

PRASAR BHARATI
(INDIA'S PUBLIC SERVICE BROADCASTER)
DIRECTORATE GENERAL: DOORDARSHAN
MANDI HOUSE: NEW DELHI

No. 904/13/2018-Scor-II

Dated 20/12/2018

OFFICE MEMORANDUM


Subject: Swachhta Pakhwada activities and publicity/coverage to be undertaken during 2019 - reg.

Enclosed please find Ministry of Information & Broadcasting's ID Note No. P-11011/7/2014-PPC-Vol(8) (CFN-105735) dated 10/12/2018.

2. Ministry of Information & Broadcasting has been allocated 2nd fortnight of January 2019 (16th -31st January,2019) for observing Swachhta Pakhwada 2019 by Ministry of Drinking Water and Sanitation (MoDWS).

3. All Zonal Heads are therefore requested to provide action plan on Swachhta Pakhwada and proposed date wise activities to be undertaken from 16th -31st January,2019 to this Directorate immediately and upload daily reporting of activities taken during 16th -31st January,2019 on Swachhta Samiksha Portal of MoDWS (<http://swachhbharatmission.gov.in/SwachhSamiksha/Home.aspx?Ty=se>).

4. This may be given **Top Priority**.


(Vijay Gupta)
24/12/18
Deputy Director (Admn)
Tel #23389232

To,

All Zonal ADGs

Copy to :

1. DDA (DG:News)
2. DDG (IT), with request to upload this on website
3. P-I section /All DD Channels/Social Media

Ministry of Information & Broadcasting
(Policy Planning Cell)

Subject – Swachhta Pakhwada activities and publicity/ coverage to be undertaken during 2019 - Regarding

Please find enclosed herewith a copy of the DO Letter No. 2/2/S(DWS)/18 dated 5th December, 2018 received from Secretary, Ministry of Drinking Water and Sanitation (MoDWS) regarding the Swachhta Pakhwada to be undertaken during 2019. As was the case in 2018, the M/o I&B has been allocated the 2nd fortnight of January 2019 (16th – 31st January, 2019) for observing Swachhta Pakhwada 2019.

2. In the above context, please also find enclosed the Consolidated Guidelines for Swachhta Pakhwada 2019 and the Swachhta Pakhwada Awards Guidelines, for the Awards to be awarded by MoDWS after the observance of Pakhwada, to three top ranking organizations/offices of the M/o I&B.

3. The detailed instructions for all Media Units for undertaking activities, providing publicity/ coverage and daily reporting are also enclosed for implementation and compliance. **The specific points mentioned in Para 3 of enclosed DO Letter from Secretary, MoDWS may kindly be carried out by all concerned and be included in respective Action Plans.**

4. In view of the above, an action plan on the Swachhta Pakhwada containing proposed date-wise activities to be undertaken from 16th – 31st January, 2019 may kindly be forwarded by 14th December, 2018 to the Ministry invariably. A soft copy may please be forwarded on Email ID sbm.inbministry@gmail.com for compilation and forwarding to MoDWS and respectively uploaded directly on Swachhta Samiksha portal by each Media Unit/ organization.

5. As Swachhta Pakhwada is a significant initiative under Swachh Bharat Mission being monitored at the level of PMO and Cabinet Secretariat, this may kindly be accorded **'TOP PRIORITY'** and be completed in a **'TIME BOUND'** manner.

6. This issues with the approval of the Competent Authority.

Encl.: As above

KA 10.12.18
(Neeraj Kumar)
Under Secretary (PPC)
Tele # 23387930

All Media Heads

M/o I&B's ID Note No. P-11011/7/2014-PPC-Vol(8) (CFN-105735) dated 10.12.2018

Copy for necessary action to –

1. PPS to JS (B)/ JS (Films)/ JS (EW)
2. Director [IP&F(S)] / Director [BC]
3. DS [Admin.]/ US [SMC] / SO [IP&MC]

Copy for information to –

1. Sr. PPS to Secretary (I&B)
2. PPS to JS (P&A)



Ministry of Information and Broadcasting
Instructions and Guidelines for Swachhta Pakhwada 2019

