

F.No. 296/306/2022-CX. 9  
भारत सरकार  
Government of India  
वित्त मंत्रालय  
Ministry of Finance  
राजस्व विभाग  
Department of Revenue  
केंद्रीय अप्रत्यक्ष कर एवं सीमा शुल्क बोर्ड  
Central Board of Indirect Taxes & Customs  
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कमरा सं. 220 A, नार्थ ब्लॉक, नई दिल्ली  
दिनांक:- 15-01-2024

To

Principal Chief Commissioners/ Chief Commissioners of CGST & CX Zones (All)  
Principal Chief Commissioners/ Chief Commissioners of Customs (All)  
Principal Directors General/Director General (All)

Madam/Sir,

**विषय : Observance of Swachhata Pakhwada from 16<sup>th</sup> to 31<sup>st</sup> January, 2024 - reg.**

With reference to the above subject, this is to state that as per the Calendar of Swachhata Pakhwada for the year 2024 circulated by Cabinet Secretariat, Government of India, Swachhata Pakhwada for Department of Revenue is scheduled to be organized from 16<sup>th</sup> - 31<sup>st</sup> January, 2024 (copy enclosed as Annex A). In this regard, the O.M. No. FB-12/1/2024-GAR dated 13.01.2024 issued by the Department of Revenue is enclosed as Annex B.

2. In this regard, I am directed to request you to prepare a date-wise list of activities to be undertaken during the Swachhata Pakhwada amongst the suggested activities/guidelines (copy enclosed) and to ensure that at least 2-3 different activities are undertaken during the said period. Further, it is requested to kindly share details of the activities undertaken and the No. of officers/people who participated along with high resolution photographs (2MB-5MB) with Ms. Pallabika Dutta, Additional Director, DGHRD HRM II (Nodal officer for Swachhata Pakhwada 2024) at email id: - [swachhta-dghrd@gov.in](mailto:swachhta-dghrd@gov.in) as the same have to be uploaded on the DDWS Portal on a daily basis.

3. Furthermore, the campaign may be given wide publicity using Official Hashtags #SwachhBharat, #GarbageFreeIndia, #SwachhataPakhwada2024 and Official Handles @SwachhBharatGov, @SwachhBharat and @PMOIndia.

4. This issues with the approval of Chairman, CBIC.

Encl: As Stated

Yours sincerely,

  
(Himani Bhayana)  
(Commissioner CX, ST & CX-9)

Copy to: Pr. Additional Director General, HRM-II, DGHRD for information and necessary action.

# Annexure A

राजीव गौबा  
Rajiv Gauba



सत्यमेव जयते



मंत्रिमंडल सचिव  
भारत सरकार  
CABINET SECRETARY  
GOVERNMENT OF INDIA

D.O. No. 561/01/01/2017-CA.V

Dated the 10<sup>th</sup> January, 2024

*Dear Secretary*

As you are aware, Swachhata Pakhwadas are being organized since April, 2016 with the objective of bringing a fortnight of intense focus on the issues and practices of swachhata in GoI Ministries/Departments. The "Swachhata Pakhwada" concept is inspired by Hon'ble Prime Minister's vision to make swachhata "everyone's business" and therefore, involving all Central Government Ministries and Departments in swachhata related activities.

2. Over the years, the Swachhata Pakhwada has acquired an extra dimension. Besides undertaking cleaning activities in offices/organisations of the Ministry/Department, the focus now is on ensuring intensive sanitation efforts in the entire ecosystem related to the Ministry/Department's area of work.
3. The year 2024 would be the 9<sup>th</sup> consecutive year of Swachhata Pakhwada implementation. The proposed calendar, along with guidelines for Swachhata Pakhwada, is enclosed. Ministries / Departments are expected to engage in Shramdan activities in the communities where they are located and to which they are connected by virtue of their work. A competitive spirit towards swachhata should be actively encouraged in your organisations and subordinate offices. It is expected that your Ministry/Department will recognize and felicitate outstanding contributors to Swachhata activities both in the organisations as also in the communities.
4. As in previous years, you are requested to upload the Swachhata Pakhwada plans of your Ministry/Department on the Swachhata Samiksha portal well in advance. I would request you to identify some innovative practices that would be undertaken by your Ministry/Department during the Swachhata fortnight. Needless to add, social media platforms and electronic media may be fully leveraged for creating Swachhata related awareness.
5. I look forward to your enthusiastic cooperation in the planning and implementation of Swachhata Pakhwada in your Ministry/Department. As in the past, all Swachhata related activities are required to be undertaken in the attached institutions/organisations/autonomous bodies/CPSEs as well.

