

Corporate Office

Admin & PR Branch

1st Floor, Bharat Sanchar Bhawan,

H.C.Mathur Lane, Janpath,

New Delhi-110001.

Ph: 011-23734157, Fax: 011-23718288

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भारत संचार निगम लिमिटेड
(भारत सरकार का उपक्रम)
BHARAT SANCHAR NIGAM LIMITED
(A Govt. of India Enterprise)

Dtd / 15 Nov., 2021

No. BSNL/ADMN.I/23-I/14-15

To

All CGMs,
Bharat Sanchar Nigam Limited.

Through Intranet

Sub. : Observation of Swachchata Pakhwada w.e.f. 16-11-2021 to 30-11-2021.

Kindly refer to subject cited above. Following action plan has been approved to observe the Swachchata Pakhwada in BSNL w.e.f. 16-11-2021 to 30-11-2021. The Competent Authority has endorsed the action plan for BSNL:

Sl. No.	Action Plan	Date
1.	Undertaking of Swachhta Shapath in BSNL offices including BSNL Corporate office. BSNL will ensure continuous focus on "Hygiene and Sanitization" keeping in mind the ongoing COVID-19.	16.11.2021
2.	Undertaking of Cleanliness drive in BSNL offices, BSNL CSCs, Telephone Exchanges, Corporate Office.	16.11.2021
3.	Undertaking of cleanliness drive in Civil and Electrical Wings of BSNL	16.11.2021
4.	Disposal of papers and other waste from BSNL offices/equipment rooms.	16.11.2021
5.	Cleanliness drive in BSNL Canteen and BSNL Inspection Quarters including Delhi	16.11.2021
6.	Cleanliness drive of toilet urinals in BSNL	16.11.2021
7.	Undertaking of Cleanliness drive in BSNL offices, BSNL CSCs, Telephone Exchanges, Corporate Office.	17.11.2021
8.	Undertaking of cleanliness drive in Civil and Electrical Wings of BSNL	17.11.2021
9.	Cleanliness drive in BSNL Canteen and BSNL Inspection Quarters including Delhi	17.11.2021
10.	Cleanliness drive of toilet urinals in BSNL	17.11.2021
11.	Undertaking of Cleanliness drive in BSNL offices, BSNL CSCs, Telephone Exchanges, Corporate Office.	17.11.2021
12.	Undertaking of cleanliness drive in Civil and Electrical Wings of BSNL	17.11.2021
13.	Cleanliness drive in BSNL Canteen and BSNL Inspection Quarters including Delhi	17.11.2021
14.	Cleanliness drive of toilet urinals in BSNL	17.11.2021

- Continued -

EM/2
15-11-2021

15.	Cleanliness drive in BSNL Corporate office ground floor backyard.	17.11.2021
16.	Undertaking of cleanliness drive in Civil and Electrical Wings of BSNL	18.11.2021
17.	Disposal of papers & other waste from BSNL offices/equipment rooms.	18.11.2021
18.	Undertaking of Cleanliness drive in BSNL offices, BSNL CSCs, Telephone Exchanges, Corporate Office.	18.11.2021
19.	Disposal of papers & other waste from BSNL offices/equipment rooms.	18.11.2021
20.	Undertaking of Cleanliness drive in BSNL offices, BSNL CSCs, Telephone Exchanges, Corporate Office.	22.11.2021
21.	Undertaking of cleanliness drive in Civil and Electrical Wings of BSNL	22.11.2021
22.	Cleanliness drive in BSNL Canteen and BSNL Inspection Quarters including Delhi	22.11.2021
23.	Cleanliness drive of toilet urinals in BSNL	23.11.2021
24.	Sending of Swachhta related SMSs and OBDs to customers	23.11.2021
25.	Undertaking of Cleanliness drive in BSNL offices, BSNL CSCs, Telephone Exchanges, Corporate Office.	24.11.2021
26.	Undertaking of cleanliness drive in Civil and Electrical Wings of BSNL	24.11.2021
27.	Cleanliness drive in various switch and transmission equipment rooms in BSNL.	24.11.2021
28.	Special attention will be paid to staff posted at the places which are prone to dirtiness. Staff such as security, staff linked with cleanliness will be specially trained to prevent people to throw the single usable plastic, paper based disposable, garbage, etc. into the dustbin.	25.11.2021
29.	Sending of Swachhta related SMSs and OBDs to customers	25.11.2021
30.	Adequate publicity of the pakhwada activities through social media e.g. Instagram, facebook, twitter.	25.11.2021
31.	Visit of committee formed to inspect neat and clean sections/offices in BSNL CO to reward first three.	25.11.2021
32.	Cleanliness drive in various switch and transmission equipment rooms in BSNL.	26.11.2021
33.	Sending of Swachhta related SMSs and OBDs to customers	26.11.2021
34.	Cleanliness drive in BSNL Corporate office ground floor backyard.	29.11.2021
35.	Cleanliness drive in BSNL Canteen and BSNL Inspection Quarters including Delhi	29.11.2021
36.	Final Visit of committee formed to inspect neat and clean sections/offices in BSNL CO to reward first three.	29.11.2021
37.	Cleanliness drive of toilet urinals in BSNL	30.11.2021
38.	Final inspection of BSNL circle offices by committee consisting of senior officers.	30.11.2021

