	
20	16 th – 31st October	1. Ministry of Food Processing Industries	World Food Day 16th October and National Ayurveda Day- 17 October
		2. Ministry of AYUSH	
		3. Ministry of Panchayati Raj	

21	1 st – 15 th November	1. Ministry of Commerce and Industry Department of Commerce Department for Promotion of Industry and Internal Trade	National Commerce Education Day - 10th November
		2. Ministry of Civil Aviation	National Ayurveda Day- 17 October
22	16 th – 30 th November	1. Ministry of Communication Department of Posts Department of Telecommunications	National Post Day - 10th October
		2. Ministry of Mines	
23	1 st – 15 th December	1. Ministry of Defence Department of Defence Department of Defence Production Department of Defence Research & Development Department of Ex-Servicemen Welfare	Navy Day- 4th December
		2. Ministry of Home Affairs	Armed Forces Flag Day 7th December
24	16 th – 31 st December	1. Ministry of Agriculture and Farmers Welfare Department of Agricultural Research and Education Department of Agriculture, Cooperation & Farmers Welfare	Kisan Divas (Farmer's Day)- 23 December
		2. Ministry of Fisheries, Animal Husbandry and Dairying Department of Fisheries Department of Animal Husbandry and Dairying	
		3. Ministry of Minority Affairs	Minorities Rights Day - 18th December

Swachhata Pakhwada-2024**Consolidated Guidelines**

- Every Ministry/Department should nominate a Joint Secretary as nodal officer for Swachhata Pakhwada related activities, if not already nominated
- Every Ministry/Department to ensure that all their line departments, PSUs, attached offices, organizations and Institutions under them to plan and implement in detail Swachhata Pakhwada
- The Swachhata Pakhwada action plan must be communicated to the DDWS **two months** prior to the commencement of their Pakhwada and the same is to be uploaded in the designated on Swachhata Samiksha (<http://swachhbharatmission.gov.in/SwachhSamiksha/Home.aspx?Ty=se>)
- Swachhata Pakhwada plans are required to contain detailed date wise activities. Further the Ministries/Departments should ensure that the activities during the Swachhata Pakhwada are in accordance with their plans and discussion
- Secretary of the Ministry/Department concerned may organise a VC/meeting with their field formations for the dissemination of information and to review the preparedness, before the Pakhwada begins
- Senior Officers in the Ministry/Department may provide leadership in implementing Swachhata Pakhwada activities effectively
- Parliamentary Committee and other MP Committees may be convened on Swachhata
- Ministries/Departments need to involve **Union Ministers, MPs and other dignitaries** in Pakhwada activities
- Ministries/Departments may take steps to undertake innovative initiatives during the campaigns so that few stories are generated daily
- Divyang access to the toilets to be reviewed and ensured in the Central and State offices of Ministries/Departments during Pakhwada
- Ministries/Departments may consider setting up a permanent mechanism through new programmes and Schemes for the sustainability of Swachhata, in addition to cleanliness drives during the Pakhwada
- Curbing Single Use Plastic (SUP) and discourage use of Plastic
- **There needs to be a daily reporting of the activities during the Pakhwada on Swachhata Samiksha portal (<http://swachhbharatmission.gov.in/SwachhSamiksha/Home.aspx?Ty=se>) and myGov portals**
- **Activity pictures of High Resolution of 2mb-5mb to be uploaded on the portal**
- During the Pakhwada Ministries/Departments may initiate Swachhata Awards/ranking among organisations under their fold (**Detail guidelines are mentioned as Annexure-I**)

- Ministries/Departments are advised to encourage communities for their active involvement and to ensure cleanliness and awareness drives in their locality alongwith cleanliness of their premises/attached offices. Some suggestive Community engagement activities are given in the **Annexure-II**
- Ministries/Departments should ensure better branding and publicity of Pakhwada activities in electronic and print media platforms at both field and central level. They need to make use of social media such as myGov., Twitter and Facebook extensively for the purpose
- Ministries/Departments in coordination with Mol&B, will ensure that adequate publicity is received by the Swachhata Pakhwada initiatives in both electronic and print media. Mol&B to also broadcast inspiring Swachhata initiatives on their coverage
- A press release should be issued highlighting major outcomes of Swachhata Pakhwada
- A press conference needs to be organised by the Ministry/Department at the culmination of their Pakhwada to highlight the activities and initiatives undertaken. This may be addressed at the level of the Union Ministers and Secretaries
- At the conclusion of the Swachhata Pakhwada the Ministries/Departments are required to submit the following to DDWS for onward submission to Cabinet Secretary and PMO:
 1. Report containing a detailed account of activities undertaken during Pakhwada
 2. Related picture album, **newspaper clippings, press notes**, audio-visual clips
 3. Any special document that Ministry/Department may have issued during Pakhwada
 4. Name and details of the three Swachhata Pakhwada awardees

Annexure-I

Swachhata Pakhwada Awards – Guidelines

1. Each Ministry/ Department observing the Pakhwada will be provided three awards from the Department of Drinking Water and Sanitation. However, Ministries/Departments may encourage to introduce a large number of awards at their level to encourage Swachhata Pakhwada activities
2. The awards would be given to those who have contributed the maximum to the cause of sanitation based on rating and ranking. Emphasis while giving the awards would be given to innovative/ creative activities & initiatives, mass mobilization for Swachhata, engagement of varied sections outside the organization etc. which have deep and sustainable impact countrywide
3. Each Ministry/ Department would carry out the selection process overseen by the concerned Secretary and select the final three (First, Second and Third) awardees and intimate DDWS within the two days of ending of their Pakhwada
4. These awards would be handed over to the winning sections/ attached offices/ field formations/ Institutions/ PSUs/ organizations at the end of Pakhwada Press Conference or similar events
5. Ministries and Departments are requested to send the list of the selected winners to DDWS along with a brief note mentioning the basis for the same to Shri Sanjay Kumar Sinha, Director, (sanjay.sinha67@nic.in).

Annexure-II

Swachhata Pakhwada Suggestive activities on Community Engagement

Following are the suggestive Swachhata Pakhwada Activities may be taken up by the Ministries and Departments during the oberveance of their Swachhata Pakhwada

1. Shraamdaan activities in the nearby locality
2. Repair and renovation of Public Toilets, Schools, Anganwadis Toilets
3. Mass awareness activities on Swachhata Theme
4. Cleaning of nearby Villages, Schools, Anganwadis, PHCs, Collages or any Public Places
5. Engagement of local celebrities
6. Swachhata Seminars, Trainings, Workshops
7. Exhibition on Waste to Wealth
8. Swachhata Raths, Rallies,
9. Mass Swachhata Pledge
10. Cleaning of Ponds, Rivers, Beaches
11. Plantation drives
12. Selfy Booth
13. Signature Campaigns
14. Swachhata thematic paintings
15. Press Conference
16. Use of Social Media
17. Campaign on discarding the use of Single Use Plastic
18. Organising Nukad Natak on Swachhata theme
19. Nationwide mega "Plogging" event during the Pakhwada
20. The Swachh Bharat Anthem and other relevant IEC materials may be displayed at various strategic locations