



कयर बोर्ड Coir Board

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

A-59/24/2017-Adm.(Establishment)

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CIRCULAR

Sub: Swachhta Hi Sewa (SHS) campaign during the period 15th Sep. - 02nd Oct., 2017(Gandhi Jayanti) to be undertaken by Coir Board HQ, Sub-Offices, Showrooms, Research Institutes etc.

Ref: This Office Circular of even no. dt. 23.08.2017

Kind attention of all concerned is invited to various instructions issued by this Office in connection with Swachhta Abhiyan from time to time and Circulars of even no. dt.06.07.2017 and 23.08.2017.

Ministry of MSME, Government of India has directed all the offices/organisations to undertake massive cleanliness drives and other Swachhta related activities of the Swachh Bharat Mission during the Swachhta Hi Sewa (SHS) Campaign period (15th September 2017 to 02nd October 2017), in their respective locations.

All the Senior Officers, Branch Officers at Head Office, Heads of Sub-Offices, Managers of Coir Board Showrooms and Sales Depots including research institutes(CCRI and CICT) as well as Coir Institutions, Stakeholders, Associations of Coir Exporters, Coir Machinery Manufacturers, etc. are to be motivated to take up various activities not only in their Offices but also in the residential areas, housing societies.

The list of activities include cleaning of the offices inside/outside, weeding of old files, furniture/fittings, cleaning activities in the SFURTI clusters, Coir Institution premises, planting of trees in the Open Spaces, cleaning of Paan stains on the office walls, providing dust bins for proper disposal of waste etc. The entire activities may be carried out during the whole campaign period with the supervision, guidance of the seniors officers being designated for each office, public institution during the time allotted. Board Members may also be invited to participate in the programmes.

It has also been reiterated that the entire activities should be documented with before and after photos and videos. These documents may be forwarded to Head Office for uploading on the website of the Board, with link to the same of the Ministry, with proper captions indicating time, day and location etc. in an authenticated manner.

The detailed guidelines for conducting Swachhta Hi Sewa (SHS) Campaign in Coir Board and its field offices during the campaign period are attached herewith for strict compliance.

This issues with the approval of the Competent Authority.


JOINT DIRECTOR(Plg.)

To

All Concerned.

Cc: All Coir Industry Associations (Through the Regional Offices concerned)

COIR BOARD, KOCHI (KERALA)

**Subject: Swachhta Hi Sewa (SHS) campaign to be organized in Coir Board
(w.e.f. 15th September, 2017 to 02nd October, 2017)**

- I. Swachh Bharat Mission is a very important flagship programme launched by Government of India to improve the quality of life of the people of India. **Swachhta Hi Sewa (SHS)** is to be organized w.e.f. 15th September, 2017 to 02nd October, 2017 at Coir Board, Kochi. All Coir Board Offices shall be taking part in the campaign during the period.
- II. On 15/09/2017 all offices of Coir Board shall conduct 'Swachhta Pledge' to the staff of the Board. Thereafter, Coir Board head office and its field offices will be conducting the '**Swachhta Hi Sewa (SHS)**' campaign by carrying out cleanliness activities in the offices premises as well as undertaking the **Swachhta Hi Sewa (SHS)** campaigns in Industrial Areas along with the Industry Associations.
- III. The different activities to be undertaken by the Board and its field offices during this campaign in above period shall inter-alia include:-
 - (i) Cleaning of the premises, furnitures/fittings etc.
 - (ii) White washing of rooms/office premises
 - (iii) Weeding out of files.
 - (iv) Weeding out of obsolete record,
 - (v) Accumulation and disposal of scrap and obsolete items,
 - (vi) Cleaning of workstations / corridors / stairs / water drains/lobbies/toilets.
 - (vii) Cleaning and upkeep of Almirahs and cupboard
 - (viii) Digitization of important records (If possible).
 - (ix) Monthly campaign with coir industries for maintaining cleanliness
 - (x) Award for cleanest cluster
 - (xi) Shauchalaya Nirman (or Shramdaan) - Coir industries to be encouraged to built toilets for coir workers.
 - (xii) Jagrukta Abhiyan
 - (xiii) Swachh Gandhi Jayanti
 - (xiv) Launching of Swachhta Monitoring system in all Offices and attached Institutes
 - (xv) Taking policy decision to make Swachhta elements as mandatory for all Schemes and Programmes.
- IV. The activities to be undertaken by the field offices for in-house cleaning and organizing programmes with industry associations may be as below:-
 - (i) All employees of field offices shall be taking part in the **Swachhta Hi Sewa (SHS)** campaign.

- (ii) 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.
- (iii) Old records shall be weeded out and a list of the weeded records to be kept. If required, important records shall be digitized (if possible).
- (iv) To create awareness among people, promotion of the message of Swachh Bharat Mission shall be spread by organizing workshops, display of boards, hoardings, banners and posters.
- (v) The field Offices will identify the branch offices and Industry Associations to conduct the programme. The date and place shall also be fixed up in advance.
- (vi) One senior officer shall be deputed to the place where the 'Swachhta Hi Sewa (SHS)' campaign is to be taken up.
- (vii) Arrange Banners /backdrops with Coir Board and Swachh Bharat Mission logo.
- (viii) Hand gloves and Masks
- (ix) To invite the staff from local municipal corporation with equipments and trucks etc, even on payment basis.
- (x) Invite local media (print ./ electronic)
- (xi) Photographer / videographer

V. The **Swachhta Hi Sewa (SHS)** campaign shall be organized as per proper schedule as below:-

- (i) Display of Swachhta Banners / Posters.
- (ii) Reading a Swachhta Pledge and message.
- (iii) Taking photos / video before the cleaning.
- (iv) Taking photo / video after cleaning.
- (v) Cleaning the site with hand equipments with hired labour.
- (vi) Planting trees (if possible).
- (vii) Distribution of refreshment or snacks among the participants.
- (viii) Uploading the photos and videos on website and other social media.

VI. The Officers-in-charge of all the Sub Offices / Showrooms will be the Nodal Officers for the **Swachhta Hi Sewa (SHS)** campaign. They will be responsible to compile the report and photos / videos before and after holding **Swachhta Hi Sewa (SHS)** campaign and send to Coir Board (HO) / Admn. Division for placing on the website and other social media channels.