Continued

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15.11.2021

A Swachhta pledge, as per Annexure-1, has to be taken by all the officers & staff, in compliance to Item No. 1 of the action plan at 11:00 AM on dtd 16.11.2021.

The Under Secretary(C&A) vide his D.O. to CMD, BSNL, No. 16-63/2021-O&M Dtd 20.07.2021 (attached as annexure-II)) has desired marked improvement in Swachhta (Cleanliness) in the organization covering various field offices in the community area chosen for the purpose.

All CGMs are requested to take necessary action on the action plan to observe the Swachhta Pakhwada ensuring following of the COVID-19 guidelines and also to ensure submission of report on daily basis, depicting status prior to and after the Swachhta drive, on email address agmadmn1@gmail.com.

This has the approval of the Competent Authority.

Encl.: Annexure-I&II.


15.11.2021
(Rajiv Kumar Sharma)
DGM(Admin)

Copy to:

- 1) PPS to CMD, BSNL for information please.
- 2) PSs to All Directors and CVO, BSNL.
- 3) All Unit Heads (CGMs/PGMs/Sr.GMs/GMs) of BSNL Corporate office with the request to administer Swachhta pledge with their section as per Annexure-I at 11:00 AM on dtd 16.11.2021 and ensure for proper cleanliness in their sections and work places regarding observance of Swachhta Pakhwada in BSNL.

Endst No.:- PBCO-11/12(12)/4/2020-HR ADMIN

Dated: - 15.11.2021

Copy to:-

1. All the PGMs/ GMs in Circle Office Chandigarh.
2. All the Heads of BA/Units of BSNL Punjab Telecom Circle.

For information and necessary action please.


Asst. Director (Genl.-I)
O/o CGMT Pb Chandigarh

Regd. & Corporate Office. : Bharat Sanchar Bhavan, H.C. Mathur Lane, Janpath, New Delhi-110001, Corporate Identity Number(CIN): U74899DL2000GOI107739, Website: www.bsnl.co.in

स्वच्छता शपथ

Annex I

महात्मा गांधी ने जिस भारत का सपना देखा था उसमें सिर्फ राजनैतिक आज़ादी ही नहीं थी बल्कि एक स्वच्छ एवं विकसित देश की कल्पना भी थी।

महात्मा गांधी ने गुलामी की जंजीरों को तोड़कर माँ भारती को आज़ाद कराया।

अब हमारा कर्तव्य है की गंदगी को दूर करके भारत माता की सेवा करें।

मैं शपथ लेता हूँ की मैं स्वयं स्वच्छता के प्रति सजग रहूँगा और उसके लिए समय दूँगा।

हर वर्ष 100 घंटे यानि हर सप्ताह 2 घंटे श्रमदान करके स्वच्छता के इस संकल्प को चरितार्थ करूँगा।

मैं न गंदगी करूँगा न किसी और को करने दूँगा।

सबसे पहले मैं स्वयं से, मेरे परिवार से, मेरे मोहल्ले से, मेरे गाँव से एवं मेरे कार्यस्थल से शुरुआत करूँगा।

