

## **Consolidated Guidelines Swachhta Pakhwada-2017**

- Ministries to go beyond symbolism and go to the next level of in the implementation of Pakhwada in 2017
- Ministries may consider setting up permanent mechanism through new programmes and Schemes for sustainability of Swachhta, in addition to cleanliness drives during the Pakhwada
- Every Ministry should nominate a Joint Secretary as nodal officer for Swachhta Pakhwada related activities, if not already nominated.
- The Swachhta Pakhwada action plan must be communicated to the MDWS two months prior to the commencements of their Pakhwada.
- Pakhwada plans required to content detailed date wise activities.
- Divyang access to the toilets to be reviewed and ensured in the Central and State offices of Ministries during Pakhwada.
- Parliamentary Consultative Committee and other MP Committees may be convened on Swachhta.
- Ministries need to involve Union Ministries and MPs in Pakhwada activities.
- Senior Officers in the Ministry may provide leadership in implementing Swachhta Pakhwada activities effectively
- Ministries may take steps to undertake innovative initiatives during the campaigns so that few stories are generated daily.
- Ministries should ensure better branding and publicity of Pakhwada activities in electronic and print media platforms at both field and central level. The need to make use of social media such as myGov., Twitter and Facebook extensively for the purpose.
- A press release should be issued highlighting major outcomes of Swachhta Pakhwada.
- A press conference needs be organised by the Ministry at the culmination of their Pakhwada to highlight the activities and initiatives undertaken. This may be addressed at the level of the Minister.
- There should be a daily reporting of the activities during the Pakhwada on Swachhta Samiksha (<http://sbm.gov.in/SwachhSamiksha/index.aspx>) and myGov portals.
- At the conclusion of the Swachhta Pakhwada the Ministries 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 may have issued during Pakhwada

**Swachhta Pakhwada**  
**Calendar 2017**

<b>S.No</b>	<b>Pakhwada</b>	<b>Ministries</b>	<b>Special Occasions</b>
1	1 <sup>st</sup> – 15 <sup>th</sup> January	1. Ministry of External affairs 2. Ministry of Finance 3. Ministry of Steel	Pravasi Bhartiya Diwas -9 <sup>th</sup> January
2	16 <sup>th</sup> – 31 <sup>st</sup> January	1. Ministry of Information and Broadcasting 2. Ministry of Civil Aviation	Republic Day- 26 <sup>th</sup> January
3	1 <sup>st</sup> – 15 <sup>th</sup> February	1. Ministry of Health and Family welfare 2. Ministry of AYUSH	
4	16 <sup>th</sup> – 28 <sup>th</sup> February	1. Ministry of Commerce and Industry 2. Ministry of Development of North Eastern Region	
5	1 <sup>st</sup> – 15 <sup>th</sup> March	1. Ministry of Women and Child Development 2. Ministry of Tribal Affairs	International Women's Day - 8 <sup>th</sup> March
6	16 <sup>th</sup> – 31 <sup>st</sup> March	1. Ministry of Water Resources, River Development and Ganga Rejuvenation 2. Ministry of Shipping	World Water Day – 22 <sup>nd</sup> March;
7	1 <sup>st</sup> – 15 <sup>th</sup> April	1. Ministry of Law and Justice 2. Ministry of Parliamentary Affairs 3. Dept of Atomic Energy	Ambedkar Jayanti -14 <sup>th</sup> April
8	16 <sup>th</sup> – 30 <sup>th</sup> April	1. Ministry of Culture	World Heritage Day -18 <sup>th</sup> April

