



अध्यक्ष, रेलवे बोर्ड
एवं
पदेन प्रमुख सचिव, भारत सरकार
रेल मंत्रालय
रेल भवन, नई दिल्ली-110 001
CHAIRMAN, RAILWAY BOARD
&
EX-OFFICIO PRINCIPAL SECRETARY,
GOVERNMENT OF INDIA
MINISTRY OF RAILWAYS
RAIL BHAVAN, NEW DELHI-110001

D.O. No.2015/EnHM/06/12

New Delhi dated 24.09.2015

Dear General Managers,

Sub: National Cleanliness Campaign under "Swachh Bharat Mission" from 25th September, 2015 to 31st March, 2016.

"Swachh Bharat Mission" (SBM) with completing one year on 2nd Oct. 2015, Government of India has proposed to launch an Intensive Campaign and Cleanliness Drive as a part of SBM from 25th September, 2015 onwards upto 31st March, 2016 in the following phases:-

- 1) 'Swachh Bharat Year 1 - Intensive Campaign for Mission' - from 25th Sept. 2015 to 11th Oct. 2015, to be observed by all the Railway units.
- 2) Theme based cleanliness drives from 11th Oct. '15 to 31st March '16 focused on specific sectors out of which cleanliness drives to be carried out by Railways, as under :-
 - (i) Sardar Patel United Clean India Drive from 11th Oct. 2015 to 31st Oct. 2015 - focused to be done at Railway stations and trains which unite the country.
 - (ii) Railway colonies - from 16th Dec. 2015 to 31st Dec. 2015.
 - (iii) Railway hospitals & Health Units - from 15th Feb. 2016 to 28th Feb. 2016.
 - (iv) Offices, Service Buildings and other work places including Workshops & PUs - from 28th Feb. 2016 to 15th March 2016.

2.0 As the mission completes its first year, you may review the progress achieve so far, with a view to acknowledging the good works done and reinforcing our commitment to complete the mission by undertaking an intensive National Cleanliness Campaign in different phases in order to create increased awareness and higher level of participation from all sections of Railway staff, Railway users as well as the society.

3.0 Accordingly, the thrust areas of the campaign and the Drives for this year will be as under:-

- (i) Bring in systemic changes so that sustained improvement in cleanliness is achieved.
- (ii) Cover all the hitherto unattended areas.
- (iii) Involve much larger section of staff, users and society including Charitable/Social organizations.

4.0 Indicative list of activities which can be organized during the 'Swachh Bharat - year 1 - intensive campaign' from 25th Sept.'15 to 11th Oct.'15 as well as theme based United Clean India Drive' from 11th Oct. 15 to 31st Oct. '15 are given in the enclosed annexure.

5.0 You are requested to plan immediately and take actions on the indicated lines so that the objectives of the campaign are achieved in terms of significant and sustainable improvements in Railway Stations and Trains as well as other Railway Establishments. Actions taken shall be in the form of report after each phase of the campaign/drive, to be sent to the EnHM Dte./Railway Board.

With best wishes,

Encl:- (i) List of Activities for the campaign
(ii) List of Activities for the first theme based drive

Yours sincerely,



(A.K.Mital)

To,
General Managers of ZRs and PUs

Copy to:-
DG/RDSO, DG/NAIR, CAO/DMW/Pataila & CAO/RWP/Bela – for similar action on the above.

Sub: Activities to be organised during the Swachh Bharat Abhiyan Year 1 – Intensive Campaign from 25.09.2015 to 11.10.2015:

1. Seminars/Workshops on the activities of 'Swachh Bharat Mission' organised by Railways for the last one year indicating achievements made so far and Road map to be participated by the Officers and Senior Supervisors, both at the Divisional and Zonal levels.
2. Launching of Special Cleanliness Drives by Charitable Institutions and Social Organisations at major Railway Stations.
3. Inspection of infrastructure on toilets in all category stations as well as Solid Waste Management in major stations to identify improvements to be made and initiate actions.
4. Administering 'Swachh Bharat Pledge' at Station/Depot level, right upto Zonal Railway headquarters in a spread out manner throughout the campaign period
5. Organising painting competitions and quizzes in Railway Schools & Colleges, Training Institutions as well as the offices to be participated by employees and children.
6. Organising Swachh Bharat Nukkad Nataks.
7. Drive for Registration into mygov.in.
8. Inauguration/commissioning of toilet facilities and infrastructure for sanitation & Waste Management.
9. Organising 'Help Booths' for dealing with complaints related to cleanliness in trains as well as major stations.
10. Interaction with Print and Electronic Media on the achievements of 'Swachh Bharat Mission' by the Railways. Success stories of individuals/stations in IR on the "Swachh Bharat Mission" to be given wide publicity.
11. Award to Railway employees who performed outstandingly in 'Swachh Bharat Mission' during the last one year.
12. Conduct Walk-a-thon on cleanliness participated by the officers and employees at all levels at Divisional and Zonal Railway headquarters.
13. Display of hoardings and public announcements on 'Swachh Rail, Swachh Bharat'.
14. Creation of 'Swachh Rail, Swachh Bharat Mission' page in divisional and Zonal Railway websites and placing the report card on the achievements.
15. Nomination of Zonal Railway level Ambassadors for leading 'Swachh Rail, Swachh Bharat' campaign.

Sub: Activities for "Sardar Patel United Clean India Drive" from 11th October, 2015 to 31st October, 2015.

1. (i) Intensive Special Cleaning by mobilizing additional resources to be organized at a minimum of 10 Stations in each Division chosen according to the priority, done serially during the drive period..
(ii) All A1 & A category Stations to be owned by nominated officers of the Division who will lead this cleaning drive. The ownership should continue for the period after this drive also in order to sustain the improvements.
(iii) Drive timings at each Station to be chosen such that Passengers of some halting trains at the Station also see and carry home the message.
2. Setting up system for use of CCTVs to monitor cleanliness and putting into practice the same.
3. Anti-littering rule to be displayed prominently and enforced.
4. Special Awareness Campaign on proper use of bio-toilets by Passengers and prevention of misuse.
5. Proliferation of special efforts in coaching trains like provision of garbage bags, dustbins in sleeper coaches and action on cleanliness complaints sent through web-based SMS.
6. Augmentation of dustbins in the premises of A1 & A category Stations at suitable intervals so that accessibility is at 10 m for any Passenger.
7. Completion of ongoing works on sanitation improvement and face-lifting of Stations.
8. Printing of messages on cleanliness in Bed Roll packet covers and UTS/PRS tickets.