

## Ministry of Defence

Ref No.JS(Army)/Swachhta Pakhwada/2019

Dated : 20.11.2019

### CIRCULAR

Government has decided that Ministry of Defence 'Swachhta Pakhwada' will be organized from December 1-15, 2019. During this fortnight, all Departments viz Department of Defence, Department of Defence Production, Department of R&D, Department of Ex-Servicemen Welfare, including Defence Finance, the Services, Coast Guard, the Cantonment Boards, Kendriya Sainik Boards, attached offices, Inter Service Organisations, Defence PSUs/organizations, DRDO laboratories and all other institutions under Ministry of Defence will organize various events to create awareness about Swachhta (Cleanliness) within their organizations and also in the neighbourhood around them.

2. As an effort to create greater awareness in society against plastic waste, it has also been decided that Ministry of Defence, in association with Department of Drinking Water and Sanitation will celebrate the Armed Forces Flag Day, i.e. December 7, 2019, as a Special Day for Plogging (picking of litter while jogging), nationwide. The Special Plogging awareness drive will be branded as "Plastic se Raksha-Swachhta hi Suraksha". Department of Drinking Water and Sanitation has agreed to support and facilitate the organization of the programme.

- i. All MoD Departments and their attached offices, Services, Inter Service Organisations Coast Guard, Cantonment Boards, PSUs and organizations, Laboratories and all other institutions shall participate in the "Plastic se Raksha-Swachhta hi Suraksha" Special Drive on December 7, 2019
- ii. A National Level Plogging Programme for "Plastic se Raksha-Swachhta hi Suraksha" will be organized in Delhi Cantonment on December 7, 2019. Hon'ble Raksha Mantri will lead the National Level Plogging event in Delhi in

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presence of other dignitaries. GOC Delhi Area will be responsible for organizing the National Level event in Delhi Cantonment.

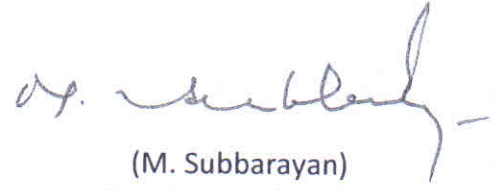
- iii. The "Plastic se Raksha-Swachhta hi Suraksha" Plogging will be held on December 7 between 10 am to 12 Noon in all organizations, units, offices under Ministry of Defence.
- iv. As part of "Plastic se Raksha-Swachhta hi Suraksha" Drive, the Head of Unit/Office is requested to organize 1-2 kms Walk/Run centred around collection and management of plastic waste/other waste.
- v. During the event, the organizers may, apart from their own employees, should also mobilize families and other people from the neighbourhood to create maximum impact in their localities.
- vi. Competition will be organized and Best NCC Unit/Best Cantt/Best Military/Air Force/Naval Station/Best DRDO Lab/Best OFB Factory/Best DPSU unit/Best BRO Unit etc will be awarded. The awards will be given on the following criteria:
  - a. No. of participants in "Plastic se Raksha-Swachhta hi Suraksha" Plogging Event on Dec 7, 2019.
  - b. Plastic Waste collected in the event
- vii. Swachhta Anthem to be played in Army/Airforce/Naval Stations and also in all other offices and organizations as part of the event. The Swachhta Anthem is available at <https://www.youtube.com/watch?v=Bnr1vzb88zo>
- viii. Since awareness is an important objective of the drive, all participating units/offices may put up banners, billboards, hoardings, use social media and other media to publicize the organization of the "Plastic se Raksha-Swachhta hi Suraksha" drive on December 7, 2019. All Organizations having Media Units including Services should undertake suitable mass media effort-electronic, print and social media including use of MoD in-house magazines, WhatsApp, Instagram, Twitter Handles etc to create awareness about the drive and

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mobilize participation. ADG (M&C) will coordinate with all local offices of DPR. Similarly, Service HQs will advise their media cells for taking necessary action in this regard.

- ix. All units will upload their pictures, videos and details of events organized on the website whose link will be provided subsequently.
- x. All concerned are requested to make the "Plastic se Raksha-Swachhta hi Suraksha" drive a grand success.
- xi. Shri Rajeev Singh Thakur, JS (Army) in MoD (Tel: 2301 1410, e-mail: jsg@nic.in) shall be the Nodal Officer for the campaign. Each Department and Services are requested to appoint a Nodal Officer for undertaking the campaign.

This issues with the approval of Raksha Mantri

  
(M. Subbarayan)  
Joint Secretary(Estt.)  
30.11.2019

To

1. Secretary Defence, DDP, R&D, ESW, Defence Finance- for issuing necessary instructions to all attached offices and organizations under their control.
2. Secretary, Drinking Water and Sanitation for issuing instructions to provide necessary support and to provide weblink to MoD for uploading videos, pictures, report etc. for the Swachhta Pakhwada.
3. Vice Chiefs of IA, IN, IAF, CISC,: for issuing necessary instructions to all Units under their control
4. DG DE- for issuing instructions to all Cantonment Boards
5. DG NCC for issuing necessary instructions to all NCC units
6. DG BRO, DG AFMS, DG, MES, for issuing instructions to their units
7. GOC Delhi Area for organizing the National event on December 7, 2019
8. ADG (M&C) for necessary action for publicity and awareness
9. ADG (PI) for wide publicity and awareness
10. PS to RM/RRM
11. AS(JN)
12. All concerned JSs in MoD