



कयर बोर्ड Coir Board

(सूक्ष्म, लघु और मध्यम उद्यम मंत्रालय, भारत सरकार
Ministry of MS&ME, Govt. of India)

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F-23019/6/2016-ADM(ESTABLISHMENT)

28.04.2017

CIRCULAR

Sub:- Swachh Bharat Pakhwada(Fortnight) to be observed by Coir Board and all its Subordinate Offices, Showrooms and Sales Depots , Coir Clusters, Stakeholders etc. during May 1st to May 15th , 2017 - reg.

Please refer to the Action Plan of Swachh Bharat Pakwada observed by the Board during the last year 2016 (copy enclosed for ready reference).

As all are already aware, "**Swachh Bharat Abhiyan**" is a call from Hon'ble Prime Minister as a mass movement to realize Gandhiji's dream of a Clean India by 2nd October, 2019. The Hon'ble Prime Minister desired that a nation-wide campaign be organized with the participations of all Sections of Society to bring about mass awareness and a lasting behavioral change to achieve this goal. In this connection, as per the directions of Ministry of MSME, it has been decided to undertake well-planned cleaning activities every year during the period from 1st May-15th May, observing the period as Swachh Bharat Pakhwada (fortnight). Thus all the activities identified in the approved Action Plan will be organized/executed by Board's Head Office, Sub Offices, field offices, stakeholders, clusters, (already circulated) etc. this year also, during the above period.

A facsimile of the banner to be put up in all the Offices has been sent to all Offices, separately by e-mail. During this period, all out efforts will be undertaken by each and every staff members and Officers in all the Offices of the Board in line with the Action Plan enclosed for making the Swachh Bharat Pakhwada a grand success with a lasting behavioral change in the days to come, also. **In order to project the effectiveness of the programme in proper perspective, it would be advisable to keep adequate photographs of the activities like cleaning premises (inside and outside the Office) etc. before and after the Swachh Bharat Pakhwada.**

All Branch Officers and Officers-in-charge of Sub Offices are to furnish a compliance report to Head Office after the Pakhwada, immediately, with meaningful snaps taken during the period, but in any case not later than 18th May, 2017.

This issues with the approval of Chairman, Coir Board.


ADMINISTRATIVE OFFICER

To

- 1.All Sections/ Branch Officers in Head Office
- 2.All Heads of Sub Offices and SR&SDs.

- Copy To:
1. Director(Mktg.)
 2. Director(RDTE), CCRI, Kalavoor
 3. Joint Director (Plg.)
 4. Senior Accounts Officer
 5. Weaving Master, Hindustan Coir
 6. All Regional Officers of Coir Board
 7. President, FICEA
 8. Stock file
 9. E-Office Notice Board

Action Plan for Coir Board Swachh Bharat Pakhwada

Action Plan for Coir Board and its all Sub Offices, clusters, stakeholders.

1. The Swachh Bharat Pakhwada (fortnight) should be observed from 1st May to 15th May every year. It does not mean that swachhta will not be attended to on day to day basis. Swachhta should become a norm of all the Offices. However, during these fifteen days, special activities, some of which are listed below, should be carried out.
 2. This Action Plan will not only be for Coir Board and its Subordinate Offices, but will also be applicable on all clusters of SFURTI, ASPIRE, CUY, where financial assistance has been provided by Coir Board.
 3. All the Offices should carry out a detailed cleaning exercise. All the almirahs should be cleaned and should be numbered. On the top of the almirah, label would be pasted which would indicate as to who is the in charge of the almirah and when did he / she last cleaned it. The supervisory officers' name should also be mentioned. Further the environment inside and outside the office must be cleaned.
 4. It has been observed in certain field offices that the almirahs were not opened for years together and some of the almirahs were found to be locked for more than 10 years. No such almirah should be available in the office which has not been cleaned during the Swachhta Pakhwada and the ownership of each and every file contained in the almirah should be clearly taken by some official/officer.
 5. Campaign should be launched, in advance, of the Swachhta Pakhwada, for weeding out records as per rules and regulations. The annual weeding out must be completed in those fifteen days.
 6. The Office premises should be made clear of all the waste material, old stocks, useless items and scrap and that should be sold off as per extant rules and regulations. If necessary, the Committee should meet in advance for declaring certain articles as scrap.
 7. In line with the theme of Swachhta Pakhwada/Swachh Bharat Mission, the maintenance/ whitewash of the premises of all Showrooms & Sub Offices should be done periodically to keep the premises neat and tidy.
 8. All the field offices will send a detailed report through an email (admestabishment@gmail.com) to the Head Quarter.
 9. In addition to the cleanliness of own Offices the field offices may choose at least two coir institutions and these institutions will be motivated to observe cleanliness during this Pakhwada. Some local VIPs may also be called during this campaign and photos will also be uploaded on the website for record.
 10. This Swachhta Pakhwada should be made compulsory for all the clusters under SFURTI, ASPIRE etc. and such type of directions will become part of the sanction letter itself.
 11. Field offices should choose at least one cluster each month for the Swachhta Abhiyan.
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