

**Ministry of Information & Broadcasting
(Policy Planning Cell)**

Subject – Additional activities to be undertaken during Swachhta Pakhwada 2021 – reg.

Please refer to Ministry's ID Note of even number dated 28.12.2020 forwarding therewith a letter from Cabinet Secretary dated 22.12.2020 along with the Swachhta Pakhwada Calendar 2021 and Swachhta Pakhwada 2021 Guidelines. The **M/o I&B has been allocated the 2nd fortnight of January 2021 (16th – 31st January, 2021) for observing Swachhta Pakhwada 2021.**

2. Dept. of Drinking Water and Sanitation (DoDWS), Ministry of Jal Shakti is the Nodal Department for Swachhata Pakhwada and has suggested that the following activities may also be undertaken in addition to the planned activities by all Dept./ organizations of M/o I&B:

- Organise a 'Webinar' on Swachhata
- Organise a VC/ meeting with field formations for dissemination of information and to review the preparedness, in between and at the end of the Pakhwada.
- Display Swachhata message on the website(s)
- **Curb the use of Single-Use Plastic (SUP) and discourage the use of plastic in office**
- Organise online competitions
- Develop **Information, Education and Communication (IEC) dissemination** on better hygiene related to COVID-19
- Use of **Social Media** (Facebook, Twitter, Instagram, YouTube, etc.) to generate awareness.
- Tagging of the Swachh Bharat handles when posting over Social Media - Twitter: @SwachhBharat ; Facebook: SBMGramin ; Instagram: Swachhbharatgrameen
- **Distribution of Mask, Sanitizers, Soap** and other safety-related products
- **Uploading Pakhwada activities on the Swachhata Samiksha portal [https://swachhbharatmission.gov.in/SwachhSamiksha/index.aspx] using the credentials forwarded earlier vide Ministry's email dated 28.12.2020.**

3. In view of the above, it is requested to kindly undertake the activities suggested above, in addition to the planned activities, as per the **Action Plan which may be forwarded to the M/o I&B by 06.01.2021 positively.** A copy of the Action Plan may also be forwarded by Email to soppc.inb@nic.in and uploaded on Swachhta Samiksha portal positively.

Sati
(Swati) 08/1/21

Under Secretary (PPC)
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All Media Heads/ PSUs/ Autonomous Bodies of M/o I&B

DS [Admin.], M/o I&B [in r/o Main Secretariat]

Sr. T. D. [NIC], M/o I&B [for displaying Swachhata message on MIB website]

M/o I&B's ID Note No. P-11011/7/2014-PPC-Vol(9) (CFN-135954) dated 05.01.2021

Copy for necessary action to –

1. PPS to JS (B)/ JS (Films)/ JS (EW)/ EA/ CCA
2. Director [IP]/ Director [BC]
3. SO [IP&MC]

Copy for information to – PPS to JS (P&A)