GOVERNMENT OF INDIA
MINISTRY OF RAILWAYS
(RAILWAY BOARD)

No. 2021/EnHM/08/01/SP **New Delhi, 23.02.2021**

The General Managers
All Indian Railways.

Sub: Swachhata Pakhwada campaign-2021 over Indian Railways.
Ref: Cabinet Secretary, GoI D.O. No. 561/1/1/2017-CA.V/CA.IV dt 22.12.2020.

Please find enclosed herewith Cabinet Secretary, GoI letter under reference forwarding Swachhata Pakhwada Calendar for 2021 along with consolidated guidelines. As per the calendar, Indian Railways have to observe the Pakhwada from 16th September to 30th September, 2021.

General Managers are advised to prepare a detailed action plan for the Pakhwada and activities to be undertaken during the same. The proposed action plan should be forwarded to this office on email **advenhm@rb.railnet.gov.in** by 15th April 2021 so that the same may be shared with D/o Drinking Water and Sanitation, M/o Jal Shakti.

Encl: As above.

Digitally signed by
SHIVENDRA MOHAN
Date:Tue Feb 23 18:37:46 IST 2021
Reason: Approved

(Shivendra Mohan)
Executive Director
EnHM/ME
Railway Board

Copy to: MD/KRCL for necessary action.

789429/2020/O/o CRB

राजीव गौबा
Rajiv Gauba

मंत्रिमंडल सचिव
भारत सरकार
CABINET SECRETARY
GOVERNMENT OF INDIA

सत्यमेव जयते

स्वच्छ भारत
एक कदम स्वच्छता की ओर

D.O. No 561/1/1/2017-CA.V/CA.IV **Dated 22nd December, 2020**

Dear Shri Gauba

As you are aware, 'Swachhata Pakhwada' is an important initative under the Swachh Bharat Mission to engage all Ministries and Departments in Swachhata related activities, thereby making Swachhata "everyone's business". Swachhata Pakhwada was launched in 2016 and 2021 would be the 6th successive year of Swachhata Pakhwada implementation.

CRB

I attach herewith the proposed Calendar of Swachhata Pakhwada for the year 2021. As per previous practice, you are requested to communicate the Swachhata Pakhwada Plan of your Ministry/Department to D/o Drinking Water and Sanitation, M/o Jal Shakti and upload it on the swachhataSamiksha portal at least two months in advance. You may kindly identify innovative practices related to swachhata to be undertaken for implementation during the fortnight. The Social Media platforms along with electronic media may be used for Swachhata related awareness.

MTRRS

3. I look forward to your wholehearted cooperation for effective implementation of Swachhata Pakhwada in your Ministry/Department and its attached Field institutions/oganisations.

With regards

Yours sincerely,

Encl: As above

(Rajiv Gauba)

To,
Chairman, Railway Board
Rail Bhawan, New Delhi

Swachhata Pakhwada Calendar 2021			
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	
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 Heath 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	
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 Department of Heavy Industry Department of Public Enterprises	
		2. Ministry of Corporate Affairs	
17	1st – 15th 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	16th – 30th September	1. Ministry of Tourism	World Tourism Day- 27th September
		2. Ministry of Railways	
		3. Ministry of Shipping	World Maritime Day 28 September
19	1st – 15th October	1. Ministry of Panchayati Raj	
		2. Ministry of Rural Development Department of Land Resources Department of Rural Development	Swachh Bharat Diwas 2nd October
20	16th – 31st October	1. Ministry of Food Processing Industries	World Food Day 16th October and National Ayurveda Day- 17 October
		2. Ministry of AYUSH	

21	1st – 15th 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	16th – 30th November	1. Ministry of Communication Department of Posts Department of Telecommunications	National Post Day - 10th October
		2. Ministry of Mines	
23	1st – 15th 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	16th – 31st 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-2021

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 to continue focus on "Hygiene and Sanitation" particularly keeping in mind the ongoing COVID-19**
- 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)**
- 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 MoI&B, will ensure that adequate publicity is received by the Swachhata Pakhwada initiatives in both electronic and print media. MoI&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

Note: Due to the ongoing global Pandemic of COVID-19, while observing Swachhata Pakhwada, Ministries/Departments are requested to follow all the instructions and guidelines issued by the M/o Home Affairs and M/o Health and Family Welfare, from time to time

Annexure

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 Kapil Chaudhary, Director, (kapilc1973@gmail.com)