

Consolidated Guidelines Swachhta Pakhwada- 2017

- Ministries should move beyond symbolism and go to the next level in the implementation of Pakhwada in 2017.
- Ministries may consider setting up permanent mechanism through new programmes and schemes for sustainability of swachhta, in addition to cleanliness drives during the Pakhwada.
- Every Ministry should nominate a Joint Secretary as the nodal officer for Swachhta Pakhwada related activities, if not already nominated.
- The Swachhta Pakhwada action plan must be communicated to the MDWS two months prior to the commencement of their Pakhwada.
- Pakhwada plans required to contain detailed date wise activities
- Divyang access to toilets to be reviewed and ensured in Central and State offices of Ministries during Pakhwada.
- Parliamentary Consultative Committee and other MPs Committees may be convened on Swachhta.
- Ministries need to involve Union Ministers and MPs in Pakhwada activities.
- Senior officers in the Ministry may provide leadership in implementing the Swachhta Pakhwada effectively.
- Ministries may take steps to undertake innovative initiatives during the campaign so that few stories are generated daily.
- Ministries should ensure better branding and publicity of Pakhwada activities in electronic and print media platforms at both field and central levels. They need to make use of social media such as my Gov, Twitter and Face book extensively for the purpose
- A press release should be issued highlighting major outcomes of Swachhta Pakhwada.
- A press conference needs to be organised by the Ministry at the culmination of their Pakhwada to highlight the activities and initiatives undertaken. This may be addressed at the level of the Minister.

- There should be a daily reporting of activities during the Pakhwada on Swachhta Sameeksha and myGov portals.
 - At the conclusion of the Swachhta Pakhwada the Ministries are required to submit the following to MDWS for onward submission to Cabinet Secretary and PMO:
 1. Report containing detailed account of activities undertaken during Pakhwada
 2. Related picture album, newspaper clippings, press notes, audio-visual clips
 3. Any special document that Ministry may have issued during Pakhwada
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Swachhta Pakhwada
Calendar 2017

S.No	Pakhwada	Ministries	Special Occasions
1	1 st - 15 th January	1. Ministry of External affairs 2. Ministry of Finance 3. Ministry of Steel	Pravasi Bhartiya Diwas -9 th January
2	16 th - 31 st January	1. Ministry of Information and Broadcasting 2. Ministry of Civil Aviation	Republic Day- 26 th January
3	1 st - 15 th February	1. Ministry of Health and Family welfare 2. Ministry of AYUSH	
4	16 th - 28 th February	1. Ministry of Commerce and Industry 2. Ministry of Development of North Eastern Region	
5	1 st - 15 th March	1. Ministry of Women and Child Development 2. Ministry of Tribal Affairs	International Women's Day - 8 th March
6	16 th - 31 st March	1. Ministry of Water Resources, River Development and Ganga Rejuvenation 2. Ministry of Shipping	World Water Day - 22 nd March;
7	1 st - 15 th April	1. Ministry of Law and Justice 2. Ministry of Parliamentary Affairs 3. Dept of Atomic Energy	Ambedkar Jayanti -14 th April
8	16 th - 30 th April	1. Ministry of Culture	World Heritage Day -18 th April

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		2. Ministry of Tourism	
9	1 st - 15 th May	1. Ministry of Labour and Employment 2. Ministry of Textiles	International Labour Day - 1 st May
10	16 th - 31 st May	1. Ministry of Agriculture and Farmers Welfare 2. Ministry of Consumer Affairs, Food and Public Distribution	
11	1 st - 15 th June	1. Ministry of Environment & Forests and Climate Change 2. Ministry of New and Renewable Energy 3. Ministry of Personnel, Public Grievances and Pensions 4. Department of Atomic Energy	World Environment Day - 5 th June
12	16 th - 31 st June	1. Ministry of Social Justice and Empowerment 2. Ministry of Earth Sciences 3. Department of Space	
13	1 st - 15 th July	1. Ministry of Communications 2. Ministry of Power	

14	16 th – 31 st July	<ol style="list-style-type: none"> 1. Ministry of Petroleum and Natural Gas 2. Ministry of Road Transport and Highways 	
15	1 st – 15 th August	<ol style="list-style-type: none"> 1. Ministry of Youth Affairs and Sports 2. Ministry of Electronics and Information Technology 	International Youth Day- 12 th August
16	16 th – 31 st August	<ol style="list-style-type: none"> 1. Ministry of Railways 2. Ministry of Coal 3. Ministry of Chemicals and Fertilizers 	
17	1 st – 15 th September	<ol style="list-style-type: none"> 1. Ministry of Human Resource Development(DoSEL and DoHE) 	Teacher's Day – 5 th September
18	16 th – 30 th September	<ol style="list-style-type: none"> 1. Ministry of Tourism 2. Ministry of Culture 	World Tourism Day- 27 th September
19	1 st – 15 th October	<ol style="list-style-type: none"> 1. Ministry of Panchayati Raj 2. Ministry of Rural development 3. Ministry of Urban Development 	3 rd Anniversary of Swachh Bharat Mission on 2 nd Oct 2017

20	16 th – 31 st October	1. Ministry of Food Processing Industries 2. Ministry of Statistics and Programme Implementation	World Food Day – 16 th October
21	1 st – 15 th November	1. Ministry of Skill Development and Entrepreneurship 2. Ministry of Science and Technology	
22	16 th – 30 th November	1. Ministry of Housing and Urban Poverty Alleviation 2. Ministry of Minority Affairs	World Toilet Day- 19 th November
23	1 st – 15 th December	1. Ministry of Defence 2. Ministry of Home Affairs 3. Ministry of Micro, Small and Medium Enterprises	Navy Day – 4 th December, Armed Forces Flag Day – 7 th Dec
24	16 th – 31 st December	1. Ministry of Corporate Affairs 2. Ministry of Heavy Industries and PE 3. Ministry of Mines	