



# Swachhhta Uday

Ministry of Finance, Department of Revenue  
Central Board of Indirect Taxes and Customs



*// We can no more gain God's blessing with an unclean body than with an unclean mind. A clean body cannot reside in an unclean city. //*

*– Mahatma Gandhi*

**First Edition: August 2018**



## MESSAGE FROM THE CHAIRMAN

### Central Board of Indirect Taxes and Customs



Swachh Bharat Abhiyan is the most significant cleanliness campaign by the Government of India. The Hon'ble Prime Minister gave a clarion call for "Swachh Bharat" as a mass movement to realize Gandhiji's dream of a clean India.

Central Board of Indirect Taxes & Customs (CBIC) finalized and fervently implemented its Swachhta Action Plan by earmarking 10% of its office expenses towards the campaign. All offices of CBIC across India were advised to carry out the campaign with full zeal and enthusiasm.

During the year 2017-18, all the field formations observed "Swachhta Hi Sewa" from 15th September, 2017 to 2nd October, 2017 and "Swachhta Pakhwada" from 16th January, 2018 to 31st January, 2018.

The officers of several Zones have made appreciable efforts towards the Swachhta goal. A number of activities like cleanliness drive inside office complex, creating awareness amongst stakeholders, creating social buzz about cleanliness, digitization of records, cleanliness drive in residential complex etc were undertaken by various Zones/Directorates of CBIC.

The Swachhta Abhiyan has turned into a National Movement and CBIC is proud to have contributed towards it through the activities undertaken by its offices all over india.

In order to encourage and to appreciate as well, three prizes have been declared by CBIC amongst its Zones and Directorates and 2 prizes amongst Commissionerates, on the basis of "Swachhta projects" undertaken by them. Hyderabad GST Zone, Delhi Customs Zone & Directorate General of Vigilance have been honoured as the best GST Zone, Customs Zone & Directorate respectively. Further, Rourkela GST & Jabalpur GST have secured the 1st and 2nd rank respectively amongst all the Commissionerates of CBIC.

I appreciate the innovative ideas of our officers and the initiatives taken by them. I also sincerely appreciate the work of DGHRD (Directorate General of Human Resource Development) towards monitoring the "Swachhta Action Plan" and bringing out this compilation. I am certain that our officers will remain committed to successful implementation of the Swachhta Action Plan (SAP) and keep striving towards the goal of "Clean India". Lets make cleanliness a habit and practice it in every sphere of our life.

A handwritten signature in blue ink, appearing to read 'S. Ramesh', written in a cursive style.

**(S. Ramesh)**

Chairman

Place: New Delhi

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## THE BIRTH OF SWACHH REVOLUTION

*‘Sanitation should not be seen as a political tool, but should only be connected to patriotism (rashtrabhakti) and commitment to public health.’*

*– Shri Narendra Modi, Hon’ble Prime Minister of India*



*On 2<sup>nd</sup> October 2014, a revolution was born. A revolution that would change the face of our country after the Independence, a revolution that would inspire millions to revere their motherland, a revolution that would infuse a spirit of self-less service for the country and the fellowmen. Swachh Bharat Abhiyan was born!*

*‘According to the World Health Organization, an average of Rs. 6500 per person was lost in India due to lack of cleanliness and hygiene. Swachh Bharat would make a significant impact on public health and in safeguarding income of the poor, ultimately contributing to the national economy.’*

*– Shri Narendra Modi, Hon’ble Prime Minister of India*



## CBIC : CONTRIBUTING EARNESTLY TO SWACHHTA MISSION

Swachhta Mission, launched with much fanfare, heralded a wave of cleanliness and sanitation revolution among one and all. Central Board of Indirect Taxes and Customs (CBIC) enthusiastically joined hands with the Ministry of Drinking Water and Sanitation for Swachhta Hi Sewa to fulfil the vision of Swachh Bharat.

