

F.No. D-13015/1/2014-15/GA
Government of India
Office of the Development Commissioner
Micro, Small & Medium Enterprises
(GA Section)

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'A' Wing 7th Floor
Nirman Bhawan, New Delhi

Dated the 06th September 2017

To

Heads of all MSME-DIs/Br. DIs/TCs/TSs/TIs
Heads of all Autonomous Bodies/Tool Rooms

Subject: Swachhta Abhiyan to be organized from 15.09.2017 to 05.10.2017 – reg.

Sir,

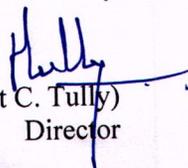
In continuation to this Office letter of even number dated 05.09.2017 on the above subject, I am directed to state that the following two activities may also be undertaken as part of the activities contained in the letter referred above.

1. All almirahs and cupboards shall be cleaned and numbered. One paper will be pasted on top right side of the almirah bearing no. of almirah, name of the custodian and supervisor and the date of last cleaning.
2. Water drains, road sidings, parking area, lawns, gardens, corridors, stairs and lift (if exists) should be cleaned on a daily basis at all offices.

In addition to the above also enclosed please find a programme to be conducted in coordination with Industry Associatios, Clusters and Industrial Estates. However, you may please get in touch with the concerned Divisional Heads in the O/o DC (MSME) for detailed guidance/sanction (if required)/further instructions in this regard.

Encl. as above.

Yours faithfully


(Robert C. Tully)
Director

Copy to :

AIA, DI Division/Director (Cluster)/Director (AB Division) for appropriate action as per instructions of JS (SME), M/o MSME.

I. **Programmes with Industry Associations, Clusters and Industrial Estates:-**

1. The MSME-DIs will identify the branch offices and Industry Associations to conduct the programme. The date and place shall also be fixed up in advance.
2. One senior officer shall be deputed to the place where the Swachhta Abhiyan is to be taken up.
3. The field offices will prepare themselves properly before organizing any programme. They should arrange the necessary items and other preparation in advance as per below:-
 - a. Banners and /or backdrops with MSME and Swachh Bharat Mission logo.
 - b. Hand gloves
 - c. Masks
 - d. Apron (bearing MSME and Swachh Bharat Mission logo).
 - e. To invite the staff from local Municipal Corporation with equipments and trucks etc, even on payment basis.
 - f. Invite local media (print/electronic)
 - g. Photographer / videographer
 - h. Some refreshment / snacks

II. The Swachhta Programme shall be organized as per proper schedule as below:-

- a. Display of Swachhta Banners / Posters
- b. Reading a Swachhta Pledge and message.
- c. Taking photos / video before the cleaning
- d. Cleaning the site with hand equipments with hired labour or JCV and other machines
- e. Planting trees (if possible)
- f. Taking photo / video after cleaning
- g. Briefing media (if any)
- h. Distribution of refreshment or snacks among the participants.
- i. Uploading the photos and videos on website and other social media channels.

III. Nodal Officers shall be designated for every field office for the Swachh Bharat Mission programmes who will be responsible to compile the report and photos / videos and send to Ministry of MSME and the Office of DC (MSME).

IV. Photos before and after holding Swachhta Programme and Video must be taken to capture the improvement brought about as a part of Swachhta programme. These photos shall be uploaded on website and other social media channels.
