



सत्यमेव जयते

अध्यक्ष एवं मुख्य कार्यकारी अधिकारी,  
रेलवे बोर्ड  
पदेन प्रमुख सचिव, भारत सरकार  
रेल मंत्रालय

CHAIRMAN & CHIEF EXECUTIVE OFFICER,  
RAILWAY BOARD  
EX-OFFICIO PRINCIPAL SECRETARY  
GOVERNMENT OF INDIA  
MINISTRY OF RAILWAYS

DO No. 2023/EnHM/08/01/Sw. Pakh.

25<sup>th</sup> September, 2023

Dear General Manager,

**Sub: Swachhata Pakhwada from 16<sup>th</sup> September to 2<sup>nd</sup> October, 2023 over Indian Railways.**

**Ref:** i) My earlier D.O. letter of even no. dated 11.09.2023.  
ii) Secretary, MoH&UA's letter No. 2/8/2019-SBM IV dt. 22.09.23(copy enclosed)

All Railways/PUs/PSUs/CTIs are observing Swachhata Hi Seva/Swachhata Pakhwada from 15.09.2023 to 02.10.2023 with a view to bring about visible improvement in the level of cleanliness at various Railway establishments and in trains. An indicative day-to-day program for the activities to be undertaken during the swachhata pakhwada was forwarded to all Railway Establishments.

2. Secretary/MoH&UA vide letter under reference has communicated that Railways to conduct a massive cleanliness drive led by people on 1 Oct 23, at 10.00AM as a tribute to Mahatma Gandhi on the eve of his birth anniversary on 2 Oct 23. Hon'ble Prime Minister and other dignitaries would also be joining the swachhata activities on ground. In this regard, the following urgent actions are may be undertaken:-

- Identify sites (either in rural or urban areas) where cleanliness activities will be undertaken with public participation. Site must be selected with care so as to have improved cleanliness post the activity.
- Details of the sites and events may be uploaded on the portal 'Swachhata Hi Seva' (<https://swachhatahiseva.com/>). Once the events are created, the field units should widely publicize through local communication platforms by 26.09.2023.
- On 1st Oct, it may be ensured that actual cleaning activity takes place at 10 AM with the volunteers contributing at least one hour of shramdaan.

3. All above events will be available on a map which citizens can view and choose the event they want to join by going through the options that will be available on the portal. Standard Operation Procedure (SOP) with other necessary details of activities to be followed as received from Ministry of Housing & Urban Affairs is also enclosed.

4. Mandatory Railway safety procedure should be followed keeping in view the trains operations to ensure safety of public and officials involved in Swachhata Hi Seva/Swachhata Pakhwada drive at train movement area.

With best wishes,

Encl: As above.

Yours sincerely

(Jaya Varma Sinha)

**The General Managers,  
All Zonal Railway & PUs,  
CMDs & MDs of all PSUs under M/o Railway  
DGs of RDSO and NAIR,  
Directors, all CTIs under M/o Railway.**

**Copy to:** Secretary/Railway Board

मनोज जोशी  
सचिव  
**Manoj Joshi**  
Secretary



भारत सरकार  
आवासन और शहरी कार्य मंत्रालय  
निर्माण भवन, नई दिल्ली-110011  
Government of India  
Ministry of Housing and Urban Affairs  
Nirman Bhawan, New Delhi-110011

2/8/2019-SBM IV  
Date: 22<sup>nd</sup> September, 2023

Dear Secretary,

As part of Swachhata Pakhwada - Swachhata Hi Seva (SHS) 2023, a massive cleanliness drive led by people is envisaged to be held on 1<sup>st</sup> Oct '23, at 10.00 am across the country as a tribute to Mahatma Gandhi on the eve of his birth anniversary on 2<sup>nd</sup> Oct '23. Hon'ble Prime Minister and other dignitaries would also be joining the swachhata activities on ground.