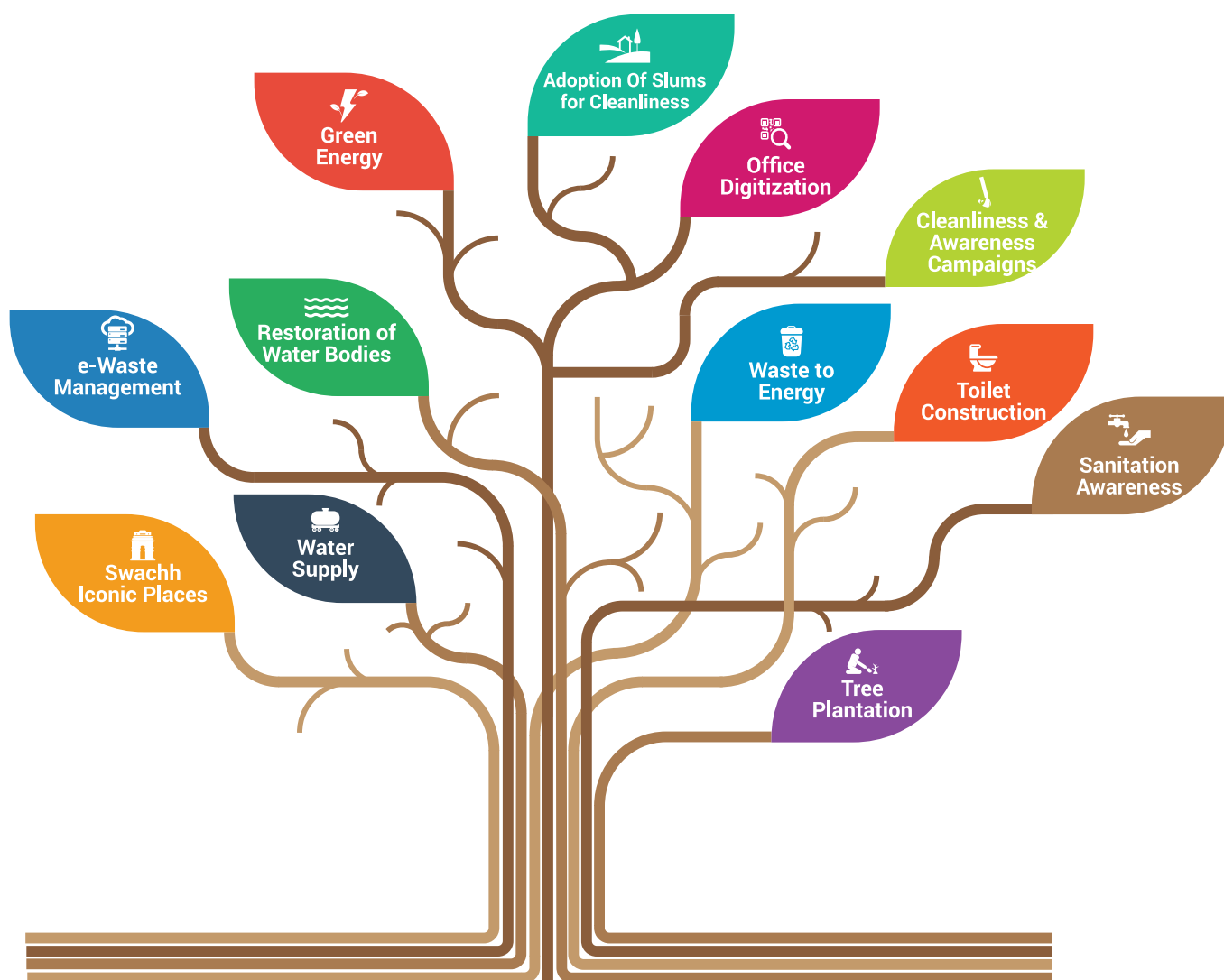
CBIC, Department of Revenue, Ministry of Finance is one of the oldest and premier national organisations of the country that administers Customs, GST, Central Excise, Service Tax & Narcotics in India. CBIC, with 51464 officers serving at 1254 offices across India, collected approximately Rs. 9.15 lakh crores as Indirect Taxes in the financial year 2017-18.