With regards

Yours sincerely,

(Rajiv Gauba)

**All Secretaries to Govt. of India.**

Swachhata Pakhwada Calendar 2024			
SL No.	Pakhwada	Ministries/Departments	Special Occasions
1	1st -15th January	1. Ministry of External Affairs 2. Ministry of Road Transport and Highways	Pravasi Bharatia 9th January Road Safety Week 11th -17th January
2	16th – 31st January	1. Ministry of Information and Broadcasting 2. Ministry of Finance Department of Economic Affairs Department of Expenditure Department of Financial Services Department of Revenue Department of Investment and Public Asset Management Department of Public Enterprises	Republic Day 26 January
3	1st -15th February	1. Department of Space 2. Ministry of Electronics and Information Technology	
4	16th – 29th February	1. Ministry of Consumer Affairs, Food and Public Distribution Department of Consumer Affairs Department of Food and Public Distribution 2. Department of Atomic Energy	World Science Day - 28 February
5	1st – 15th March	1. Ministry of Women and Child Development 2. Ministry of Textiles	International Women's Day- 8th March
6	16th – 31st March	1. Department of Water Resources, River Development & Ganga Rejuvenation 2. Ministry of Steel	World Water Day- 22nd March Steel Safety Day 28 March

15	1st – 15th August	1. Ministry of Youth Affairs and Sports Department of Sports Department of Youth Affairs 2. Ministry of Tribal Affairs	International Youth Day-12th August  World Indigenous Peoples Day August 9
	16th – 31st August	1. Ministry of Heavy Industries and Public Enterprises 2. Ministry of Corporate Affairs	
17	1 <sup>st</sup> – 15 <sup>th</sup> 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 1. Department of Drinking Water & Sanitation	
18	16 <sup>th</sup> – 30 <sup>th</sup> September	2. Ministry of Tourism 3. Ministry of Ports, Shipping and Waterways 4. M/o Housing & Urban Affairs	World Tourism Day- 27th September  World Maritime Day 28 September
19	1 <sup>st</sup> – 15 <sup>th</sup> October	1. Ministry of Railways 2. Ministry of Rural Development Department of Land Resources Department of Rural Development	Swachh Bharat Diwas 2nd October
20	16 <sup>th</sup> – 31st October	1. Ministry of Food Processing Industries 2. Ministry of AYUSH 3. Ministry of Panchayati Raj	World Food Day 16th October and National Ayurveda Day- 17 October

**Swachhata Pakhwada-2024**  
**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 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-I**)

## Annexure-I

### 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
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 Sanjay Kumar Sinha, Director, ([sanjay.sinha67@nic.in](mailto:sanjay.sinha67@nic.in)).

## Annexure B

F.No. FB-12/1/2024-GAR  
Government of India  
Ministry of Finance  
(Department of Revenue)  
\*\*\*\*\*

Room No. 66-D, North Block,  
New Delhi, the 13<sup>th</sup> January, 2024

### Office Memorandum

**Subject: - Observance of 'Swachhata Pakhwada' in Department of Revenue from 16<sup>th</sup> January to 31<sup>st</sup> January, 2024 -**

The undersigned is directed to refer to the meeting held by Revenue Secretary on 12.1.2024 on the above subject and to forward herewith a copy of the correspondence received from Cabinet Secretary in this regard suggesting the list of activities to be undertaken by the Department during the Swachhata Pakhwada being organized from 16<sup>th</sup> January to 31<sup>st</sup> January, 2024.

2. As decided in the meeting, the following actions are required to be taken by all concerned offices so that the Swachhata Pakhwada is organized in a holistic and successful manner:-

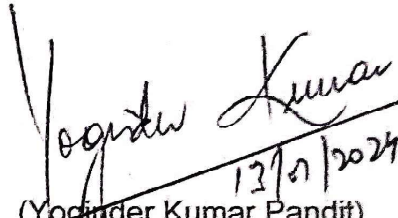
- (i) CBDT and CBIC and all the subordinate offices may direct their field offices to prepare the date-wise list of activities to be undertaken during the Swachhata Pakhwada amongst the suggested activities/ guidelines (each office to carry out 2-3 different activities, as far as possible) and update the same on the Swachhata Pakhwada portal;
- (ii) The activities undertaken during Swachhata Pakhwada are required to be uploaded on the Swachhata portal on daily basis by each concerned office;
- (iii) Suitable directions may be passed to all officers/staff to take the **Swachhata Pledge on 16.1.2024 [anytime between 11.00 A.M. to 3.00 P.M]** online through the link:- <https://pledge.mygov.in/swachhata-pledge-2022/>, and after taking the Pledge a certificate to the effect may be got downloaded. Each officer/staff member may submit the Pledge certificate to their Head of Office/in-charge nodal officer enabling him to upload the details/numbers in the Swachhata portal;
- (iv) 03 Awards (1<sup>st</sup>/2<sup>nd</sup>/3<sup>rd</sup> Prize) are being distributed by the nodal Department, i.e., Department of Drinking Water and Sanitation, to each Department and the same will have to be distributed further by this Department after completion of the Swachhata Pakhwada. For this purpose, a single nomination of any particular office from CBDT/CBIC and the subordinate offices, for the best performance during Swachhata Pakhwada deserving to be given such award alongwith a small brief of activities (alongwith some photographs) carried out by that office, may be sent to this Department (**through mail by 30<sup>th</sup> January, 2023 5.00 p.m.**), enabling this Department to further categorize the three nominations and distribute these prizes accordingly;
- (v) To encourage more and more participation in future, Awards (in form of a Memento and/or Certificate – to be arranged at office level) for best performance (1<sup>st</sup>/2<sup>nd</sup>/3<sup>rd</sup> prize) may be given in every office (to section or individual level) under a few chosen 2 or 3 categories (to be decided by Committee of 2-3 Senior officers of that particular office);

Cont. on p.2/...

from p.1/-....