2. For this, the following urgent actions are needed:

- i) Ministries to identify their field units that will execute cleanliness events on 1<sup>st</sup> Oct '23.
- ii) Each field unit will be required to identify a site either in rural or urban areas where cleanliness activities will be undertaken with public participation. Site must be selected with care so as to have improved cleanliness post the activity.
- iii) The Ministry should either enter the details of the site and events by itself on the portal 'Swachhata Hi Seva' (<https://swachhatahiseva.com/>) or enable the field unit to have login credentials to enter the details directly on the website. Once the events are created, the field units should widely publicise through local communication platforms.
- iv) All these created events will be available on a map which citizens can view and choose the event they want to join by going through the options that will be available on the portal.
- v) On 1<sup>st</sup> Oct, the organizing field unit must ensure that actual cleaning activity takes place at 10 am with the volunteers contributing at least one hour of shramdaan resulting in visible cleanliness.

3. To facilitate the process, an online preparatory meeting is being scheduled on 23<sup>rd</sup> Sept at 2.30 pm with all Ministries (link is being shared). It is requested to depute Nodal officers along with their teams to attend the same. A demonstration of the portal will be provided during meeting. In addition, a dedicated handholding support for Ministries is being organised on 25<sup>th</sup> Sept, 11 am onwards. A brief note on the key aspects for 1<sup>st</sup> Oct '23 is enclosed for your kind information and necessary action.

4. You are requested to review the final preparedness by 26<sup>th</sup> Sept '23 for the entire Ministry for the mega cleanliness drive to be held on 1st Oct '23.

Looking forward to your cooperation.

Yours Sincerely,

*Manoj Joshi*

(Manoj Joshi)

To:

Secretaries of all Ministries / Department

## SOP for 1<sup>st</sup> Oct 2023 for Central Ministries

### 1) Call to Action

- i. Actual cleaning drive
- ii. By people
- iii. Across the nation
- iv. For at least 1 hour
- v. At 10.00 am
- vi. Resulting in visible cleanliness

### 2) Specific deliverables:

- i. Number of events
- ii. Expected participation
- iii. Expected quantitative output (for ex: kms of railway track cleaned, number of kms of national highway cleaned etc)

### 3) Creation of events on Swachhata Hi Seva – Citizens Portal: (<https://swachhatahiseva.com>)

- i. User ids for all Ministries (same as DDWS portal)
- ii. The Ministry should either enter the details of the site and events by itself on the portal 'Swachhata Hi Seva' (<https://swachhatahiseva.com/>) or enable the field unit to have login credentials to enter the details directly on the website. Once the events are created, the field units should widely publicise through local communication platforms. Each event will be created with a unique identity on the citizen portal.
- iii. All these created events will be available on a map which citizens can view and choose the event they want to join by going through the options that will be available on the portal.
- iv. At the site public can click pictures and upload on the events page. Event will have separate microsite.
- v. After completion of the event, the creator of the event will have to close the event on the portal.
- vi. Ministries / field units would be able to view various reports on the portal.

### 4) Detailed logistics plan:

- i. Planning of events on SHS
  - a. Exact location
  - b. Timing
  - c. Coordinator
- ii. Nature of cleaning
  - a. Material planning like brooms, cutters, thailas, containers etc,

- b. Tie-up with local body for transportation of the collected garbage to the designated points for solid waste management (No site should create a garbage dump after the activity)

#### 5) Event requirements

- i. Must necessarily result in cleaning
- ii. High focus on garbage vulnerable places like railway tracks, roadsides, ponds, slums, under bridges, market spaces, religious and tourist locations, zoos and wildlife areas etc
- iii. Each event must be with public participation
- iv. Event timing- 10:00 am
- v. Atleast one hour of shramdaan by everyone
- vi. All activities to be SUP free and zero waste events