*CBIC Chairman & Members taking the Swachhta pledge on 16<sup>th</sup> January 2018*

***In the financial year 2017-18, CBIC worked with the Ministry to collate and finalise its Swachhta Action Plan (SAP) and allocated 10% of O.E to all formations of CBIC towards fulfilling the mission of Swachh Bharat.***

## THEMES UNDER SWACHHTA ACTION PLAN



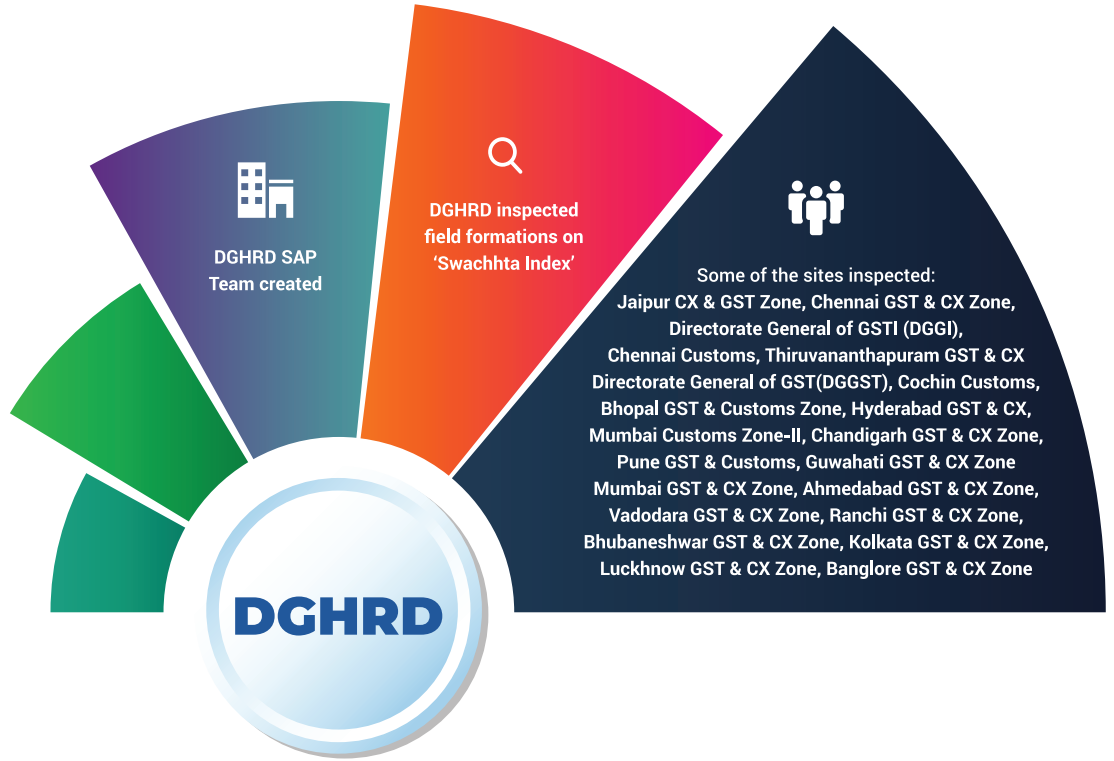
# SAP

Swachhta Action Plan

Directorate General of Human Resource Development (DGHRD) of CBIC is closely monitoring the progress of Swachhta Action Plan and collecting data from all Chief Commissionerate Offices and Directorates under CBIC.



DGHRD created a special DGHRD SAP team to inspect field formations on the 'Swachhta Index'. The team inspected large number of field formations across the country.





## CBIC: VARIOUS SAP THEMES

Determined to contribute to the mission of Swachh Bharat, CBIC formations have been holistically working on most of the themes as enlisted in the SAP.

### *Creation of sanitation infrastructure*

Universal sanitation coverage is a significant focus area of Swachh Bharat Mission to make India Open Defecation Free by 2019. Creation of sanitation infrastructure followed by inculcating behavioural change will help in making our country truly clean.

#### *Case Study 1*

Recognising the sensitive issue of "importance of Swachh Environment in Schools", whole Rourkela Commissionerate, under the guidance of Commissioner, have committed themselves using the opportunity of Swachhata Pakhwada 2018 for providing basic sanitation and drinking water facilities in some of the schools.

The work planned and executed in these schools included **installation of water filter (RO); separate wash basins with four water taps; renovation of toilets along with ventilation facility; separate toilet for girls, etc.**



Drinking water facilities provided by Rourkela CGST Commissionerate in NAC (ST) Government Primary School, Nayabazar, Rourkela.

