

File No. B-11011/1/2017-GA  
Government of India  
Ministry of Water Resources, River Development  
& Ganga Rejuvenation  
(General Administration Section)  
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Shram Shakti Bhawan, Rafi Marg,  
New Delhi dated 15.03.2017

**Subject:** Swachhta Pakhwada from 16<sup>th</sup> to 31<sup>st</sup> March 2017 organized by Ministry of Water Resources, River Development and Ganga Rejuvenation.

As you are aware, the Swachhta Pakhwada is a special initiative by the Hon'ble Prime Minister as part of the Swachh Bharat Mission, aimed at mainstreaming sanitation and cleanliness – a step towards making the Swachh Bharat Mission "Everyone's Business".

2. This is to inform you that Ministry of Water Resources, River Development and Ganga Rejuvenation is organizing a Swachhta Pakhwada from 16<sup>th</sup> to 31<sup>st</sup> March 2017 throughout the country wherein Swachhta related activities like cleaning of water bodies like canals, cleaning of public places etc. through Shramdaan will be organized. The Swachhta Pakhwada will be inaugurated by Hon'ble Minister (WR, RD & GR) on 16.03.2017 at Shram Shakti Bhawan with a **Swachh Bharat Pledge** in front of A-Wing, Shram Shakti Bhawan at 12 Noon followed by Shramdaan and cleanliness at Shram Shakti Bhawan.

3. The cleanliness will be led by the following Officers in Shram Shakti Bhawan at the respective locations after the Swachhta Pledge as per details below:

S.No.	Team	Team Leaders	Location	Team Members
1	A	JS (A/GW) and Comm (SPR)	In Gate, Reception Area, front side of Shram Shakti Bhawan including Pedestrian Walking area and Horticulture area around the front boundary wall of Shram Shakti Bhawan. (Area A in map enclosed)	Admn. Section, GA Section, Vigilance, IEC MI (Stat) and SPR Section
2	B	JS & FA and Comm (Indus):	Out Gate, Two-wheeler parking and area outside B –Wing of Shram Shakti Bhawan. (Area B in map enclosed)	e-Gov, IFD, E-1, B & B, NHP, Coord, Cash, Budget Section and O & M
3	C	JS (PP) and Comm (FM):	Back side of the building (near Yoga Centre, Ministry of Power). (Area C in map enclosed)	PP, E-II, E-III, E-IV, Parl., EA & IC and Pen. River.
4	D	Comm (B & B) and Comm (CAD):	Area outside Shram Shakti Bhawan back wall. (Area D in map enclosed)	BM, FM, Indus, PSU, IEC, GW and GWE



4. T-shirts and Caps have been distributed to the staff/ officers of the Ministry. All the officers/ staff of the Ministry are requested to **wear the T-shirts, caps along with black/blue/ dark coloured trousers**. All the above Officers (**Team Leaders in Para 3 above**) are requested to coordinate with the General Administration Section for carrying out the activities. The pre and post- Swachhta pictures may be taken and sent by e-mail to [manpreet.marwaha@gov.in](mailto:manpreet.marwaha@gov.in) with a copy to [rk.ojha25@nic.in](mailto:rk.ojha25@nic.in).

Encl: As above.

  
15/3

(Akhil Kumar)

Joint Secretary to the Govt. of India

Tel: 23710343

e-mail: [js-mowr@nic.in](mailto:js-mowr@nic.in)

**To**

1. Commissioner (SPR), MoWR, RD & GR, Shram Shakti Bhawan.
2. Commissioner (Indus), MoWR, RD & GR, Block -11, CGO Complex.
3. Commissioner (FM), MoWR, RD & GR, Block -11, CGO Complex.
4. Commissioner (B & B), MoWR, RD & GR, Block -3, CGO Complex.
5. Commissioner (CAD), MoWR, RD & GR, Krishi Bhawan
6. All staff/ officers of MoWR, RD & GR
7. Director (Tech), NIC for uploading on Intra-MoWR.