All Media Units – Swachhta Pakhwada of MoI&B

1. PIB and its Regional offices, BOC (DAVP, DFP, S&DD), DD, DD News, AIR, AIR News, DPD and NMW may provide **wide publicity and coverage as well as maximum reach and visibility, as per the respective mandate**, to M/o I&B's Pakhwada as well as to various other Pakhwadas to be observed during 2019, in consultation with the Ministries/ Departments concerned, and/ or as per the request received from time to time.
2. All Media Units should make suitable efforts for better branding and publicity of Pakhwada activities on Print, Electronic and Social Media platforms.
3. As conveyed in the Consolidated Guidelines, all Media Units may invariably go to the next level of implementation of Pakhwada in 2019.
4. All feasible efforts should be made to undertake innovative initiatives and for setting up of permanent mechanism through new programmes/ schemes for sustainability of Swachhta.
5. Senior officers may provide personal leadership and intervention in implementation of Swachhta Pakhwada and efforts should be made to include Union Ministers and MPs/ local leaders in Pakhwada activities.
6. A **detailed Action Plan containing proposed date-wise activities** may kindly be prepared and forwarded to the Ministry on Email IDs soppc.inb@nic.in and sbm.inbministry@gmail.com.
7. As was done during Swachhta Pakhwada 2018, the Ministry is in the process of obtaining separate User IDs for **Swachhta Samiksha portal** (<http://swachhbharatmission.gov.in/SwachhSamiksha/Home.aspx?Ty=se>) devised by Ministry of Drinking Water and Sanitation for **uploading individual Action Plans and mandatory daily reporting by all Media Units from 16th – 31st January, 2019**. The credentials for these IDs, if renewed, will be shared shortly through Email.
8. Any related picture album, videos, audio-visual clips, newspaper clippings, press notes, special document, etc. may also be uploaded through the daily reporting section of Swachhta Samiksha portal and a copy of the same along with copies of Daily Reports may also be forwarded to MoDWS on Email ID sk.dushyant@nic.in and to the I&B Ministry on Email ID sbm.inbministry@gmail.com. Activity pictures of High Resolution of 2 – 5 MB may be uploaded on the portal.

Additional Activities outlined for Press Information Bureau (PIB)

1. PIB may supervise the activities of the Regional units of the Ministry through its Regional offices and branches.
2. PIB may facilitate the Press Conferences to be organized by various Ministries/ Departments, including M/o I&B, at the culmination of their Pakhwadas, in coordination with implementing Ministries/ Departments. Press Releases may also be issued highlighting the outcome of the Swachhta Pakhwadas.
3. During the year 2019, the DPOs concerned of PIB may coordinate with various Ministries/ Departments regarding their respective Swachhta Pakhwada and facilitate the obtaining of content, reports and any other resource made available and sharing the same directly with sister Media Units for wide publicity and coverage.

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



सचिव
मंत्रालय
पेयजल एवं स्वच्छता विभाग

Secretary
Government of India

Ministry of Drinking Water & Sanitation
4th Floor, Pt Dindayal Antodaya Bhawan, N D-
110003

Tel: 24361011, 24362715.

e-Mail: param.iyer@gov.in

D.O. No. 2/2/S(DWS)/18

5th December 2018

Dear Amit,

As you are aware, Swachhata Pakhwada is one among the various Swachhata Initiatives of the Hon'ble Prime Minister. On many occasions, Hon'ble PM has reiterated that the Pakhwada should not to be treated as a routine fortnight but should be fifteen days of solid and substantial work on Swachhata. The objective behind Swachhata Pakhwada is to engage everyone and mainstream Swachhata within the non-sanitation Ministries.

2. I have the pleasure to inform you that your Ministry has been allocated the 2nd fortnight of Jan 2019 for observing Swachhata Pakhwada next year as is the case in current year. Our standing guidelines on observance of Swachhata Pakhwada is attached for your ready reference. The Pakhwada guidelines prescribe the Ministries and Departments to involve all of their institutions, autonomous bodies, subordinate offices and field formations during the fortnight. In order to encourage them, Swachhata awards may be instituted at all levels during the fortnight besides the three national level top awards sponsored by this Ministry. I request you to upload the Swachhata Pakhwada action plan well in advance on the dedicated portal (<https://swachhbharatmission.gov.in/SwachhSamiksha/index.aspx>) and progress on the action plan be uploaded on a day to day basis on the same portal.

3. During the Pakhwada period, it is suggested that among other things, DD and its various channels and AIR may air our Darwaza Band and Twin pit toilet (featuring both Akshay Kumar and Amitabh Bachchan) campaigns on pro bono basis. Various programmes such as panel discussions on Swachhata, live Swachhata Chaupals, special Swachhata talk shows/ discussions, special features may be run on DD and AIR, more so on regional channels. Various institutes of the I&B may conduct workshops, thematic productions etc. on the subject of Swachhata and also take up Shramdaan activities around their campus. DPD may bring special publications on swachhata during this period and Department of Field Publicity and Song & Drama Division may show swachhata related messages in rural areas. A formal press conference by the Minister/Secretary at the end of the Swachhata Pakhwada may be organized to highlight the work done during 16th – 31st January 2019.

4. I wish you all the very best for a successful observance of your Swachhata Pakhwada.

With regards,

Yours Sincerely

Parameswaran Iyer

Shri Amit Khare

Secretary

Ministry of Information & Broadcasting

New Delhi

- 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)