#### *Case Study 2*



Toilets constructed by Kolkata North Commissionerate in Parivar School, Picnic Garden Road, Kolkata

The Officers of CGST & CX Kolkata North did an extensive survey and identified a school for underprivileged children who are footpath dwellers. The school had no toilets or sanitation facilities. The officers gathered that girl students opted out of school because of this constraint. The school was therefore chosen for execution of the project after approval of the proper authority. Toilets were constructed in Parivar School, 253, Picnic Garden Road, Kolkata.



### **Information, Education and Communication (IEC) activities and events**

It is important to not just indulge in cleanliness activities but also inculcate a behavioural change among the masses to inspire them and to drive them to take care of their environs. CBIC formations undertook several IEC events and activities to spread the message of cleanliness among the public and the school children. The activities enthused the crowds to join hands with our officers for the noble mission.



Hyderabad GST organised a cleanliness drive at Niloufer Hospital, Red Hills, Lakdikapul, Hyderabad, Telangana



Guwahati GST formation conducted a theatre competition in a government school to spread awareness on cleanliness

### **Swachh Bharat - A Pune Customs Initiative**

To create awareness about Swachh Bharat Abhiyan, Mr MVS Chowdhury Commissioner of Customs Pune, commissioned a film documenting the Swachh Bharat programmes carried out in the Customs Office premises at Pune which showcases the work done by this field formation. This excellent film was conceptualised, scripted and directed by Mr Anwesh, Deputy Commissioner posted at Pune I GST Commissionerate. The background music and the title song "Swachh Bharat.. Samruddha Bharat" was also composed by him. The idea behind the film was to inculcate the value and philosophy of Swachh Bharat and further the Mission of Government of India by using the film to create a sense of voluntary responsibility in keeping the office surroundings and the country clean. This film can be viewed on the website of DG HRD at [www.dghrdcbec.gov.in](http://www.dghrdcbec.gov.in)



Aerial View: Solar Power Plant at GST Bhavan, Pune.



### ***Clean habitations/clean surroundings***

Inspiring by doing is the motto of this theme. Cleanliness is not just a one-time activity. A sustained effort needs to be maintained to keep the surroundings clean and bring about a behavioural change to prevent littering and maintain cleanliness. CBIC formations actively participated in various cleanliness drives in not just their offices but also on the roads, parks and beaches.



Officers from Belapur and Thane GST Commissionerate undertook cleaning of Belapur and Bandra Bus Stands



The officers of Mumbai III Customs cleaned the Juhu Beach during Swachhta Pakhwada (15th to 31st January, 2018)



Tiruchirapalli GST cleaned the school building, playground and other areas around Trichy Seva Sangh Girls High School. They also cleaned the garbage and removed the bushes along the Williams Road, Cantonment, which is a prime area of Trichy



### ***Solid waste management***

Improper management of solid waste leads to pollution of land, air and water resources as well as adversely impacts the public health.



Compost Pit by Hyderabad Audit Commissionerate



Meerut GST Commissionerate installed vermi beds in its premises for the purpose of composting work



Cochin Customs started the practice of segregating bio-degradable and non-biodegradable wastes. They also made arrangements to remove other wastes on a daily basis by Kudumbshree Unit. The office is also maintaining a kitchen garden in its premises to cultivate organic vegetables



### **Liquid waste management**

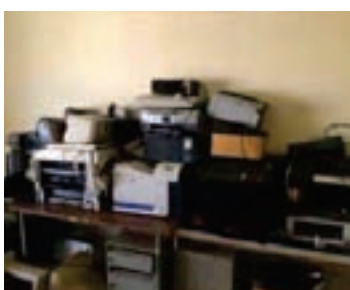
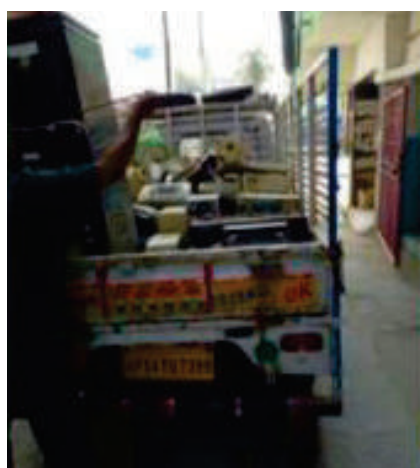
Liquid waste management pertains to activities related to proper handling, disposal and treatment of liquid waste, waste water and sewage. Improper disposal of these may result in soil pollution and contamination of ground water and surface water.