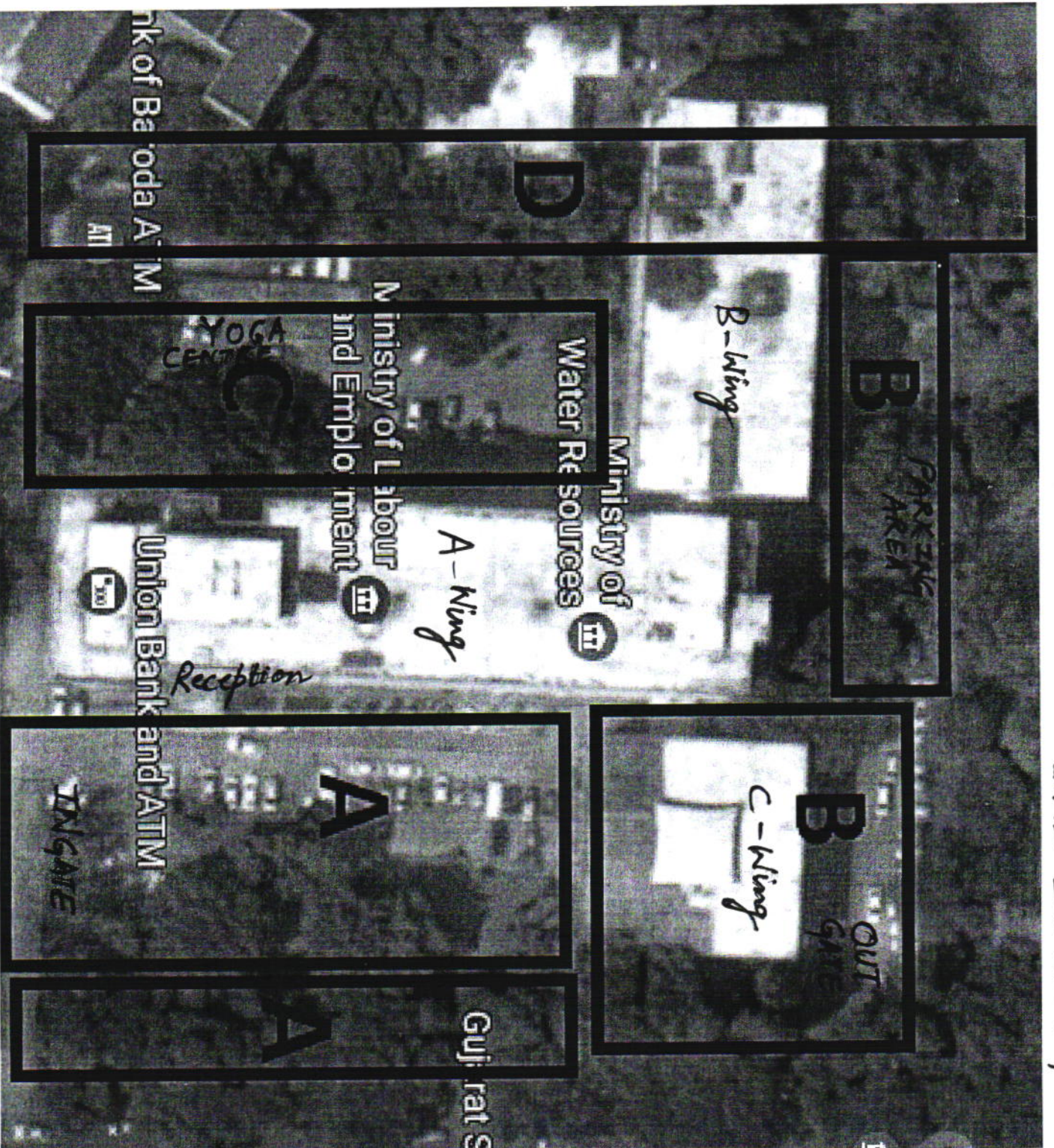
**Copy to:**

1. PPS to Secretary (WR, RD & GR)
2. PPS to JS (A/GW)/ PS to JS (PP)/ PS to JS & FA/ PS to DG (NMCG)/ PS to MD (NWM).





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CLUB  
OF  
INDIA

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AUDITORIUM

CSIR





## **Swachh Bharat Mission**

### **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.

## स्वच्छता शपथ

महात्मा गांधी ने जिस भारत का सपना देखा था उसमें सिर्फ राजनैतिक आजादी 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 कि गंदगी को दूर करके भारत माता की सेवा करें।

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

हर वर्ष 100 घंटे यानी 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 मुहल्ले से, मेरे गांव से एवं मेरे कार्यस्थल से शुरुआत करूँगा।

