



प्रा. मनिष र. जोशी
सचिव

Prof. Manish R. Joshi
Secretary



विश्वविद्यालय अनुदान आयोग
University Grants Commission
(शिक्षा मंत्रालय, भारत सरकार)
(Ministry of Education, Govt. of India)

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21th August, 2023/30 श्रावण 1945

Subject: Celebration of Swachhata Pakhwada from 1st to 15th September, 2023

Respected Madam/Sir,

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. This is the 8th consecutive year of "Swachhata Pakhwada" implementation. The proposed calendar, along with the guidelines of Swachhata Pakhwada, for the year 2023 is enclosed as Annexure.

In view of above, the Higher Educational Institutions (HEIs) are requested to formulate and implement their plans during 1st to 15th September, 2023 of 'Swachhata Pakhwada' and give a wide publicity to the same.

The consolidated report of the activities may kindly be shared at ebsbmhrd19@gmail.com so that the same may be timely uploaded on 'Swachhata Samiksha Portal' of Ministry of Drinking Water and Sanitation, Govt. of India.

In addition, the details of the activities conducted may also be uploaded along with photos/videos on the University Activity Monitoring Portal (UAMP) at <https://uamp.ugc.ac.in/>.

With kind regards,

Yours sincerely,

(Manish Joshi)

To

**The Vice-Chancellors of all Universities
The Principals of all Colleges/Institutes**



Swachhata Pakhwada-2023

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 COVID-19 pandemic**
- 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

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 Sanjay Kumar Sinha, DS, (sanjay.sinha67@nic.in)

Swachhata Pakhwada Calendar 2023

SL No.	Pakhwada	Ministries/Departments	Special Occasions
1	1st -15th January	1. Ministry of External Affairs 2. Ministry of Road Transport and Highways	Pravasi Bharat Divas 9th January Road Safety Week 11th -17th January
2	16th – 31st January	1. Ministry of Information and Broadcasting 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	Republic Day 26 January
3	1st -15th February	1. Department of Space 2. Ministry of Electronics and Information Technology	
4	16th – 28th 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 2. Ministry of Textiles	International Women's Day- 8th March
6	16th – 31st March	1. Department of Water Resources, River Development & Ganga Rejuvenation 2. Ministry of Steel	World Water Day- 22nd March 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 2. Ministry of Law & Justice Department of Justice Department of Legal Affairs Legislative Department	World Health Day - 7 April Ambedkar Jayanti- 14th April
8	16th – 30th April	1. Ministry of Culture 3. Ministry of Parliamentary Affairs	World Heritage Day- 18th April

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 Department of Heavy Industry Department of 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. Ministry of Tourism	World Tourism Day- 27th September
		2. Ministry of Railways	
		3. Ministry of Ports, Shipping and Waterways	World Maritime Day 28 September
		4. Ministry of Housing and Urban Affairs	-
		5. Department of Drinking Water and Sanitation	-
19	1 st – 15 th 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	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	
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