



**No. CDN-20011/46/2023-
Coordination-NMC
Government of
India
National Medical
Commission Policy and
Coordination Division**



Pocket- 14, Sector-
8, Dwarka, Phase-1, New
Delhi-77

Date:23-09-2023

Circular

To,
The Deans/Principal/Director,
All Medical colleges/ Institutions.

Subject: Cleanliness drive to be held as a part of Swachhata Pakhwada - Swachhata Hi Seva (SHS): 2023 - Reg

Reference: D.O. Letter no. 2/8/2019-SBM IV dated 22nd Sept. 2023 from Secretary, Ministry of Housing and Urban Affairs, GoI

Dear All,

As a part of Swachhata Pakhwada - Swachhata Hi Seva (SHS) 2023, a **massive cleanliness drive led by people is envisaged to be held on 1st Oct '23, at 10.00 am across the country** as a tribute to Mahatma Gandhi on the eve of his birth anniversary on 2nd Oct '23. Hon'ble Prime Minister and other dignitaries would also be joining the Swachhata activities on ground. A letter of above reference from Secretary MoHUA, GoI detailing the drive and associated activities is attached for reference.

In view of the above all medical colleges are required to take following action.

- I. A nodal officer for coordinating the drive may be immediately appointed.
- II. Each Medical College will be required to identify a site 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. Each Medical Colleges needs to create the event on the portal 'Swachhata Hi Seva' (<https://swachhatahiseva.com/>), details of which (including process of creating logins and uploading content) will be shared subsequently. Once the events are created, the Medical Colleges should widely publicize 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. At the site the public can click pictures and upload them on the events page. The event will have separate microsite.
- VI. On 1st Oct, the Medical Colleges ensure that actual cleaning activity takes place at the scheduled time (10 am) with the volunteers contributing at least one hour of *shramdaan* resulting in visible cleanliness.
- VII. After completion of the event, the creator of the event will have to close the event on the portal.

All the medical college are requested to make every effort to make this event a great success. Any further information will be circulated in due course.

Pankaj Agrawal
Director P&C

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: 22nd 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 1st Oct '23, at 10.00 am across the country as a tribute to Mahatma Gandhi on the eve of his birth anniversary on 2nd 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 1st 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 1st 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 23rd 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 25th Sept, 11 am onwards. A brief note on the key aspects for 1st Oct '23 is enclosed for your kind information and necessary action.

4. You are requested to review the final preparedness by 26th 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 1st 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 rd Sept	i. Online meeting with Central Ministries
24 th Sept	i. Identification of field units for implementation ii. Meeting with field units by respective Ministries iii. The deliverables and planning for 1st Oct 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 th Sept	i. Dedicated online training of field units for event creation on portal (training schedule enclosed)
25 th – 26 th Sept	i. Plan finalization of events by field units along with logistics tie-up with local bodies for proper implementation of the events ii. Uploading of events on citizen portal to be completed by 26 th Sept.
26 th 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

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

8) Coordinating Team Details:

Officer In-charge	Shri Binay Kumar Jha, Director, SBM (U), MoHUA Email: binay.jha@nic.in 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>25th Sept. 2023</p> <p>Meeting time 11:00 am to 12:30 pm</p> <p>https://swachhbharaturban.webex.com/swachhbharaturban/j.php?MTID=m6926e4ef46ac2797ea6193f72fdf1716</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>25th Sept. 2023</p> <p>Meeting time 12:30 pm to 2:00 pm</p> <p>https://swachhbharaturban.webex.com/swachhbharaturban/j.php?MTID=m1c129ec7cc1b2cf1ff7fd4cccc3654ba</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 9717622366
2	Defence	
3	Railways	
4	MoRTH	
5	Civil Aviation	Sirisha Darbha 9866320206
6	Tourism	
7	Youth and Sport Affairs	
8	MoPNG	
9	Higher Education	Vijaya V 9388710051
10	MoEFCC	
11	Earth Science & Ocean Development	
12	Department of Water Resources, River Development & Ganga Rejuvenation	
13	Corporate Affairs	Pooja Ravi 7409426643
14	Culture	
15	DFS	
16	MEA	
17	Heavy Industries and Public Enterprises	Rahul Singh 9650010704
18	Ports Shipping and Waterways	
19	Steel	
20	Food & Public Distribution	
21	DPIIT	Manisha Reddy 7702354938
22	MoHFW	
23	MietY	
24	Power	
25	I&B	
26	All others	Amit Sethi (9810099406) Anjali Singhania (9560110282) Tarun Rajvanshi (8745964264) Vishal Verma (9711146339)