#### 6) Important timelines

| Date                                     | Activity  |
|--|---|
| 23 <sup>rd</sup> Sept                    | i. Online meeting with Central Ministries   |
| 24 <sup>th</sup> Sept                    | i. Identification of field units for implementation<br>ii. Meeting with field units by respective Ministries<br>iii. The deliverables and planning for 1st Oct<br>iv. Selection of appropriate nodal officer with team to be created in each ministry for overseeing the field arrangement, coordination, reporting, public engagement etc. |
| 25 <sup>th</sup> Sept                    | i. Dedicated online training of field units for event creation on portal (training schedule enclosed)   |
| 25 <sup>th</sup> – 26 <sup>th</sup> Sept | i. Plan finalization of events by field units along with logistics tie-up with local bodies for proper implementation of the events<br>ii. Uploading of events on citizen portal to be completed by 26 <sup>th</sup> Sept.  |
| 26 <sup>th</sup> Sept                    | i. Review by respective Secretaries on the final preparation  |

#### 7) Dissemination strategy

- i. Promote citizen participation on <https://swachhatahiseva.com/> (AV will be shared)
- ii. Promote pictures of activities pre and post on social media
- iii. SHS banners on all websites
- iv. All steps maybe taken for maximum participation from citizens including dissemination through digital and social media
- v. Ensure the event highlights are posted on social media handles of, Ministers, MPs, MLAs, Mayors, Corporators, Senior Govt. officers etc.
- vi. Respective Central Ministries to coordinate for appropriate inputs for various handles and also monitor the overall dissemination strategy.

- vii. Focus of social media posts should be on scale of activity, innovation, peoples engagement, pre and post situation pictures
- viii. Re-tweet posts from important handles/brand ambassadors and influencers
- ix. Official Hashtag: #SwachhBharat
- x. Official Handles to be tagged: @SwachhBharatGov, @swachhbharat
- xi. Similar engagement instructions to be given to field offices

| <b>Dissemination Strategy Timelines</b>  |  |
|--|--|
| 23 <sup>rd</sup> Sept                    | PIB release for cleanliness drives on 1 <sup>st</sup> Oct  |
| 24 <sup>th</sup> – 25 <sup>th</sup> Sept | <ul style="list-style-type: none"> <li>i. Similar press releases from Central Ministries regarding cleanliness drives on 1<sup>st</sup> Oct at 10 am with each person volunteering for Shramdaan for 1 hour</li> <li>ii. At least 1 tweet from all handles informing public about the initiative</li> </ul>  |
| 26 <sup>th</sup> Sept                    | <ul style="list-style-type: none"> <li>i. Once action is finalized and events are created on the portal press releases from Ministries regarding <a href="https://swachhatahiseva.com/">https://swachhatahiseva.com/</a> calling on public to join on 1<sup>st</sup> Oct at 10 am at the location of their choice to offer 1 hour of Swachhata Shramdaan</li> <li>ii. Social media posts (at least 2-3 per day) from various handles promoting the event and encouraging public participation</li> <li>iii. This is the time when excitement should be built up by engaging with eminent citizen, political leaders, leading journalists, cultural ambassadors, senior officers, etc. announcing on their respective social media handles regarding their participation on 1<sup>st</sup> Oct</li> </ul> |
| 29 <sup>th</sup> Sept                    | i. Pre-event press release by Central Ministries   |
| 30 <sup>th</sup> Sept                    | i. High decibel dissemination on various platforms   |
| 1 <sup>st</sup> Oct                      | <ul style="list-style-type: none"> <li>i. At least 10 number of posts on various live activities (pictures, videos, testimonials) from various handles</li> <li>ii. Media to be invited to participate and cover various events at local level and press releases</li> <li>iii. High quality photography and video documentation should be done for best practices</li> </ul>  |
| 2 <sup>nd</sup> Oct                      | i. Coverage of shrandhanjalis, felicitation etc.   |

**8) Coordinating Team Details:**

|                                     |  |
|-------------------------------------|--|
| Officer In-charge                   | Shri Binay Kumar Jha,<br>Director, SBM (U), MoHUA<br>Email: <a href="mailto:binay.jha@nic.in">binay.jha@nic.in</a><br>Mobile: +91 9958293615 |
| List of coordinators for IT Support | As enclosed  |