NACIN, Bengaluru installed a sewage treatment plant in its premises

### **E-waste management**

Improper disposal of electronic items results in contamination of soil due to mercury, lead and other toxins.



**Swachhta Hi Sewa: Tirupati GST is now an E-waste Free Commissionerate**





**Green and Clean Belt** – A green and clean environment are crucial to reverse the damage done to our environment. CBIC formations are actively initiating various activities for enhancing the green cover of our planet, and making our environment clean.



Ludhiana Customs conducted Van Mahotsav where over 1000 plants were planted by officers



Officers from Thiruvavthapuram GST weeded out wild grass and cleaned the surroundings of staff quarters at Valiyathura

### **Rain Water Harvesting**

CBIC formations are being encouraged to install rainwater harvesting structures to collect, store and use rain water.



Hyderabad GST office installed a rainwater harvesting structure in its premises



### **Swachhta cadres/volunteers**

CBIC formations are creating a team of Swachhta cadres or volunteers to inculcate a behavioural change and spread forward the message of Swachh Bharat.



Trichy Customs Preventive created an SAP volunteers association for leading the Swachhata drive and conveying its significance to the school children and the public

### **Clean office premises**

A clean office creates a conducive environment to give your best at work and inculcates a sense of belonging among the colleagues towards the society. Several CBIC formations conducted cleanliness drives in their offices to take forward the spirit of Swachh Bharat.



Delhi Customs Preventive involved students from art colleges for painting the walls of their office to enhance its aesthetic appeal



Indore Commsissionerate Compost pit constructed at Manikbagh building.



### **Office digitisation and maintenance**

Many CBIC formations digitised their data, and disposed of their obsolete files and furniture. Several formations also improved the organisation of their files.



Officers from Ahmedabad Customs identified approximately 200 files from old records, which were sold out after shredding and Rs. 4400/- collected from vendor was credited to the government account

Trichy Customs office disposed off 21,555 files and certain obsolete furniture as part of Swachhta drive and Rs. 38,713/- was realized as sale proceeds.

### **Workshops and seminars**

CBIC offices conducted workshops to sensitise their staff as well as public at large about cleanliness and best hygiene practices.



Officers from Thane Audit Commissionerate educated students of Abhyudayanagar Municipal Secondary School, Lalbaug, Mumbai about the importance of cleanliness



Officers from Guwahati GST conducted an awareness session on sanitation & hygiene in a government school



### **Water supply**

CBIC formations installed water coolers in schools to ensure a steady supply of clean water for children.



Delhi GST office installed a water cooler in a government school in Mayapuri, Delhi



Chennai Appeals II has installed a RO water purifier, in the second floor of Adi Dravida Welfare Govt. Higher Secondary School in Chennai.

### **Swachh iconic places**

Cleanliness drives were conducted by CBIC formations at several iconic places to enhance their environs as well as pass on the message of the importance of cleanliness to locals and tourists.



Special cleanliness drive at historical Victoria memorial and James Princep memorial, Kolkata by Howrah CGST Commissionerate



Staff members from Hyderabad GST & Customs cleaned various iconic places - Nizam College, Hussain Sagar Lake, Niloufer Hospital, Ravindrabharthi, public gardens and headquarters of GST Bhawan



### **Cleaning of water bodies**

Cleaning of water bodies is critical for recharging the water table, and increase the availability of water for drinking and agriculture.



Cleaning of Gwari Ghat on Narmada river & other Swachhta activity at Jabalpur by GST Jabalpur Commissionerate

### **Waste to energy**

Generating waste from energy helps reduce the landfills as well as prevents the release of carbon dioxide from burning of waste.



Cochin Customs installed a biogas plant



### **Toilet renovation**

Construction of toilets is just one step towards sanitation, their maintenance and renovation is crucial to realise the ethos of Swachh Bharat.

#### **Case Study**



Initiative by Kolkata Customs-Sanghamitra Vidyalaya, SE, Railway Colony, Garden Reach, Kolkata- 700043 has 1900 students (both boys and girls from primary to higher secondary). The toilets meant for boys/gents staff was open to air with open manholes, in most unhealthy and unhygienic condition. The toilets meant for Girls and for physically challenged students/ staff were also unhygienic and in very bad shape and has been renovated properly by Kolkata Customs. Officers also visited the school and sensitized the students about the importance of cleanliness and future maintenance of toilets. The project has been completed and handed over to school authorities on 22.03.2018.