		2. Ministry of Tourism	
9	1 <sup>st</sup> – 15 <sup>th</sup> May	1. Ministry of Labour and Employment 2. Ministry of Textiles	International Labour Day – 1 <sup>st</sup> May
10	16 <sup>th</sup> – 31 <sup>st</sup> May	1. Ministry of Agriculture and Farmers Welfare 2. Ministry of Consumer Affairs, Food and Public Distribution	
11	1 <sup>st</sup> – 15 <sup>th</sup> June	1. Ministry of Environment & Forests and Climate Change 2. Ministry of New and Renewable Energy 3. Ministry of Personnel, Public Grievances and Pensions 4. Department of Atomic Energy	World Environment Day – 5 <sup>th</sup> June
12	16 <sup>th</sup> – 31 <sup>st</sup> June	1. Ministry of Social Justice and Empowerment 2. Ministry of Earth Sciences 3. Department of Space	
13	1 <sup>st</sup> – 15 <sup>th</sup> July	1. Ministry of Communications 2. Ministry of Power	

14	16 <sup>th</sup> – 31 <sup>st</sup> July	<ol style="list-style-type: none"> <li>1. Ministry of Petroleum and Natural Gas</li> <li>2. Ministry of Road Transport and Highways</li> </ol>	
15	1 <sup>st</sup> – 15 <sup>th</sup> August	<ol style="list-style-type: none"> <li>1. Ministry of Youth Affairs and Sports</li> <li>2. Ministry of Electronics and Information Technology</li> </ol>	International Youth Day- 12 <sup>th</sup> August
16	16 <sup>th</sup> – 31 <sup>st</sup> August	<ol style="list-style-type: none"> <li>1. Ministry of Railways</li> <li>2. Ministry of Coal</li> <li>3. Ministry of Chemicals and Fertilizers</li> </ol>	
17	1 <sup>st</sup> – 15 <sup>th</sup> September	<ol style="list-style-type: none"> <li>1. Ministry of Human Resource Development (DoSEL and DoHE)</li> </ol>	Teacher's Day – 5 <sup>th</sup> September
18	16 <sup>th</sup> – 30 <sup>th</sup> September	<ol style="list-style-type: none"> <li>1. Ministry of Tourism</li> <li>2. Ministry of Culture</li> </ol>	World Tourism Day- 27 <sup>th</sup> September
19	1 <sup>st</sup> – 15 <sup>th</sup> October	<ol style="list-style-type: none"> <li>1. Ministry of Panchayati Raj</li> <li>2. Ministry of Rural development</li> <li>3. Ministry of Urban Development</li> </ol>	3 <sup>rd</sup> Anniversary of Swachh Bharat Mission on 2 <sup>nd</sup> Oct 2017

20	16 <sup>th</sup> – 31 <sup>st</sup> October	<ol style="list-style-type: none"> <li>1. Ministry of Food Processing Industries</li> <li>2. Ministry of Statistics and Programme Implementation</li> </ol>	World Food Day – 16 <sup>th</sup> October
21	1 <sup>st</sup> – 15 <sup>th</sup> November	<ol style="list-style-type: none"> <li>1. Ministry of Skill Development and Entrepreneurship</li> <li>2. Ministry of Science and Technology</li> </ol>	
22	16 <sup>th</sup> – 30 <sup>th</sup> November	<ol style="list-style-type: none"> <li>1. Ministry of Housing and Urban Poverty Alleviation</li> <li>2. Ministry of Minority Affairs</li> </ol>	World Toilet Day- 19 <sup>th</sup> November
23	1 <sup>st</sup> – 15 <sup>th</sup> December	<ol style="list-style-type: none"> <li>1. Ministry of Defence</li> <li>2. Ministry of Home Affairs</li> <li>3. Ministry of Micro, Small and Medium Enterprises</li> </ol>	Navy Day – 4 <sup>th</sup> December, Armed Forces Flag Day – 7 <sup>th</sup> Dec
24	16 <sup>th</sup> – 31 <sup>st</sup> December	<ol style="list-style-type: none"> <li>1. Ministry of Corporate Affairs</li> <li>2. Ministry of Heavy Industries and PE</li> <li>3. Ministry of Mines</li> </ol>	