मैं यह मानता हूँ की दुनिया के जो भी देश स्वच्छ दिखते हैं उसका कारण यह है की वहाँ के नागरिक गंदगी नहीं करते और न ही होने देते हैं।

इस विचार के साथ मैं गाँव-गाँव और गली-गली स्वच्छ भारत मिशन का प्रचार करूँगा।

मैं आज जो शपथ ले रहा हूँ वह अन्य 100 व्यक्तियों से भी करवाऊँगा।

वे भी मेरी तरह स्वच्छता के लिए 100 घंटे दें, इसके लिए प्रयास करूँगा।

मुझे मालूम है की स्वच्छता की तरफ बढ़ाया गया मेरा एक कदम पूरे भारत देश को स्वच्छ बनाने में मदद करेगा।

ZM
15/11/14

Swachhta Pledge

Mahatma Gandhi dreamt of an India which was not only free but also clean and developed.

Mahatma Gandhi secured freedom for Mother India.

Now it is our duty to serve Mother India by keeping the country neat and clean.

I take this pledge that I will remain committed towards cleanliness and devote time for this.

I will devote 100 hours per year, that is two hours per week, to voluntarily work for cleanliness.

I will neither litter nor let others litter.

I will initiate the quest for cleanliness with myself, my family, my locality, my village and my work place.

I believe that the countries of the world that appear clean are so because their citizens don't indulge in littering nor do they allow it to happen.

With this firm belief, I will propagate the message of Swachh Bharat Mission in villages and towns.

I will encourage 100 other persons to take this pledge which I am taking today.

I will endeavour to make them devote their 100 hours for cleanliness.

I am confident that every step I take towards cleanliness will help in making my country clean.

J.M.W.
17/11/24

Annexure-II

File No. 16-63/2021-O&M
Government of India
Minister of Communications
Department of Telecommunications



Room No. 514, Sanchar Bhawan
Dated the 20th July, 2021

To,

- | | |
|--|-------------------------------------|
| 1. ✓ CMD, BSNL - in mtg w. <i>23/7/21</i>
New Delhi | 2. CMD, MTNL
New Delhi |
| 3. CMD, TCIL
New Delhi | 4. CMD, ITI Ltd
Bengaluru |
| 5. CMD, BBNL
New Delhi | 6. ED, C-DoT
New Delhi |
| 7. Secretary, TRAI
New Delhi | 8. Dy Registrar, TDSAT
New Delhi |



Subject: Swachhta Pakhwada during the period from 16-30 November, 2021 in Ministry of Communications-Pakhwada Calendar for the year-2021-regarding.

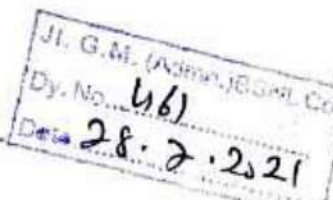
Sir,

I am directed to forward herewith a copy D.O. Letter No. 561/1/12017-CA-V dated 22.12.2020 received from Cabinet Secretary, addressed to Secretary (Telecom) wherein he has enclosed the Calendar of Swachhta Pakhwada for the year 2021. This Ministry has been assigned 2nd fortnight of November i.e. 16th to 30th November, 2021 for observing Swachhta Pakhwad.

2. In view of the above, it is requested that Action Plan of your respective organisations for observing the Swachhta Pakhwada in 2nd fortnight of November may be formulated and shared to this Department by 15th September, 2021 positively so that the same may be sent to D/o Drinking Water & Sanitation and uploaded on Swachhta Samikshsa portal as well. The Action Plan for Swachhta Pakhwada should be formulated date-wise.

3. This time-line for sending Action Plan for Swachhta Pakhwada may please be adhered to.

Encl: As above



Yours faithfully,

Pravin Kumar Pandey
20/7/2021

(Pravin Kumar Pandey)

Under Secretary (C&A)

Tele: 23036073

Copy to:

DS (GA)-for similar action in respect of DoT (HQ).