### **Strengthening CBOs/NGOs/community organisations/clubs**

CBIC formations are closely working with local NGOs and community organisations to drive Swachh Bharat initiatives and inculcate a behavioural change among the masses.



Officers from Mumbai South and Central Commissionerates cleaned the entire surroundings of Powai Lake with the help of Swachha Sewa Sanstha, a local NGO

### **Film on Swachhta Action Plan of CBIC**

Directorate General of Human Resource Development (DGHRD) showcased the major work done by the field formations under Swachhta Action Plan through a video, which is available on DGHRD Website. A PowerPoint Presentation including the best practices on Swachhta Action Plan is also available on the website.

These efforts have been made so that all Zones/ Directorates/ Commissionerates may be made aware of the best practices and can replicate the same under their jurisdictions.



### Green Energy

Green Energy is an integral part of Swachh Bharat Mission to save future generations from long term adverse effects of pollution from traditional sources of energy. It includes green electricity produced with little-to-no-environmental impact and does not disperse greenhouses gases in the air that causes global warming. Taking this further, CBIC is in the process of installing Solar Panels at all our government office buildings across the country. We are also installing LED lights, energy efficient fans and air conditioners at all our offices, across the country.



Solar Power Plant installed by Chennai Customs



Solar Power Plant of NACIN Bengaluru, the first "Green Building" of CBIC.

Apart from these themes, CBIC has also worked on other areas for the wellness of the country.



**Mysore Audit Commissionerate:-**  
Awareness Program in Govt. of Karnataka Higher Primary School, Sarbandepalya.



**Noida CGST:-** officers and staff of GST Pr.Commissionerate Noida and its Divisions, participated in voluntary cleaning activity in Primary and intermediary school, Nvada Rasulpur, sector 62, Noida & Sarvodya girls school, Sector 1



**Guwahati Appeals Commissionerate:-**  
A cleanliness drive by the Officers & Staff of Guwahati Appeals.



**Delhi South GST Commissionerate:-**  
Anti Polythene drive by officers



Distribution of saplings and tree plantation drives in CRCL (Central Revenue Chemical Laboratory)



Cyclothon by Amritsar Customs to spread awareness on cleanliness



Live telecast of a programme on Swachhta Abhiyan at the AIR FM Gold(100.1 Mhz) studio at Mumbai. Initiative taken by the CGST Mumbai zone

## METHODOLOGY TO CALCULATE FINAL SCORE WITH RESPECT TO ZONES/DIRECTORATES

- It is observed that different Zones/Directorates have submitted different kinds of two Swachhta Projects to the Office of the DGHRD and progress/status of each project was being regularly sought by the Office of the DGHRD from the Zones/Directorates.
- It is also observed that few of the formations have yet not started the Project(s), with respect to few, project(s) is(are) under progress, whereas few have completed and some have implemented the Project(s) exemplarily. For this, following score is to be given-

Task Achievement Score	Example	Status of the Project
0	X1	Not Started
2	X2	Work in progress
4	X3	Completed
6	X4	Exemplary implementation

- Further, to judge any project as Best amongst so many projects, a methodology has been chalked out whereby the projects shall be judged on the basis that-
  - (a) How much is the impact of the Project socially/behaviorally.(Social impact on any section(s) of the Society/Behavioral impact on the behavior of the employees/outside)
  - (b) How much was the capacity of the Zone/Directorate to initiate the project, resource-wise.(Fund allocated the Zone/Directorate, Office premises owned or hired)
  - (c) How much is the Scalability of the Project.(Degree to which the Project can be scaled up or replicated)
  - (d) What is the sustainability of the Project.(Ease of sustaining the Project, cost-wise, resource utilization-wise)
  - (e) How much was/will be the People participation in the Project.(Employees/outside participation)
- And all the above 5 factors shall decide the weightage.