- (vi) A meeting [Virtual] of the Nodal Officers of DoR Headquarters/CBDT/CBIC/Subordinate offices may be held twice a week so that the Swachhata activities are carried out smoothly in all the offices and uploading, etc. is done properly without any glitches.
3. A Sample Swachhata Pakhwada plan, which is being organized by the Revenue Headquarters, is enclosed for reference purpose.
4. The link of the Swachhata Portal alongwith Password is given hereunder:-
- <http://swachhbharatmission.gov.in/SwachhSamiksha/Home.aspx?Ty=se>  
ID - dor25 Password - \*dor87@321
5. This issues with approval of the Revenue Secretary.

[Encl.: As above]

  
13/11/2024  
(Yoginder Kumar Pandit)  
Under Secretary to the Government of India  
Tel. No. 23095366  
Email: [yoginder.pandit@nic.in](mailto:yoginder.pandit@nic.in)

To:

1. Chairman (CBDT), North Block.
2. Chairman (CBIC), North Block
3. Director, Enforcement Directorate
4. CEO, GSTN
5. Additional Director General, CEIB
6. Joint Secretary, GST Council
7. Joint Secretary, TPRU
8. Chief Controller, Government Opium Alkaloid Factories
9. Commissioner, Central Bureau of Narcotics
10. Addl. Director, FIU
11. Director (Hqrs.), DOR
12. Director (GA/NC), DOR.

Copy to:

1. Commissioner (Coord.), CBDT
2. Commissioner (Coord.), CBIC



**ACTION PLAN**  
**SWACHHATA PAKHWADA**  
**(16.01.2024 to 31.01.2024)**

**[FOR DOR HEADQUARTERS]**

Sl. No.	Date & Day [excluding Holidays]	Event	Place	Remarks
1.	From 16.01.2024 to 31.01.2024	Cleanliness Drive viz., repairs/ whitewashing etc., as per requirement in all Sections/Offices involving all Officers/Staff.	In all the buildings of DoR viz. North Block, Hudco Vishala Building, Jeevan Vihar, Jeevan Deep Building, Jeevan Tara Building.	To be monitored by Head of the Division.
		Cleanliness Drive in and around the office complex.	All buildings of Department of Revenue	To be monitored by Head of the Division.
		Disposal of Waste/ scrap items etc. with emphasis on curbing Single Use Plastic (SUP) and discourage use of Plastic	All buildings of Department of Revenue	To be monitored by Head of the Offices
		Wedding out old records/ digitization of records/ implementation of E-Office	All buildings of Department of Revenue	To be monitored by Head of the Division.
		Distribution of cleaning material to staff	All buildings of Department of Revenue	To be monitored by GAR Section, Department of Revenue
		Display Swachhata related awareness /message on the website(s)	All buildings of Department of Revenue	To be monitored by GAR Section, Department of Revenue
		Sanitization of entire workplace, common facilities etc.	All buildings of Department of Revenue	To be monitored by GAR Section, Department of Revenue
2.	16.01.2024	<b>Online "Swachhata Pledge" on 16.01.2024</b>  <b>Between 11.00 A.M. to 3.00 P.M.</b> to be taken from respective office places (section/ office/ chamber) at the given link  <a href="https://pledge.mygov.in/swachhta-pledge-2022/">https://pledge.mygov.in/swachhta-pledge-2022/</a>	All buildings of Department of Revenue	To be monitored by respective HoDs.  <b>Certificate of Pledge to be downloaded by officer/staff member and sent through mail to:</b> <b><a href="mailto:yogesh.gulia89@gov.in">yogesh.gulia89@gov.in</a></b> <b>on 16.1.2024 by 4.00 p.m.</b>
3.	24.01.2024	Walk around in offices with banners etc. to promote Swachh Bharat Mission.	All buildings of Department of Revenue	To be monitored by GAR Section, Department of Revenue
4.	25.01.2024	<b>Plantation Drive led by Additional Secretary (Revenue)</b>  <b>12.00 Noon</b>	<b>North Block</b>	<b>Samplings to be planted near Park at Gate No.1, North Block</b>
4.	30.01.2024	Online Meeting/ video conferencing by Nodal Officer/ delegated officer with Nodal officers of CBDT & CBIC/Subordinate Offices	Room No. 66-A, North Block.	To be monitored by Nodal Officer/ Dir (GA/NC)
5.	31.01.2024	Inspection of all rooms/ sections by officers nominated by Nodal officer/ Dir (GA/NC).	All buildings of Department of Revenue	To be monitored by Dir (GA/NC) & award to be given to cleanest section on any convenient date.

**During Saturdays/Sundays, the General Admn. Section of the Ministry of Finance will ensure cleanliness/ sanitization work in corridors/peripheries, etc. inside and outside of the buildings.**