राजीव गौबा
Rajiv Gauba



सत्यमेव जयते



मंत्रिमंडल सचिव
भारत सरकार
CABINET SECRETARY
GOVERNMENT OF INDIA

D.O. No 561/1/1/2017-CA.V/CA.IV

Dated 22nd December, 2020

Dear Secretary,

As you are aware, 'Swachhata Pakhwada' is an important initiative under the Swachh Bharat Mission to engage all Ministries and Departments in Swachhata related activities, thereby making Swachhata "everyone's business". Swachhata Pakhwada was launched in 2016 and 2021 would be the 6th successive year of Swachhata Pakhwada implementation.

2. I attach herewith the proposed Calendar of Swachhata Pakhwada for the year 2021. As per previous practice, you are requested to communicate the Swachhata Pakhwada Plan of your Ministry/Department to D/o Drinking Water and Sanitation, M/o Jal Shakti and upload it on the swachhataSamiksha portal at least two months in advance. You may kindly identify innovative practices related to swachhata to be undertaken for implementation during the fortnight. The Social Media platforms along with electronic media may be used for Swachhata related awareness.

I look forward to your wholehearted cooperation for effective implementation of Swachhata Pakhwada in your Ministry/Department and its attached Field institutions/organisations.

With regards

Yours sincerely,

(Rajiv Gauba)

Encl: As above

To

All Secretaries to Govt. of India

28/12/2020

SD (D&S)

28/12/2020
ASO (D&S)

21	1 st - 15 th November	<ol style="list-style-type: none"> Ministry of Commerce and Industry Department of Commerce Department for Promotion of Industry and Internal Trade Ministry of Civil Aviation 	National Commerce Education Day - 10 th November National Ayurveda Day - 17 October
22	16 th - 30 th November	<ol style="list-style-type: none"> Ministry of Communication Department of Posts Department of Telecommunications Ministry of Mines 	National Post Day - 10 th October
23	1 st - 15 th December	<ol style="list-style-type: none"> Ministry of Defence Department of Defence Department of Defence Production Department of Defence Research & Development Department of Ex-Servicemen Welfare Ministry of Home Affairs 	Navy Day - 4 th December Armed Forces Flag Day 7 th December
24	16 th - 31 st December	<ol style="list-style-type: none"> Ministry of Agriculture and Farmers Welfare Department of Agricultural Research and Education Department of Agriculture, Cooperation & Farmers Welfare Ministry of Fisheries, Animal Husbandry and Dairying Department of Fisheries Department of Animal Husbandry and Dairying Ministry of Minority Affairs 	Kisan Divas (Farmer's Day) - 23 December Minorities Rights Day - 18 th December

15	1st - 15th August	1. Ministry of Youth Affairs and Sports Department of Sports	International Youth Day-12th August
		2. Ministry of Tribal Affairs	
	16th - 31st August	1. Ministry of Heavy Industries and Public Enterprises Department of Heavy Industry Department of Public Enterprises	
		2. Ministry of Corporate Affairs	
17	1st - 15th September	1. Ministry of Education Department of School Education Literacy Department of Higher Education	
		2. Ministry of Chemical and Fertilizers Department of Chemicals and Petrochemicals Department of Fertilizers Department of Pharmaceuticals	
18	16th - 30th September	1. Ministry of Tourism	World Tourism Day- 27th September
		2. Ministry of Railways	
		3. Ministry of Shipping	World Maritime Day 28 September
19	1st - 15th October	1. Ministry of Panchayati Raj	
		2. Ministry of Rural Development Department of Land Resources Department of Rural Development	Swachh Bharat Diwas 2nd October
20	16th - 31st October	1. Ministry of Food Processing Industries	World Food Day 16th October and National
		2. Ministry of AYUSH	Ayurveda Day- 17 October

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Swachhata Pakhwada-2021 Consolidated Guidelines