- Weightage calculation chart is as below-

Separately for First Project and Second Project									
Impact Potential Weightage (Social/Behavioral Impact of the Project)		Opportunity and Resource Weightage (Initiative Value in Comparison to Resources with respect to the Project)		Scalability Weightage (Degree to which, the Project can be replicated or scaled up)		Sustainability Weightage (Ease of Sustaining the Project Over Long Duration)		Participation Weightage (Scope of People Participation in the Project)	
	Points		Points		Points		Points		Points
Routine	1 (Y1)	Well within Comfort Zone	6 (U1)	Individual Relevance only	1 (V1)	Dependency on More Resources	1 (W1)	Select Team Participation	1 (M1)
Progressive	2 (Y2)	At Par with Resources	7 (U2)	Scalability Possible	2 (V2)	Minor Additional Resources Required	2 (W2)	Mass Participation	2 (M2)
Innovative	3 (Y3)	Stepping out of Comfort Zone	8 (U3)	CBEC Wide Adoption Desirable and Possible	3 (V3)	Sustainable Within Routine Effort	3 (W3)	Select Team + External Participation	2 (M2)
Transformatory	4 (Y4)	Ambitious Outreach	9 (U4)	Scalability Relevance Beyond CBEC	4 (V4)	Self Sustainable	4 (W4)	Mass + External Participation	3 (M3)

- Finally, Task achievement multiplied with the weightage shall decide the FINAL SCORE.
- FINAL SCORE=(TASK ACHIEVEMENT)multiplied by (TOTAL OF ALL 5 WEIGHTAGES)
- FINAL SCORE**=(Either of X1 or X2 or X3 or X4)multiplied by {( Either of Y1 or Y2 or Y3 or Y4)+( Either of U1 or U2 or U3 or U4)+( Either of V1 or V2 or V3 or V4)+( Either of W1 or W2 or W3 or W4)+( Either of M1 or M2 or M3 or M4)}

- Further, the inputs of SAP Inspection TEAM have been taken as one more parameter to rank the formations, with scores added to the Final Score to get TOTAL SCORE.

Parameters observed by the TEAM	Scale on which points shall be given	Reference
Overall Cleanliness	0-3 (any of figures from 0 to 3)	0-Very Bad 1-Satisfactory 2-Good 3- Exemplary
Waste Management	0-3 (any of figures from 0 to 3)	
Placing of Files/Records	0-3(any of figures from 0 to 3)	
Daily Cleaning / Brooming / Wiping/ Dusting	0-3 (any of figures from 0 to 3)	
Condition of Store rooms/ Record rooms in the Zone	0-3 (any of figures from 0 to 3)	
<b>Total</b>	<b>Z</b>	

\*The Zones / Directorates which could not be visited by the Team shall be evaluated on the basis of reports / materials sent by them out of total score of 15.

Further, the component of Budget Utilization (from O.E. Swachhta Head) has also been made one of the parameter to calculate COMPLETE SCORE as below:-

(Budget Utilization – As per available data as received from EMC wing upto the month of March, 2018)

If the Budget Utilization is	Score
= 100%	10
≥ 90%	9
≥ 80% < 90%	8
≥ 70% < 80%	7
≥ 60% < 70%	6
≥ 50% < 60%	5
≥ 40% < 50%	4
≥ 30% < 40%	3
≥ 20% < 30%	2
≥ 10% < 20%	1
0	0
	B

$$\text{COMPLETE SCORE} = \text{FINAL SCORE} + Z + B$$

## AWARD WINNERS 2017-18

In order to inspire everyone to contribute to the Swachh Bharat mission, CBIC has been tracking the SAP activities undertaken by its formations and have assigned scores to them based on their contribution.

### ZONES/ DIRECTORATES

- BEST GST ZONE: HYDERABAD GST ZONE**

#### **PROJECT 1:** Rainwater Harvesting Pit

Pipes were laid upto to the rain water harvesting pit, which carries the rain water collected from the roof top of GST Bhawan. The rain water and the storm water which is collected in the premises will be channelized and make to sink into the ground instead of flowing into the drainage.



#### **PROJECT 2:** Composter for bio-degradable waste

The composter is able to generate compost upto 50% to 60% of the waste material added. Every month 450 kgs of waste is being converted into productive manure of 230 kgs approximately.