## Training Calendar for Ministries/ Field Units for event creation on citizen portal

| S.No. | Ministries  | Training Schedule   |
|-------|---|---|
| 1     | MHA   | <p>25<sup>th</sup> Sept. 2023</p> <p>Meeting time 11:00 am to 12:30 pm</p> <p><a href="https://swachhbharaturban.webex.com/swachhbharaturban/j.php?MTID=m6926e4ef46ac2797ea6193f72fdf1716">https://swachhbharaturban.webex.com/swachhbharaturban/j.php?MTID=m6926e4ef46ac2797ea6193f72fdf1716</a></p> <p>Monday, September 25, 2023 11:00 AM   1 hour 30 minutes   (UTC+05:30) Chennai, Kolkata, Mumbai, New Delhi</p> <p>Meeting number: 2512 056 4363</p> <p>Password: 1234</p> |
| 2     | Defence   |   |
| 3     | Railways  |   |
| 4     | MoRTH   |   |
| 5     | Civil Aviation  |   |
| 6     | Tourism   |   |
| 7     | Youth and Sport Affairs   |   |
| 8     | MoPNG   |   |
| 9     | Higher Education  |   |
| 10    | MoEFCC  |   |
| 11    | Earth Science & Ocean Development                                     |   |
| 12    | Department of Water Resources, River Development & Ganga Rejuvenation |   |
| 13    | Corporate Affairs   |   |
| 14    | Culture   |   |
| 15    | DFS   | <p>25<sup>th</sup> Sept. 2023</p> <p>Meeting time 12:30 pm to 2:00 pm</p> <p><a href="https://swachhbharaturban.webex.com/swachhbharaturban/j.php?MTID=m1c129ec7cc1b2cf1ff7fd4cccc3654ba">https://swachhbharaturban.webex.com/swachhbharaturban/j.php?MTID=m1c129ec7cc1b2cf1ff7fd4cccc3654ba</a></p> <p>Monday, September 25, 2023 12:30 PM   1 hour 30 minutes   (UTC+05:30) Chennai, Kolkata, Mumbai, New Delhi</p> <p>Meeting number: 2514 646 7582</p> <p>Password: 1234</p>  |
| 16    | MEA   |   |
| 17    | Heavy Industries and Public Enterprises                               |   |
| 18    | Ports Shipping and Waterways  |   |
| 19    | Steel   |   |
| 20    | Food & Public Distribution  |   |
| 21    | DPIIT   |   |
| 22    | MoHFW   |   |
| 23    | MietY   |   |
| 24    | Power   |   |
| 25    | I&B   |   |
| 26    | Others  |   |

### Details of coordinators for IT Support

| S.No. | Ministries  | Name and Contact Number   |
|-------|---|---|
| 1     | MHA   | Rahul Jha<br>9717622366   |
| 2     | Defence   |   |
| 3     | Railways  |   |
| 4     | MoRTH   |   |
| 5     | Civil Aviation  | Sirisha Darbha<br>9866320206  |
| 6     | Tourism   |   |
| 7     | Youth and Sport Affairs   |   |
| 8     | MoPNG   |   |
| 9     | Higher Education  | Vijaya V<br>9388710051  |
| 10    | MoEFCC  |   |
| 11    | Earth Science & Ocean Development                                     |   |
| 12    | Department of Water Resources, River Development & Ganga Rejuvenation |   |
| 13    | Corporate Affairs   | Pooja Ravi<br>7409426643  |
| 14    | Culture   |   |
| 15    | DFS   |   |
| 16    | MEA   |   |
| 17    | Heavy Industries and Public Enterprises                               | Rahul Singh<br>9650010704   |
| 18    | Ports Shipping and Waterways  |   |
| 19    | Steel   |   |
| 20    | Food & Public Distribution  |   |
| 21    | DPIIT   | Manisha Reddy<br>7702354938   |
| 22    | MoHFW   |   |
| 23    | MietY   |   |
| 24    | Power   |   |
| 25    | I&B   |   |
| 26    | All others  | Amit Sethi (9810099406)<br>Anjali Singhania (9560110282)<br>Tarun Rajvanshi (8745964264)<br>Vishal Verma (9711146339) |