



# कोयर 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(Establishment)-Part-1

10.11.2017

## CIRCULAR

### **Sub: Swachhta Pakhwada from 1<sup>st</sup> to 15<sup>th</sup> December, 2017 – Action Plan –reg.**

In continuation to this Office Circular of even number dated 07.11.2017, the date-wise activities to be undertaken by Coir Board and its establishments during the fortnight from 1<sup>st</sup> to 15<sup>th</sup> December, 2017, in addition to the normal programmes in the Swachhta Action Plan(SAP), furnished by the Ministry, is attached herewith as Annexure for strict compliance. All the Officers in charge of Sub Offices including Showrooms and Sections in Head Office will ensure compliance to the activities relevant to them in the Annexure and the Action Taken Report alongwith convincing photographs with captions including name of the Office / Section, date, time etc. are to be furnished to this Office **every day** during the Pakhwada period, for reporting the same to the Ministry **on a daily basis**.

A copy of the guidelines issued by the Government of India for observing Swachhta Pakhwada is also enclosed for guidance/information as a model.

It is also informed that the Ministry of MSME proposes to bring out a video film on Swachh Bharath activities and its impact in the Offices under the Ministry of MSME and the selected MSME industries. It has been directed to make necessary arrangements in this regard so as to facilitate the team to picturise these establishments and surroundings, highlighting the Swachhta activities. The following Offices of the Board and coir clusters under SFURTI are proposed to be covered on priority under the above programme alongwith other nominations, if any, in the category(i) Cleanest Coir Cluster (ii) Cleanest Coir Office/ Institute.

1. SFURTI Coir cluster at Neyyattinkara in Kerala
2. SFURTI Coir cluster at Kangayam in Tamil Nadu
3. Coir Board Head Quarters
4. CCRI, Kalavoor
5. Regional Office, Bhubaneswar
6. Sub Regional Office, Guwahati

Therefore, all the staff members/ Officers concerned are requested to keep their respective premises neat and clean and to provide necessary co-ordination for the film shoots. In the case of SFURTI Coir clusters, the Branch Officer concerned shall ensure that these clusters are ready for photo shoot at the time of visit of the Ministry Officials. On getting the confirmation of the itinerary of the team from the Ministry, the exact dates of visit will intimated to all.

This issues with the approval of the Competent Authority.

Hindi version will follow.

**Joint Director (Plg.)**

Encl: As above.

To

1. Director(RDTE), CCRI, Kalaoor
2. Regional Office, Bhubaneswar
3. Sub Regional Office, Guwahati
4. Deputy Director (SFURTI)
5. All Sections/ Branch Officers in Head Office
6. All Sub Offices and SR&SDs

- Copy to :
1. E-Office Notice Board
  2. Stock File
  3. Coir Board Website



Annexure**Ministry of Micro, Small and Medium Enterprises****Swachhta Plan for Attached/Subordinate Organisations under the Ministry****From 01<sup>st</sup> – 15<sup>th</sup> December, 2017**

<b>Date</b>	<b>Day</b>	<b>Proposed Activities</b>
01.12.2017	<b>Friday</b>	Swachhta Pledge and Cleanliness Drives (In office premises of all organisations)
02.12.2017	<b>Saturday</b>	Painting Competitions on Swachh Bharat Mission by inviting School children from nearby areas. (Offices of all organisations)
03.12.2017	<b>Sunday</b>	Awareness Campaigns on Swachhta by all offices of NSIC. (atleast one industrial estate or cluster by each office of NSIC).
04.12.2017	<b>Monday</b>	Awareness Campaigns on Swachhta by all offices of MSME-DIs. (atleast one industrial estate or cluster by each MSME-DI).
05.12.2017	<b>Tuesday</b>	Cleanliness drives by Tool Rooms. (atleast one industrial estate or cluster by each tool room/technology centre).
06.12.2017	<b>Wednesday</b>	Awareness Campaigns on Swachhta by all offices of KVIC in Khadi Institutions/SFURTI Clusters. (atleast one campaign at KI/Cluster by each office of KVIC).
07.12.2017	<b>Thursday</b>	Awareness Campaigns on Swachhta by all offices of Coir Board: In Coir Clusters/Coir Industries. (atleast one campaign at coir cluster / industries by each office of Coir Board).
08.12.2017	<b>Friday</b>	Essay competitions on Swachhta in nearby schools. (By all organisations).

✓ 09.12.2017	<b>Saturday</b>	Seminars on Innovative technologies on cleanliness with participation of industry. (At Hqrs. of all organizations).
✓ 10.12.2017	<b>Sunday</b>	Plantation drives in offices/industrial areas.
✓ 11.12.2017	<b>Monday</b>	Weeding out of old files in Offices/Digitization of records (All offices).
✓ 12.12.2017	<b>Tuesday</b>	Awareness campaign on Swachhta to motivate employees – screening of films on Swachhta. (By all organisations).
✓ 13.12.2017	<b>Wednesday</b>	Slogan Writing Competition on Swachhta in offices. (By all organisations).
✓ 14.12.2017	<b>Thursday</b>	Cleanliness drives at the approach road to the concerned office. (By all organisations).
✓ 15.12.2017	<b>Friday</b>	Conclusion of fortnight by organizing a seminar on swachhta and prize distribution at local level for painting, essay and slogan writing competitions.



## Consolidated Guidelines

### Swachhta Pakhwada- 2017

- Ministries should move beyond symbolism and go to the next level in the implementation of Pakhwada in 2017.
- Ministries may consider setting up permanent mechanism through new programmes and schemes for sustainability of swachhta, in addition to cleanliness drives during the Pakhwada.
- Every Ministry should nominate a Joint Secretary as the nodal officer for Swachhta Pakhwada related activities, if not already nominated.
- The Swachhta Pakhwada action plan must be communicated to the MDWS two months prior to the commencement of their Pakhwada.
- Pakhwada plans required to contain detailed date wise activities
- Divyang access to toilets to be reviewed and ensured in Central and State offices of Ministries during Pakhwada.
- Parliamentary Consultative Committee and other MPs Committees may be convened on Swachhta.
- Ministries need to involve Union Ministers and MPs in Pakhwada activities.
- Senior officers in the Ministry may provide leadership in implementing the Swachhta Pakhwada effectively.
- Ministries may take steps to undertake innovative initiatives during the campaign so that few stories are generated daily.
- Ministries should ensure better branding and publicity of Pakhwada activities in electronic and print media platforms at both field and central levels. They need to make use of social media such as my Gov, Twitter and Face book extensively for the purpose
- A press release should be issued highlighting major outcomes of Swachhta Pakhwada.
- A press conference needs to be organised by the Ministry at the culmination of their Pakhwada to highlight the activities and initiatives undertaken. This may be addressed at the level of the Minister.

