

**MOST IMMEDIATE**

No. 9-13/14-GA  
Government of India  
Ministry of Culture  
GA Section

Shastri Bhavan, New Delhi – 110 001  
Dated: 29<sup>th</sup> September, 2014

Sub: Swachh Bharat Mission to be launched on 2<sup>nd</sup> October, 2014, the Birth anniversary of Mahatma Gandhi, the Father of the Nation – Regarding

In continuation of this Ministry's letter of even number dated 23.9.2014, I am to further intimate that Hon'ble Prime Minister will launch the "Swachh Bharat Mission" on 2<sup>nd</sup> October, 2014 to achieve Clean India by 2<sup>nd</sup> October, 2019 to mark the 150<sup>th</sup> birth anniversary of Mahatma Gandhi, the Father of the Nation.

2. A Cleanliness Campaign under 'Swachh Bharat Mission' has been started on 25<sup>th</sup> September, 2014 and the activities are to be continued for the entire month of October and the first phase of sustained campaign will be till 31<sup>st</sup> October, 2014. The campaign will continue, intensively even after that date so as to achieve Swachh Bharat by 2019.

3. It has been decided that "Swachhta Shapath (Cleanliness Pledge)" will be administered to all the employees of Ministry of Culture on 2<sup>nd</sup> October, 2014 at 9.45 AM in Reading Hall of Central Secretariat Library, Shastri Bhavan. A copy of the Pledge is enclosed. After the pledge taking ceremony, cleaning activities will be carried out by all the employees in a participatory manner in their respective work places.

4. All staff members in Ministry of Culture may be present in office at 9.00 AM on 2.10.2014 and actively participate in the pledge taking ceremony. All Bureau Heads are requested to ensure presence of all the officers/staff of their respective Bureaus.

5. Heads of all attached/subordinate/autonomous organizations under the Ministry of Culture are also requested to take similar action in their respective offices/organizations. All Bureau Heads in the Ministry of Culture are requested to suitably inform all the offices/organizations under their Bureaus in this regard.

6. Cooperation of all officials is solicited to make the campaign a success.

7. A report of activities taken up during the week long campaign i.e. from 25<sup>th</sup> September, 2014 to 2<sup>nd</sup> October, 2014 be communicated to this Ministry by 12.00 hrs on 3<sup>rd</sup> October, 2014 by e-mail (E-mail id: [general.mins.culture@gmail.com](mailto:general.mins.culture@gmail.com))

(Sanjiv Mittal)

Joint Secretary to the Govt. of India

To

All officers/Officials in the Ministry of Culture

Copy to : Notice Boards and NIC for uploading on the website of Ministry of Culture.

Copy also to : Heads of all attached/subordinate/autonomous organizations under Ministry of Culture.

*DR. T. K. S. for yf. ph.  
urgent. Sanjiv Mittal  
01/10/14*

**Report of the Activities taken up during the week long campaign i.e. 25<sup>th</sup> September, 2014 to 2<sup>nd</sup> October, 2014 under Swacch Bharat Mission.**

Consequent upon receipt of the letter from the Ministry of Culture, Govt. of India vide no. 9-13/14-GA dated 29<sup>th</sup> September, 2014, the Director immediately called a meeting of all the faculty members and staffs to discuss and chalk out the action plan of the activities to be carried out. After a threadbare discussion and taking into consideration various views and opinions put forward by faculties and staff, the final action plan was drawn and the activities carried out accordingly:

1. A social service drive for cleaning involving all the students was conducted in and around the campus of the Institute on **31<sup>st</sup> September, 2014** in which:
  - a) Plastic wastes and polythene bags scattered were cleaned.
  - b) Dumping pits were re-dug separately for the both degradable and non-degradable wastes.
  - c) Drains around hostel buildings (both boy's and girl's) were cleaned and bleaching powder and lime were used for disinfection;
2. A mass cleanliness drive under the guidance of the Director and headed by Administrative-cum-Accounts Officer (AAO) of the Institute was carried out on **2<sup>nd</sup> October, 2014** in which all the faculty members, staffs and students were involved. The day long activities were as follows:
  - a) National flag was hoisted by the AAO of the Institute followed by rendition of the national anthem.
  - b) 'Swachhta Shapath (Cleanliness Pledge)' was administrative to all faculty members, staffs & students by AAO in the pledge taking ceremony. All employees, except for those on official tour and proceeded on leave, were present.
  - c) Thereafter, the entire Institute set out holding banners and displaying slogans and posters to Dahung market covering 1.7 kms from the Institute collecting and burning wastes alongside the road.
  - d) A thinly populated village, falling in between, was also cleaned and made plastic free. The villagers were made aware of the mission and were asked adopt cleanliness as part of their lives and to practice the same regularly.
  - e) Dustbins donated by the Institute were installed in front of the shops at Dahung market. Pits were dug for the disposal of refuse. A shop to shop awareness campaign was carried out alongwith simultaneous cleanliness drive.
  - f) In the entire campaign an effort was made to educate the masses about cleanliness and its relevance through the active participation of all the members of the Institute. 60 members team of NNS unit of CIHCS, headed by Program Officer participated actively as well.

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