

राजस्थान सरकार

स्वायत्त शासन विभाग राज. जयपुर

जी-3 राजमहल रेजीडेन्सी एरिया, सिविल लाईन्स फाटक सी-स्कीम, जयपुर।

टेलीफ़ैक्स :- 0141-2222403, ईमेल:-dlbrajasthan@gmail.com वेब साइट:- www.lsg.urban.rajasthan.gov.in



क्रमांक :- एफ 55( )Engg./CE/DLB/17/35465-655

दिनांक :- 6/6/2017

आयुक्त, नगर निगम समस्त  
आयुक्त, नगर परिषद समस्त  
अधिशाषी अधिकारी, नगर पालिका समस्त।

विषय:- स्वच्छ भारत मिशन के अंतर्गत स्वच्छता पखवाड़ा-2017 आयोजित किये जाने के संबंध में।

संदर्भ:-पर्यावरण, वन एवं जलवायु परिवर्तन मंत्रालय, भारत सरकार के DO NO. 8-67/2016/-EE/VO1-1 दिनांक 27.06.2017 एवं निदेशक एवं संयुक्त सचिव पर्यावरण विभाग के अ.शा.टीप दिनांक 21.06.2017

जैसा की आपको विदित है कि स्वच्छ भारत मिशन (शहरी) की क्रियान्विति नगर निकायों द्वारा की जा रही है। दिसम्बर 2017 तक निकायों को खुले में शौच मुक्त किये जाने का लक्ष्य है। पर्यावरण, वन एवं जलवायु परिवर्तन मंत्रालय, भारत सरकार द्वारा प्रसारित दिशा-निर्देश दिनांक 06.06.2017 एवं 07.06.2017 द्वारा स्वच्छता पखवाड़ा- 2017 हेतु विस्तृत दिशा-निर्देश प्रदान किये गये हैं (प्रतिलिपि संलग्न है)।

उक्त निर्देशों के अनुसार आपको अपने-अपने शहर में स्वच्छता पखवाड़ा-2017 आयोजित किया जाना है। प्रमुखतया निम्नांकित गतिविधियों की जानी है, जिसमें स्कूल/कॉलेज के विद्यार्थियों की भागीदारी सुनिश्चित की जावे।

1. Plastic-free Tiger Reserve/ Protected Areas/ Nature Parks.
2. "Bring Back" waste/Trash
3. Shram-daan at parks for cleanliness drives
4. "Swachh Bharat - Harit Bharat" -Tree Plantation

उक्त संबंध में विस्तृत दिशा-निर्देश Annexure-A पर संलग्न है।

अतः आप अपने-अपने क्षेत्र में भारत सरकार द्वारा निर्धारित गतिविधियों को संपादित करवाकर स्वच्छता पखवाड़ा-2017 आयोजित कर की गई समस्त गतिविधियों को विभागीय वेबसाइट पर MOEF&CC ([http:// envfor.nic.in](http://envfor.nic.in)) पर आवश्यक रूप से अपलोड की जानी है। MOEF&CC में इस हेतु नोडल अधिकारी डॉ० सेन्थील वेल (मो. 9868209241) ई-मेल:- Senthil.vel @nic.in से संपर्क किया जा सकता है।

इसे अतिआवश्यक समझते हुये व्यक्तिगत रूचि लेकर स्वच्छता पखवाड़ा-2017 का सफल आयोजन करावे।

(पवन अरोड़ा)

निदेशक एवं संयुक्त सचिव

दिनांक :- 6/6/2017

क्रमांक :- एफ 55( )Engg./CE/DLB/16/35656-666

प्रतिलिपि सूचनार्थ एवं आवश्यक कार्यवाही हेतु प्रेषित है :-

1. निजी सचिव, मंत्री महोदय, पर्यावरण, वन एवं जलवायु परिवर्तन मंत्रालय, भारत सरकार नई दिल्ली DO letter 21-06-2017 के क्रम में।

2. निजी सचिव, प्रमुख शासन सचिव, स्वायत्त शासन विभाग।
3. सचिव मुख्यमंत्री कार्यालय शासन सचिवालय, जयपुर।
4. संयुक्त सचिव एवं मिशन निदेशक (SBM), भारत सरकार शहरी विकास मंत्रालय निर्माण भवन, नई दिल्ली - 110011
5. मिशन निदेशक (शहरी) स्वच्छ भारत मिशन
6. निजी सचिव, निदेशक एवं संयुक्त सचिव स्वायत्त शासन विभाग।
7. निदेशक एवं संयुक्त सचिव पर्यावरण विभाग को उनमे अ.शा.टीप क्रमांक प. 8 (14) कर्म/2017 दिनांक 21.06.2017
8. मुख्य अभियंता निदेशालय।
9. क्षेत्रीय उपनिदेशक समस्त को भेजकर लेख है कि आपके अधीन सभी नगर निकायों में स्वच्छता पखवाडा-2017 का आयोजन करवाकर पालना रिपोर्ट भिजवाये।
10. संयुक्त निदेशक (SA) को भेजकर लेख है कि कि विभागीय वेबसाइट अपलोड करावें।
11. सुरक्षित पत्रावली।