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

इस विचार के साथ मैं गांव-गांव 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 कि स्वच्छता की तरफ बढ़ाया गया मेरा एक कदम पूरे भारत देश को स्वच्छ बनाने में मदद करेगा।

**Government of India**  
**Ministry of Water Resources, River Development and Ganga Rejuvenation**

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Swachhta Pakhwada Action Plan 2017(**16<sup>th</sup> March 2017 to 31<sup>st</sup> March 2017**)

**Nodal Officer for Ministry:** Shri Akhil Kumar, Joint Secretary (Admn./GW)

**Deputy Nodal Officers:**

- i. Shri Ashish Kumar, Director (Coordination)
- ii. Shri Surender Kumar Garg, Deputy Secretary (Admn./GA)

S.No	Date	Day	Activity	Nodal Agency	Nodal Officer
1	16.03.2017	Thursday	<p><b>Event 1</b> To be organised by <b>Ministry (Sectt.)</b></p> <p><b>Event 2</b>  <ul style="list-style-type: none"> <li>Inauguration of Ganga Swachhta Pakhwada with Swachh Ganga Pledge.</li> <li>Shramdaan and Swachhta Sandesh Rally and screening of Namami Gange Theme Song at <b><u>Sangam, Allahabad.</u></b></li> </ul> </p> <p><b>Event 3</b> Shramdaan and Swachhta Sandesh rally at Sangam Ghat, <b><u>Devprayag, Uttarakhand</u></b></p> <p><b>Event 4</b> To be organised by <b>NIH, Roorkee.</b></p> <p><b>Event 5</b> Cleanliness by CGWB and Industry at  i. Village Gadchandur, District Chandarpur, Maharashtra.  ii. Block Neemrana, Distt. Alwar, Rajasthan.</p>	<p><b>Ministry (Sectt.)</b></p> <p><b>NMCG</b></p> <p><b>WAPCOS</b></p> <p><b>NIH</b></p> <p><b>CGWB</b></p>	<p>JS (Admn.) and US (GA)</p> <p>Chairman (CGWB), DDG (NMCG) and US (NMCG)</p> <p>DS (GA) and US (E.I)</p> <p>Director (NIH) and Director (E.II)</p> <p>Chairman (CGWB), concerned Regional Office Heads and Industry Officers.</p>
2	17.03.2017	Friday	<p><b>Event 1</b> Swachhta Sandesh Rally and exhibition at Dhashmedha Ghat, <b><u>Varanasi</u></b></p> <p><b>Event 2</b> Shramdaan and Swachhta Sandesh Rally at Sangam Bathing Ghat, <b><u>Devprayag (Uttarakhand)</u></b></p> <p><b>Event 3</b> Cleanliness by CGWB and Industry Village at  i. Awarpur, District <b>Chandarpur, Maharashtra</b>  ii. Baloda Bazar, <b>Distt. Durg, Chhattisgarh</b>  iii. Village Sejvata, <b>Distt. Ratlam, MP</b>  iv. Vishunapur, <b>Distt. Balrampur, Uttar Pradesh.</b></p>	<p><b>NMCG</b></p> <p><b>WAPCOS</b></p> <p><b>CGWB</b></p>	<p>Chairman, CWC and ED (Projects), NMCG</p> <p>Comm. (CAD) and US (Coord)</p> <p>Chairman (CGWB), concerned Regional Office Heads and Industry Officers.</p>