- Every Ministry/Department should nominate a Joint Secretary as nodal officer for Swachhata Pakhwada related activities, if not already nominated
- Every Ministry/Department to ensure that all their line departments, PSUs, attached offices, organizations and Institutions under them to plan and implement in detail Swachhata Pakhwada
- The Swachhata Pakhwada action plan must be communicated to the DDWS two months prior to the commencement of their Pakhwada and the same is to be uploaded in the designated _____ on _____ Swachhata _____ Samiksha (<http://swachhbharatmission.gov.in/SwachhSamiksha/Home.aspx?Ty=se>)
- Swachhata Pakhwada plans are required to contain detailed date wise activities. Further the Ministries/Departments should ensure that the activities during the Swachhata Pakhwada are in accordance with their plans and discussion
- Secretary of the Ministry/Department concerned may organise a VC/meeting with their field formations for the dissemination of information and to review the preparedness, before the Pakhwada begins
- Senior Officers in the Ministry/Department may provide leadership in implementing Swachhata Pakhwada activities effectively
- Parliamentary Committee and other MP Committees may be convened on Swachhata
- Ministries/Departments need to involve Union Ministers, MPs and other dignitaries in Pakhwada activities
- Ministries/Departments may take steps to undertake innovative initiatives during the campaigns so that few stories are generated daily
- Divyang access to the toilets to be reviewed and ensured in the Central and State offices of Ministries/Departments during Pakhwada
- **Ministries/Departments to continue focus on "Hygiene and Sanitation" particularly keeping in mind the ongoing COVID-19**
- Ministries/Departments may consider setting up a permanent mechanism through new programmes and Schemes for the sustainability of Swachhata, in addition to cleanliness drives during the Pakhwada
- **Curbing Single Use Plastic (SUP) and discourage use of Plastic**
- **There needs to be a daily reporting of the activities during the Pakhwada on Swachhata Samiksha _____ portal (<http://swachhbharatmission.gov.in/SwachhSamiksha/Home.aspx?Ty=se>) and myGov portals**
- **Activity pictures of High Resolution of 2mb-5mb to be uploaded on the portal**

- During the Pakhwada Ministries/Departments may initiate Swachhata Awards/ranking among organisations under their fold (Detail guidelines are mentioned as Annexure)
- Ministries/Departments should ensure better branding and publicity of Pakhwada activities in electronic and print media platforms at both field and central level. They need to make use of social media such as myGov., Twitter and Facebook extensively for the purpose
- Ministries/Departments in coordination with MoI&B, will ensure that adequate publicity is received by the Swachhata Pakhwada initiatives in both electronic and print media. MoI&B to also broadcast inspiring Swachhata initiatives on their coverage
- A press release should be issued highlighting major outcomes of Swachhata Pakhwada
- A press conference needs to be organised by the Ministry/Department at the culmination of their Pakhwada to highlight the activities and initiatives undertaken. This may be addressed at the level of the Union Ministers and Secretaries
- At the conclusion of the Swachhata Pakhwada the Ministries/Departments are required to submit the following to DDWS for onward submission to Cabinet Secretary and PMO:
 1. Report containing a detailed account of activities undertaken during Pakhwada
 2. Related picture album, newspaper clippings, press notes, audio-visual clips
 3. Any special document that Ministry/Department may have issued during Pakhwada
 4. Name and details of the three Swachhata Pakhwada awardees

Note: Due to the ongoing global Pandemic of COVID-19, while observing Swachhata Pakhwada, Ministries/Departments are requested to follow all the instructions and guidelines issued by the M/o Home Affairs and M/o Health and Family Welfare, from time to time

Annexure

Swachhata Pakhwada Awards – Guidelines

1. Each Ministry/ Department observing the Pakhwada will be provided three awards from the Department of Drinking Water and Sanitation. However, Ministries/Departments may encourage to introduce a large number of awards at their level to encourage Swachhata Pakhwada activities
2. The awards would be given to those who have contributed the maximum to the cause of sanitation based on rating and ranking. Emphasis while giving the awards would be given to innovative/ creative activities & initiatives, mass mobilization for Swachhata, engagement of varied sections outside the organization etc. which have deep and sustainable impact countrywide

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3. Each Ministry/ Department would carry out the selection process overseen by the concerned Secretary and select the final three (First, Second and Third) awardees and Intimate DDWS within the two days of ending of their Pakhwada
4. These awards would be handed over to the winning sections/ attached offices/ field formations/ Institutions/ PSUs/ organizations at the end of Pakhwada Press Conference or similar events
5. Ministries and Departments are requested to send the list of the selected winners to DDWS along with a brief note mentioning the basis for the same to Shri Kapil Chaudhary, Director, (kapilc1973@gmail.com)

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