

INDIAN STATISTICAL INSTITUTE

203 B. T. Road, Kolkata -700108

No.CAF/22-2/ 485
25 September, 2014

OFFICE ORDER

Sub : Cleanliness and Awareness Campaign for "Swachh Bharat"

I am directed to forward herewith the letter No. F.No.D-31011/1/2014-Genl. Dated 22nd September, 2014 and latest MOSPI U.O. No. D-31011/1/2014-Genl. Dated 25th September, 2014 received from Shri Ram Mohan, Director (HOD), Administrative Division, Ministry of Statistics & P.I., Government of India along with the letter No. D.O. No. CS – 14771/2014, dated 20th September, 2014, sent by the Cabinet Secretary, Government of India regarding the Action Plan and arrangement for the cleanliness etc.

I am further directed to request you to ensure the needful compliance for each item as stated in the said letters and send your compliance report on the subject at the earliest.

Encl : As stated


(S.K. Tyer) 25/9/2014
Chief Executive (Admn. & Finance)

Copy to :

All Heads of Divisions / Departments / Sections / Units etc. including outlying Centres / Offices / Branch / Units of Indian Statistical Institute.

Government of India
Ministry of Statistics & Programme Implementation

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Subject: Cleanliness and awareness campaign for "Swachh Bharat"

The PMO has communicated through their I.D. Note dated 19.9.14 & 22.9.14 the record of discussions of the meeting taken by Hon'ble Prime Minister on "Mission Swachh Bharat". Following points are for action by this Ministry:

1. "In the coming five years, different events focusing on cleanliness may be organized".

(Action: All Departments)

2. "From 25th September till Diwali, there should be major cleanliness drives across the country. All Government offices upto Panchayat levels must conduct cleanliness drives".

(Action: All Departments)

3. "The cleanliness campaign starting from 25th September to continue in October and this first phase of sustained campaign to culminate on 31st October, the birthday of Sardar Patel".

(Action: All Departments)

4. "Ministries / Departments to work in synergy with the objective of a common mission. The focus should be on how to make this mission a national agenda so as to make it people driven. Society should own this mission rather than thinking it as another government programme. Ways and means may be suggested for inculcating hygienic practices among people".

(Action: All Departments)

5. All Ministries / Departments of Govt. of India to prepare action plans (indicating exactly who will do what) for the mission for the launch on 2nd October, the works to be undertaken (deliverables) in the first year, and then for four years, ending on 2nd October, 2019".

(Action: All Departments)

6. "A sense of hatred towards unhygienic and unclean practices needs to be developed. The focus should not be lost by adding sundry activities like plantation etc. All the Departments should also come up with necessary benchmarking regarding clean working environment. Photographs from Ministries may be uploaded showing before and after effect of the cleanliness drive. The approved logo and slogan for this mission should be used on all government correspondence. The theme in Government published diaries and calendars should be on sanitation and cleanliness".

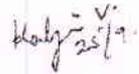
(Action: All Departments/MoDWS, MoI&B)

You are requested to take necessary action on these action points on top priority and send action taken report latest by 26th September, 2014.


(Ram Mohan)
Director



DG, NSSO, DG, CSO, Director, ISI, Kolkata, DDG, NSC, New Delhi
MoSPI U.O. No. D-31011/1/2014-Genl. dated 25.09.14


25/9

o/c

Most Immediate

F.No.D-31011/1/2014-Genl.
Government of India
Ministry of Statistics and Programme Implementation
(Administration Division)

Dated, the 22nd September 2014.

Subject: Swachh Bharat.

1. This has reference in **Cabinet Secretariat's** d.o. letter no.CS-14771/2014 dated 20th September 2014 (copy **enclosed**) on the subject mentioned above.
2. A copy of the **Note on 'Swachh Bharat – Action Plan and Arrangements by Ministry of Statistics and Programme Implementation, Government of India'**, sent to Cabinet Secretariat, is also **enclosed**.
3. Contents of the pledge (Swachhta Shapath) to be administered on the 2nd of October 2014 will be communicated when received. In Sardar Patel Bhavan, Parliament Street, New Delhi, the pledge will be administered by Secretary, Ministry of Statistics and Programme Implementation. In the other buildings in New Delhi and in the buildings in the rest of the country, the pledge will be administered by the senior-most officer in that building. Necessary directions may accordingly be issued to all field offices of Ministry of Statistics and Programme Implementation.
4. A special cleanliness drive will be initiated on 25th September 2014 onwards, so that each and every building of the Ministry of Statistics and Programme Implementation in the country is spick and span on the 2nd of October 2014. Necessary directions may accordingly be issued to all field offices of Ministry of Statistics and Programme Implementation.
5. Copies of directions issued in this regard may be endorsed to Administration Division.
6. Compliance reports may also be sent to Administration Division.



(Ram Mohan)
Director (HOD)

To,

1. DG, NSSO, New Delhi.
2. DG, CSO, New Delhi.
- ✓ 3. Director, ISI, Kolkata.
4. DDG, NSC, New Delhi.

अजित सेठ
AJIT SETH



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CABINET SECRETARY
GOVERNMENT OF INDIA

D.O. No. CS-14771/2014

September 26, 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

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 respective 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)

Ministry of Statistics and Programme Implementation
Government of India
(Administration Division)

Dated, the 22nd September 2014

Reference: Cabinet Secretary's d.o. letter no. CS-14771/2014 dated September 20, 2014.

Swachh Bharat - Action Plan and Arrangements by Ministry of Statistics and Programme Implementation, Government of India

1. Ministry of Statistics and Programme Implementation will ensure that the pledge (Swachhta Shapath) will be taken by all officers / officials in all its offices spread across the country, in accordance with the instructions that will be received in this regard. In Sardar Patel Bhavan, Parliament Street, New Delhi, the pledge will be administered by Secretary, Ministry of Statistics and Programme Implementation. In the other buildings in New Delhi and in the buildings in the rest of the country, the pledge will be administered by the senior-most officer in that building.
2. In accordance with Cabinet Secretary's earlier instructions in this regard, in each building the work space has been / is being cleaned and spruced up on a continuing basis. This is being undertaken / monitored regularly. A special cleanliness drive will be initiated on 25th September 2014 onwards, so that each and every building of the Ministry of Statistics and Programme Implementation in the country is spick and span on the 2nd of October 2014.
3. Ministry of Statistics and Programme Implementation is not directly related to any cleanliness effort / scheme in the field. Its endeavours accordingly will be to inculcate the importance of cleanliness in every officer / official of the Ministry, with the expectation that they will spread it in their offices, families, neighbourhoods and official and personal environments.