3	18.03.2017	Saturday	<p><b>Event 1</b> Painting and Drawing Competition for school children/ Slogan writing for youth at Parmat Ghat, <b>Kanpur.</b></p> <p><b>Event 2</b> To be organised by <b>Neriwalm</b></p> <p><b>Event 3</b> Shramdaan for cleaning of pond at PurbaJalchakDeulpukur, Village-Jalchak, Distt- <b>PaschimMedinipur (West Bengal)</b></p>	<p><b>NMCG</b></p> <p><b>Neriwalm</b></p> <p><b>NPCC</b></p>	<p>DDG (NMCG) Shri Sampat Kumar ,Member (CGWB)</p> <p>Comm (CAD) , Dir.(Neriwalm)and US (E.II)</p> <p>Chairman (NPCC)</p>
4	19.03.2017	Sunday	<p><b>Event 1</b> Shramdaan and Selfie Campaign at Assi Ghat, <b>Varanasi.</b></p> <p><b>Event 2</b> To be organised by <b>Bansagar Control Board.</b></p> <p><b>Event 3</b> Shramdan and Swachhta Sandesh rally at Gandhi Ghat, <b>NIT, Patna, Bihar</b></p> <p><b>Event 4</b> Cleanliness by CGWB and Industry at i. Balgopur Pond, Kusumundia Pond, Sukinda, Distt. <b>Jajpur, Odisha.</b> ii. Village Bhadreswar, Kachch, Gujarat.</p>	<p><b>NMCG</b></p> <p><b>BCB</b></p> <p><b>NPCC</b></p> <p><b>CGWB</b></p>	<p>Member (RM), CWC and ED (Projects), NMCG</p> <p>Advisor (NWM) Chairman, BCB and US (E.IV)</p> <p>Chairman NPCC, Economic Advisor.</p> <p>Chairman (CGWB), concerned Regional Office Heads and Industry Officers.</p>
5	20.03.2017	Monday	<p><b>Event 1</b> Swachhta Workshop &amp; Seminar at <b>Allahabad University</b></p> <p><b>Event 2</b> Shram Daan and Swachhta Sandesh Rally at <b>Naithani Ghat, Srinagar, Uttarakhand</b></p> <p><b>Event 3</b> To be organised by <b>Betwa River Board.</b></p> <p><b>Event 4</b> Swachhta Sandesh rally at <b>Kali Ghat, Sonapur, Distt- Saran, Bihar</b></p> <p><b>Event 5</b> Cleanliness by CGWB and Industry at i. Village Khor, Distt. <b>Neemuch, MP</b> ii. Village Saha, Distt. <b>Ambala, Haryana</b> iii. Village Hata, Block Potka, <b>East Singhbhum, Jharkhand.</b> iv. ManakpurAdampur Pond, Distt. <b>Hardiwar, Uttarakhand.</b></p>	<p><b>NMCG</b></p> <p><b>WAPCOS</b></p> <p><b>BRB</b></p> <p><b>NPCC</b></p> <p><b>CGWB</b></p>	<p>Member (D &amp; R), CWC, ED (Tech), NMCG and US (PR)</p> <p>Director (WAPCOS)</p> <p>Advisor (NWM), Chairman (BRB) and SJC (PP)</p> <p>Chairman NPCC, Economic Advisor and US (GA)</p> <p>Chairman (CGWB), concerned Regional Office Heads and Industry Officers.</p>

			<p>v. District Ajmer, Rajasthan.</p> <p>vi. Munger, Bihar</p>		
6	21.03.2017	Tuesday	<p><b>Event 1</b> Swachhta Sandesh Rally at <b><u>Bijnor.</u></b></p> <p><b>Event 2</b> To be organised by:</p> <ul style="list-style-type: none"> <li>• <b>CGWB</b></li> <li>• <b>Brahmaputra Board</b></li> </ul> <p><b>Event 3</b> Cleanliness drive at <b>Simaria Ghat, Bihar</b></p> <p><b>Event 4</b> Shramdaan for cleanliness (Water Body) at Village <b>Banthara, Sikanderpur, Lucknow.</b></p> <p><b>Event 5</b> Cleanliness drive at Laxmi Tank, near Bus Stand, <b>Jhansi, Uttar Pradesh.</b></p> <p><b>Event 6</b> Cleanliness by CGWB and Industry at</p> <ol style="list-style-type: none"> <li>Village Sandharshi, Distt. Patiala, Punjab.</li> <li>District Vaishali, Bihar.</li> </ol>	<p><b>NMCG</b></p> <p><b>CGWB</b></p> <p><b>BB</b></p> <p><b>NPCC</b></p> <p><b>NHP</b></p> <p><b>CWC</b></p> <p><b>CGWB</b></p>	<p>Member (WP &amp; P), CWC, ED (Admn.), NMCG and MD (NWM)</p> <p>Chairman, CGWB and Director (GW)</p> <p>Chairman (CWC) and Secretary (BB)</p> <p>Chairman NPCC and US (GA)</p> <p>Dir (NHP) and US (NHP)</p> <p>Chief Engg. (HRM) and DS (E.I)</p> <p>Chairman (CGWB), concerned Regional Office Heads and Industry Officers.</p>
7	22.03.2017	Wednesday	<p><b>Event 1</b> Celebration of <b>World Water Day</b> at Brij Ghat, <b><u>Garmukteshwar.</u></b></p> <p><b>Event 2</b> To be organised by <b>All Organisations.</b></p> <p><b>Event 3</b> Cleanliness by CGWB and Industry at Dhamdha, Distt. <b>Durg, Chhatisgarh.</b></p>	<p><b>NMCG</b></p> <p><b>All Orgn.</b></p> <p><b>CGWB</b></p>	<p>JS (Admn.), ED(Admn.), NMCG, DS (NMCG) and US (Admn.)</p> <p>All Organisation chiefs and concerned DS/ Dir. of the Ministry</p> <p>Chairman (CGWB), concerned Regional Office Heads and Industry Officers.</p>
8	23.03.2017	Thursday	<p><b>Event 1</b> Shram Daan and Swachhta Sandesh Rally at <b><u>Triveni Ghat, Rishikesh, Uttarakhand</u></b></p> <p><b>Event 2</b> Shram Daan and Swachhta Sandesh Rally at <b><u>Naithani Ghat, Srinagar, Uttarakhand</u></b></p> <p><b>Event 3</b> To be organised by <b>CSMRS.</b></p>	<p><b>NMCG</b></p> <p><b>WAPCOS</b></p> <p><b>CSMRS</b></p>	<p>JS (PP) and ED (Finance), NMCG</p> <p>Comm. (SPR) and US (Budget)</p> <p>Comm. (FM), Director (CSMRS) and DS (EA &amp; IC)</p>