  
(भूपेन्द्र माथुर)  
मुख्य अभियंता

ANNEXURE-2

## Consolidated Guidelines Swachhta Pakhwada- 2017

- Ministries should move beyond symbolism and go to the next level 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 the 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 commencement of their Pakhwada.
- Pakhwada plans required to contain detailed date wise activities
- Divyang access to toilets to be reviewed and ensured in Central and State offices of Ministries during Pakhwada.
- Parliamentary Consultative Committee and other MPs Committees may be convened on Swachhta.
- Ministries need to involve Union Ministers and MPs in Pakhwada activities.
- Senior officers in the Ministry may provide leadership in implementing the Swachhta Pakhwada effectively.
- Ministries may take steps to undertake innovative initiatives during the campaign 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 levels. They need to make use of social media such as my Gov, Twitter and Face book extensively for the purpose
- A press release should be issued highlighting major outcomes of Swachhta Pakhwada.
- A press conference needs to 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 activities during the Pakhwada on Swachhita Sanksha and myGov portals.
- At the conclusion of the Swachhita 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 undertaken during Pakhwada
  2. Related picture album, newspaper clippings, press notes, audio-visual clips
  3. Any special document that Ministry may have issued during Pakhwada

डा. अमिता प्रसाद  
अपर सचिव  
Dr. AMITA PRASAD, IAS  
Additional Secretary



सत्यमेव जयते

भारत सरकार  
पर्यावरण, वन एवं जलवायु परिवर्तन मंत्रालय  
नई दिल्ली - 110003  
GOVERNMENT OF INDIA  
MINISTRY OF ENVIRONMENT, FOREST &  
CLIMATE CHANGE  
NEW DELHI-110003

7<sup>th</sup> June, 2017

मुख्य सचिव कार्यालय  
राजस्थान, जयपुर

प्राप्ति संख्या 1547148/17/C  
दिनांक 13-06-2017

D.O.No.8-67/2016-EE(Vol)

Dear Sir

As you may be aware that the Ministry of Environment, Forest and Climate Change (MoEF&CC), Government of India, is celebrating Swachh Pakhwada from 1<sup>st</sup> to 15<sup>th</sup> June, 2017 under the Swachh Bharat Mission. Ministry has selected a few areas of intervention/activity under the programme:

- Plastic-free Tiger Reserve / Protected Areas / Nature Parks
- "Bring Back" waste / Trash
- Shram-daan at parks, lakes, rivers for cleanliness drives
- "Swachh Bharat - Harit Bharat" - Plant a Tree
- Trash-free beaches in the coastal States and UTs

2. The detailed description of the proposed activities is enclosed at Annexure. It is requested that necessary directions may be issued to the Departments of Forest, Environment, Urban Development, Rural Development, Lake/River Development authorities and other such agencies who are involved in activities related to environment conservation and pollution abatement to undertake programmes and also administer the Green Pledge (enclosed) in their respective institutions during the fortnight.

3. I hope these activities will be undertaken in a befitting manner. It is also requested that activities/actions initiated shall be uploaded in the website of MOEF&CC (<http://envfor.nic.in>). A link for facilitating this would be provided on the homepage of the website. It is also suggested that activities may continue beyond the fortnight so as to have greater impact. Dr.Senthil Vel, Nodal Officer and Adviser, MoEFCC (E-mail: [senthil.vel@nic.in](mailto:senthil.vel@nic.in), Mobile No.9868209241) has been asked to keep in touch with State Governments.

I hope the State Government would support the programme to realize the motto of "Clean India-Green India" (Swachh Bharat-Harit Bharat).

with regards,

Yours sincerely,  
  
(Dr. Amita Prasad)

Shri Om Prakash Meena  
Chief Secretary  
Government of Rajasthan  
Secretariat  
Jaipur - 302 005



Proposed activities during Swachhta Pakhwada "Swachh Bharat Harit Bharat"  
(1-15 June 2017)\*

▪ **Plastic free Tiger Reserve/Protected Areas**

The PCCFs of the Tiger Reserve and Protected Areas shall ensure the cleanliness in and around the Tiger Reserves/Protected Areas.

▪ **"Bring back" waste along with memories from nature visit**

Under the above theme, the tourists are encouraged bring back the wastes/litter after visiting protected areas/public gardens.

▪ **Shram-daan at Parks, lakes and rivers in cities, towns and villages**

Under this initiatives, cleanliness drives to be undertaken along the lakes and rivers in cities, towns and villages

▪ **Swachh Bharat Harit Bharat – Plant a tree**

Slogan for Pakhwada, which may be extensively used wherever activities/programmes under this Pakhwada are being undertaken. Tree plantation be organized at important places in towns and cities.

▪ **Trash free beaches**

Five beaches shall be identified in any of the coastal States/UTs wherein with the help of local inhabitants/tourist, the waste shall be removed and disposed-off safely. Adequate banners and messages shall be displayed to keep the beaches clean.

\*To be continued till 2.10.2017

## Swachh Bharat – Harit Bharat

### “Green Pledge”\*

I will do my best to protect Earth and its natural environment. I will also adopt such practices that would minimize wastage.

- I will reuse what I can
- I will take care of clean up the environment
- I will reduce the waste we create
- I will plant more trees
- I will conserve energy and water

\* to be administered during all programmes shram daan and activities during Swachhta Pakhwada “Swachh Bharat Harit Bharat”