

Swachhata Pakhwada Highlights

November 2019

Launched in April 2016, this is an initiative under the Swachh Bharat Mission. Swachhata Pakhwada is inspired by the Hon'ble Prime Minister, Shri Narendra Modi's vision to engage all Union Ministries and Departments in Swachhata related activities, thereby making Swachhata "everyone's business".

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December 2019 Highlights

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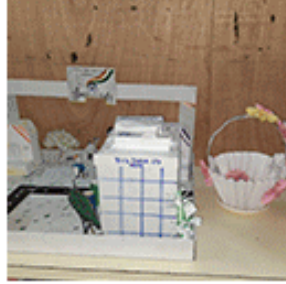
Ministry of Commerce and Industry

(D/o Commerce & D/o Industrial Policy & Promotion)

(1st - 15th December)

- Coffee Board, Tea Board, Council for Leather Export, Footwear Design & Development Institute, Spices Board of India, Metals and Minerals Trading Corporation of India, Export Credit Guarantee Corporation of India, Directorate General of Trade Remedies, Marine Products Export Development Authority, Power loom Development & Export Promotion Council and other export promotion Councils have actively taken part in the Swachhata awareness activities across the country
- Door to door campaign was organised on Waste segregations and plastic free zone at the residential areas of all Special Economic Zones (SEZ)
- Clean-up-programme in Fishing Harbours across the maritime states
- Over 50 public meetings were held in villages/cities across the country in presence of the Sarpanch and the local residents
- Gem and Jewellery Export Promotion Council Officials and other volunteers undertook beach (Mumbai) cleaning activity at Juhu beach
- Nukad-Nataks were organised at different strategic locations on swachhata theme





Ministry of Civil Aviation

(1st - 15th November)

- Swachhata Anthem and other SBM AVs were displayed inflight and at several Airports
- SBM achievements were displayed at Airports through Billboards
- Swachh Bharat Mission coffee table book showcased at several Airport lounge and Swachhata brochures were kept inside the flight
- Several Airlines like - AirIndia, IndiGo, GoAir, Spicejet and Vistara has dedicated cover page of their December inflight Magazine for SBM with inside story
- Swachhata competitions were organised within airlines, airports and organisations
- Swachhata awareness drives were carried out at nearby villages and for the housekeeping staffs by different airlines and organisations

Ministry of Communications

(D/o Posts & D/o Telecommunications)

(16th - 30th November)

- Workshop conducted on segregation of wet and dry waste in General Post Office, New Delhi
- Swachhata related slogan writing and drawing competition was organised in Kendriya Vidyalaya and best three were awarded
- 8.21 Crore of Swachhata SMSes sent by BSNL to their subscribers
- Provision made to segregate PET bottles for disposal in Sanchar Bhawan
- Swachhata logo stamped on Postal stationeries at different Postal Circles



Ministry of Mines

(16th - 30th November)

- National Institute of Rock Mechanics organised Swachhata awareness activities
- Geological Survey of India organised shramdaan activities
- Officials from different organisation of the Ministry undertook tree plantation drive

