



# कयर बोर्ड Coir Board

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

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A-59/24/2017-ADM(Est)-Part-II

17.10.2017

## CIRCULAR

**Sub: Special initiatives as per Swachhta Pakhwada based on the guidelines of Swachh Bharath Mission and Swachhta Action Plan**

**Ref: Circular of even No. dtd 08.06.2017 and Note of even No. dtd 06.7.17**

As you are aware, the Board has been implementing various activities under the Swachhata Action Plan drawn up as a part of the Swachh Bharat Mission(SBM) of the Central Government. In order to further boost up the activities, it has been decided to evaluate the progress made in achieving the goal under the Mission; prizes have also been instituted for different categories for distribution in the first half of December, 2017. The prizes will be given away in the following categories:

- Category 1 - All sections in Coir Board H.O.(Trophies for 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> positions and Citation)
- Category 2 - All Sub-offices of Coir Board (-do-)
- Category 3 - Other than Coir Board Offices viz., coir clusters Coir units etc. (Cash Prizes @Rs. 10,000/-, 7,500/- and 5,000/- for 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> positions, with Citation)

The selection of the Sections/Offices/Clusters/Coir units for distribution of prizes will be conducted by a duly constituted Committee based on the achievements/accomplishments in different parameters for implementation envisaged in the Action Plan. The assessment will be through the photographs provided from the above three categories, in the order of -before cleaning, during cleaning and after cleaning process-. The photographs from the above categories received till 30/11/2017 will be considered for prizes. If found necessary, the Committee would visit some of the places also in person, at its convenience, for making the judgement and recommendation for prizes.

Therefore all the staff members and senior Officers in HO, Officers-in-charge of Sub-Offices, including Showrooms etc. may submit the achievements made in their respective areas in the areas specified in the Action Plan with meaningful photographs as detailed above containing correct location, date and time of the photos to Administration Section by 04.12.2017 for assessment and inspection by the Committee authorised for the purpose for finalisation of award and adjudging the best units.

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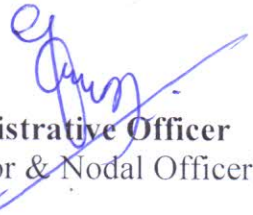
The schemes implementing offices in the field will disseminate this information to the Coir Clusters and other Units in their respective territory with due importance and persuade them to achieve the Cash Awards. To obtain the entries from such Units/Clusters etc in the territory of each of the field offices of the Board will be the responsibility of the particular field Office.

Entries received after **04.12.2017** will not be entertained at any cost, and no further correspondence will be entertained, whatsoever, from such of the cases. The decision of the Committee will be final in this matter.

Further, it may also be ensured that all the activities being carried out under the Swachhta Action Plan have to be put to routine course of activities, in its true spirit, without confining the same to the specific periods and photographs, for achieving the goal of the Nation for a Clean and Green India by 2020.

This issues with the approval Secretary, Coir Board.

Hindi version will follow.

  
**Administrative Officer**  
(Convenor & Nodal Officer)

To

1. All concerned.
2. Coir Board Website
3. E-office Notice Board
4. Stock File