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			Patiala Feeder Canal, Bharthala Headworks, Punjab  <b>Event 6</b> Cleanliness by CGWB and Industry at Village Karanjiapal, Distt. Keonjhar, Odisha.	<b>CGWB</b>	US (PR)  Chairman (CGWB), concerned Regional Office Heads and Industry Officers.
11	26.03.2017	Sunday	<b>Event 1</b> Shramdaan and Signature Campaign at <u>Millenium Park, Kolkata.</u>  <b>Event 2</b> To be organised by <b>NCA, Indore.</b>  <b>Event 3</b> Cleanliness drive at New Hathari Hydel Project (Uttarakhand).  <b>Event 4</b> To be organised by <b>Farakka Barrage Project.</b>	<b>NMCG</b>          <b>NCA</b>       <b>NPCC</b>       <b>FBP</b>	Chairman CGWB, ED (Admn.), NMCG and US (EA & IC)          Comm. (FM), Chairman, NCA and SJC (PR)       Chairman, NPCC       Comm (FM), GM (FBP) and DS (E.III)
12	27.03.2017	Monday	<b>Event 1</b> Ganga Chaupal at <u>Sahibganj</u>  <b>Event 2</b> Shramdaan and Swachhta Sandesh rally at Devi Ahilya Chowk (Shaitan Singh Chouraha) at Shahpura, <u>Bhopal, Madhya Pradesh</u>  <b>Event 3</b> Shramdaan and cleaning upstream of Pong Dam (Beas Dam) and Powerhouse (downstream the Dam) and residential colony of Project.  <b>Event 4</b> Cleanliness of Pond in Boaljurmukh Village, Silchar, Assam.  <b>Event 5</b> Cleanliness by CGWB and Industry at Village Phillaur, Distt. <b>Jalandhar, Punjab.</b>	<b>NMCG</b>       <b>WAPCOS</b>       <b>Indus Wing / Pong Dam</b>       <b>CWC and B &amp; B wing</b>    <b>CGWB</b>	Member (TT & WQ), CGWB, ED (Tech), NMCG and MD, NWM       JS (PP) and US (PP)       Comm. (Indus) and DS (PSU)       Comm. (B&B)    Chairman (CGWB), concerned Regional Office Heads and Industry Officers.
13	28.03.2017	Tuesday	<b>Event 1</b> Shramdaan and cleaning at all Ghats/ <u>Brahmavatar Ghat, Bithoor, Kanpur, UP.</u>  <b>Event 2</b> Shramdaan and Swachhta Sandesh rally at Devi Ahilya Chowk (Shaitan	<b>NMCG</b>          <b>WAPCOS</b>	Comm (SPR), ED (Admn.), NMCG and DS (NMCG)       JS (PP) and DD (PP)

