

F. No. A-51011/28/2011/HRD-II/961
Government of India
Ministry of Commerce & Industry
(Department of Commerce)
Directorate General of Foreign Trade
HRD-II Section

307, Udyog Bhavan,
Maulana Azad Road,
New Delhi-110011

Dated: 29.09.2014

Office Memorandum

Subject:- "Swachh Bharat" movement - regarding

The Government of India has launched a special drive as "Swachh Bharat" to realize Gandhiji's dream of clean India on the occasion of 150th Birth Anniversary of Mahatma Gandhi in 2019. As per the instructions contained in Cabinet Secretary's D.O. letter dated 20.09.2014 (copy enclosed), a cleanliness drive is being observed from 25th September, 2014 to 2nd October, 2014.

All the employees of this Directorate are requested to note the instructions contained in the Cabinet Secretary's D.O. letter scrupulously and for strict compliance.



(S. Muthukumar)

Foreign Trade Development Officer
Tel. 2306 1562/Extn./254

To

1. All Officers/Officials of DGFT
1. Guard File
2. Circular File

Copy to

1. Shri J.M. Gupta, Jt. DG(Admn.), Directorate General of Foreign Trade
2. Shri Rajeev Kumar, Under Secretary, Deptt. of Commerce, Udyog Bhawan, New Delhi

अजित सेठ
AJIT SETH

सचिव वाणिज्य मंत्रालय
Secretary Ministry of Commerce

डायरी सं/Dy. No. Cab. Secy. मंत्रिमंडल सचिव

क्र. सं/Date 23/9 भारत सरकार



CABINET SECRETARY
GOVERNMENT OF INDIA

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D.O. No. CS-14771/2014

September 20, 2014

Dear Secretary,

As you are aware, Prime Minister has given a call for "Swachh Bharat" as a mass movement to realize Gandhiji's dream of a Clean India by the 150th birth anniversary of Mahatma Gandhi in 2019. He has desired that a nation-wide campaign be organized with the participation of all sections of society to bring about mass awareness and a lasting behavioural change to achieve this goal. In this context, it has also been proposed that an intensive national cleanliness campaign be undertaken beginning from 25th September, 2014.

2. Union Ministers of the Departments of Drinking Water and Sanitation and Urban Development have already written to Chief Ministers of States on this matter. Similarly, Secretaries of the Departments of Drinking Water & Sanitation and Urban Development have also written to Chief Secretaries/Administrators of States/UTs. I am sure other Ministries, too, are in touch with the corresponding Departments in States/UTs to ensure the widest possible dissemination of information regarding this campaign. I am writing to emphasize that every Ministry/Department should participate in this national endeavour and undertake cleanliness and awareness campaign in a befitting manner.

(S/ACT)

3. For a campaign of this nature to be successful, there is a need to create massive public awareness and to ensure participation and action for cleaning homes, government offices, schools, hospitals, work places, streets, roads and markets, railway stations and bus terminals, statues, monuments, rivers, lakes, ponds, parks and other public places. It is important to involve government and public sector officials at every level, non-government organisations, education and health institutions, rural and urban local bodies, self-help groups, youth organisations, resident & market associations as well as business & industrial Chambers and Associations in the cleanliness and awareness drives. A variety of activities such as pledge-taking, marches, marathons, debates, street plays, music and essay competitions, cleaning drives and other community activities may be used to focus public attention on this Campaign and on the need for cleanliness. Effective use of mass media such as radio, television and newspapers, digital media such as internet and mobile and direct media may be made in this regard.

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4. In this context, I would like to especially underline the importance of cleanliness in Government offices. Upon the Prime Minister's directions, I had written to you in this regard earlier also, and you have been apprising me about the steps taken by your Department to promote a hygienic and clean work environment. You will agree that we need to continue this momentum with

renewed vigour to ensure cleaner government offices. In fact, the work in regard to cleanliness in Government offices/Public buildings needs to be taken to "the next level", so that there is visible and felt impact.

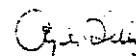
5. While the campaign will begin on 25th September, 2014, it has been decided that on 2nd October, 2014, "Swachhta Shapath" (pledge) will be administered to all in government offices and public functions/events and cleanliness drive led by senior officers will be undertaken in all government and public offices. The text of the pledge will be sent to you separately. I would, therefore, urge you to take effective action in this regard, and to spread this message to all functionaries and ask them to organize and participate wholeheartedly in this campaign.

6. I look forward to hearing from you latest by 22nd September, 2014 on the state of preparation so that PM can be briefed on the comprehensive action plan & arrangements in respective of the following points:-

- Arrangements made to administer the pledge on 2nd October 2014
- Arrangements made for cleanliness drive and other events planned for 2nd October, 2014
- Action Plan of the Department in respect of activities/events/functions planned for the campaign from 25th September, 2014 onwards.

With regards,

Yours sincerely,



(Ajit Seth)