

भारत सरकार/GOVERNMENT OF INDIA
रेल मंत्रालय /MINISTRY OF RAILWAYS
रेलवे बोर्ड/(RAILWAY BOARD)

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

New Delhi dated. 29.09.2023

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

Sub: Swachhata Pakhwada from 16th September to 2nd October, 2023 over Indian Railways.


Ref: CRB & CEO's D.O. letter of even no. dated 25.09.2023.

All Railways/PUs/PSUs/CTIs are observing Swachhata Hi Sewa/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.

2. Hon'ble Prime Minister of India and other dignitaries would also be joining the swachhata activities on ground during the massive cleanliness drive on 01st October, 2023.

3. In this regard, a model Schedule of Programme (SOP) to be followed from today onwards for smooth and successful organization of the mega cleanliness drive on 01st October, 2023 (Sunday) is enclosed herewith.

Encl: As above (01 page)


(Shailendra Singh)
Exe. Director/ME(EnHM & Proj.)
Railway Board

Copy to: Secretary/Railway Board, for information and necessary action.

Schedule Of Programme (SOP) for 1st Oct 2023

A. Preparatory arrangement

- Events to be created and its details should be entered on SHS-Citizens Portal: (<https://swachhatahiseva.com>).
- Once the events are created, it should be widely publicised through local communication.
- SHS banners should be placed on all websites/locations.
- Ensure from today onwards that SHS Audio /Video are being displayed/announced on stations/trains for maximum participation from citizens.
- Ensure the event highlights are posted on social media handles.
- Invitations should be sent to public dignitaries (Ministers, MPs/MLAs, Mayors, Corporators, Senior Govt. officers, public figures, celebrities, social media influencers, sports persons etc.).
- Make necessary arrange to ensure participation of NGOs/NSS/Charitable organisations etc.
- Make necessary arrangement for media coverage on 1st October. Media to be invited to participate and cover various events at local level and press releases.
- Make necessary arrangement to capture pre and post shramdan high quality pictures.
- Re-tweet posts from important handles/brand ambassadors and influencers.
- Official Handles to be tagged: @SwachhBharatGov, @swachhbharat, @PMOIndia, @RailminIndia and other zonal/divisions official handles.
- Official Hashtags to be tagged: #SwachhBharat, #GarbageFreeIndia, # SHS2023 & #swachhrail.

B. On 1st Oct – Event day

- Preparatory arrangement must be done between 8 AM to 10 AM on 1st October.
- SHS banners should be placed on event locations, announcement of SHS audio/video of SHS be displayed and must be ensured since morning on 01st Oct to encourage public for participation.
- Ensure media coverage on 1st October.
- All Railway personnel taking part in event on 01st Oct should reach the event location by 09:30 AM positively.
- Smooth passage and direction indications to be made for public to reach the event location.
- All safety precaution be taken in train movement area.
- Selfie point, if any prepared, may be accessible to public.
- Pre event picture/video must be taken by 09:30 AM.
- Ensure presence of dignitaries on event location by 09:50.
- Post activity picture/video may be taken after event completion.
- Shramdan activity to start at sharp 10:00 AM on 01st October.
- High quality photography and video and documentation of the event such as dignitaries presence, type of activity, number of people participated should be done.
- After completion of the event, the creator of the event should close the event on the portal.

C. On 2nd Oct – Mahatama Gandhi Jayanti

- Coverage of shrandhanjalis, felicitation etc.