

Swachhata Pakhwada-2019

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 MDWS **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 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 permanent mechanism through new programmes and Schemes for sustainability of Swachhata, in addition to cleanliness drives during the Pakhwada
- **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 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 MDWS for onward submission to Cabinet Secretary and PMO:
 1. Report containing detailed account of activities under taken 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

Swachhata Pakhwada Awards – Guidelines

1. Each Ministry/ Department observing the Pakhwada will be provided three awards from Ministry of Drinking Water and Sanitation. However, Ministries/Departments may encourage to introduce large number of awards at their level to encourage Swachhata Pakhwada activities
2. The awards would be given to those who have contributed maximum to the cause of sanitation on the basis of 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 MDWS 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 the Ministry along with a brief note mentioning the basis for the same to Shri Kapil Chaudhary, Director, MDWS (kapilc1973@gmail.com)