			<p>Singh Chouraha) at Shahpura, <b><u>Bhopal, Madhya Pradesh</u></b></p> <p><b><u>Event 3</u></b> To be organised by NWDA.</p> <p><b><u>Event 4</u></b> Cleanliness and Swachhta Sandesh at <b><u>Wazirabad Pond, Delhi.</u></b></p> <p><b><u>Event 5</u></b> Cleanliness by CGWB and Industry at Village Bhadson, Distt. Karnal, Haryana.</p>	<p><b>NWDA</b></p> <p><b>UYRB</b></p> <p><b>CGWB</b></p>	<p>Chairman, NWDA and Dir (Fin)</p> <p>Member, UYRB , SJC (PR)</p> <p>Chairman (CGWB), concerned Regional Office Heads and Industry Officers.</p>
14	29.03.2017	Wednesday	<p><b><u>Event 1</u></b> Shramdaan and Swachhta Sandesh at <b><u>Nabadwip, West Bengal.</u></b></p> <p><b><u>Event 2</u></b> Cleaning of Sites at Alapakkam Eri, (Pond) Maduraboyal Talluka, <b><u>Chennai, Tamil Nadu.</u></b></p> <p><b><u>Event 3</u></b> To be organised by <b>CWPRS.</b></p> <p><b><u>Event 4</u></b> Shramdaan and Swachhta Sandesh rally Dolaithabi Barrage Unit, <b>West Imphal (Manipur)</b></p> <p><b><u>Event 5</u></b> Cleanliness by CGWB and Industry at Village Meerpur, <b>Distt. Ghaziabad, UP.</b></p>	<p><b>NMCG</b></p> <p><b>WAPCOS</b></p> <p><b>CWPRS</b></p> <p><b>NPCC</b></p> <p><b>CGWB</b></p>	<p>Member (SAM), CGWB and ED (Tech), NMCG</p> <p>CMD, WAPCOS</p> <p>JS (A/GW), Dir (CWPRS) and US (GA)</p> <p>Chairman, NPCC</p> <p>Chairman (CGWB), concerned Regional Office Heads and Industry Officers.</p>
15	30.03.2017	Thursday	<p><b><u>Event 1</u></b> Shramdaan and cultural programme at <b><u>Vishraam Ghat, Vrindavan</u></b></p> <p><b><u>Event 2</u></b> Cleaning of Sites at Alapakkam Eri, (Pond) Maduraboyal Talluka, <b><u>Chennai, Tamil Nadu.</u></b></p> <p><b><u>Event 3</u></b> To be organised by Tungabhadra Board.</p> <p><b><u>Event 4</u></b> Shramdaan and Swachhta Sandesh rally at Dr. Rajendra Prasad Central Agriculture University, Samastipur, Bihar</p>	<p><b>NMCG</b></p> <p><b>WAPCOS</b></p> <p><b>TB</b></p> <p><b>NPCC</b></p>	<p>JS (PP) and ED (Finance), NMCG and Comm (B &amp;B)</p> <p>Comm. (Indus), Dir (CAD)</p> <p>Chairman (TB) and SJC (B &amp; B)</p> <p>Chairman, NPCC and US (Coord).</p>



			<p><b><u>Event 5</u></b> Cleanliness by CGWB and Industry at atVillageSulia, Distt. <b>Ramgarh,</b> <b>Jharkhand</b></p>	<b>CGWB</b>	Chairman (CGWB), concerned Regional Office Heads and Industry Officers.
<b>16</b>	<b>31.03.2017</b>	<b>Friday</b>	<p><b><u>Event1</u></b> Padyatra along the river and adopting a ghat campaign followed with Swachh Ganga Pledge at <b><u>Chandi Ghat, Haridwar.</u></b></p> <p><b><u>Event 2</u></b> Shramdaan and Swachhta Sandesh at Kakkanad, <b><u>Cochin, Kerala.</u></b></p> <p><b><u>Event 3</u></b> To be organised by</p> <ul style="list-style-type: none"> <li>• UYRB</li> <li>• KRMB</li> <li>• GRMB</li> </ul>	<p><b>NMCG</b></p> <p><b>WAPCOS</b></p> <p><b>UYRB</b></p> <p><b>KRMB</b></p> <p><b>GRMB</b></p>	<p>DG (NMCG), JS (Admn.), US (NMCG) and US (B&amp;B)</p> <p>JS &amp; FA US (NWM)</p> <p>Chairman, UYRB and US (GWE). Chairman, KRMB and Dir (NHP) Chairman, GRMB and Dir (NHP)</p>