## • BEST CUSTOMS ZONE: DELHI CUSTOMS ZONE

### **PROJECT 1:** **Wellness out of Waste**

New Custom House has initiated a project on developing a Bio-gas plant for 100 kg waste per day in collaboration with-Sree Foundation under their project "Wellbeing Out of Waste (WoW)". The wet wastes generated on daily basis by the canteen in the New Custom House is being fed into the plant to generate eco-friendly bio-gas for cooking by the canteen. The residue which accrues after the conversion of waste into gas is being used as manure for plants.



### **PROJECT 2:** **Adoption of Schools**

The Sarvodaya Co-Ed Vidyalaya, Mehram Nagar (East), New Delhi has been adopted by the Commissionerates in NCH. Eight washrooms in the school were renovated during the pakhwada. A 300 litres capacity water cooler with attached RO facility was installed for the use of students. A Sanitary napkin vending machine installed in the school for use of girl students. The maintenance will be continuously monitored (3 years free maintenance) by NCH, New Delhi. In addition, ICD, Tughlakabad adopted Govt. Sarvodaya Vidyalaya Boys School No. 2. They undertook renovation of washrooms in Schools and provided safe drinking water to students by installing ROs.



## • BEST DIRECTORATE: DIRECTORATE GENERAL OF VIGILANCE

### **PROJECT 1:** **Renovation in Schools**

DGoV Kolkata installed RO Water Purifier with Iron Filters in Vivekananda Vidyamandir, Village-Shilduar. The available water in the school contained lot of iron & impurities.

DGoV Mumbai constructed a storage tank, sanitary pipeline and washbasin in the school premise of Zilla Parishad School Situated at Bhugadpad.

DGoV Mumbai constructed a toilet, bathroom, open basin along with drainage system and pipe line in Signal School managed by NGO Samarth Bharay Vyaspith along with Thane Municipal Corporation.



### **PROJECT 2** **Construction of Drainage System at an Orphanage**

Antyodoy Anath Ashram is situated at Vittage Post-Paushi, District-Purba Medinipur, West Bengal. It is an orphanage with nearly 100 inmates having a health centre & dispensary for poor villagers, old age home, primary school etc. Upon inspection of the site of the orphanage, it was found there is an urgent need for construction of a pucca drain along with soak pit at the rear side of kitchen complex, which has been completed.





## COMMISSIONERATES

### • 1<sup>ST</sup> RANK: ROURKELA GST COMMISSIONERATE

#### Adoption of Schools:

Officers along with local Councilor made a visit in the region and identified 3 out of 15 visited schools. The work executed in these schools included separate toilet for girls (one), renovation of old toilet (one), installation of RO (three); separate wash basins with four water taps each (two); water storage tank with pump (one), renovation of toilets along with provision of ventilation facility, distribution of Swachhta Kits etc.



### • 2<sup>ND</sup> RANK: JABALPUR GST COMMISSIONERATE

#### Adoption of Schools:

Government Primary and Middle School, Lalpur, Dist. Jabalpur was deprived of basic facilities. A registered welfare committee was formed to look after the students' future. Family members of the officers were involved to give lectures on various topics such as class on personality development, personal hygiene etc. The officers of the Commissionerate are also contributing towards the funds of the society from their own salary. The classrooms were renovated, provided with basic requirements like Black Board & benches, water facility was arranged by placing water Pump, tank and plumber fittings. Electricity connection was made along with 6 fans and 6 tube lights.





## THE JOURNEY AHEAD...

CBIC is actively striving towards contributing to Swachhta Mission with full zeal and zest. For the financial year 2018-19 provision of Rs. 49 crores has been earmarked for expenditure under O.E. (Swachhta) head.

Formations under CBIC will adopt the best practices of other field formations on the basis of local needs/environment and the funds allocated. The best pictures related to Swachhta Action plan sent via mail or WhatsApp, will be uploaded on the portal from time to time.

For recognizing Zones'/Directorates' contribution, Central Board of Indirect Taxes and Customs has constituted **Swachh Bharat Awards** to encourage participation of Zones/ Directorates in making India Clean. These awards aim to inculcate best practices amongst Zones/Directorates on various themes enumerated under Swachhta Action Plan.

### **Capacity Building**

DGHRD, with the help of National Academy of Customs, Indirect taxes and Narcotics (NACIN) Faridabad, is organizing a training program on "Greening of Offices/ Environment Management in Government Establishments" at International Centre for Environment Audit and Sustainable Development (Office of Comptroller and Auditor General of India) in August 2018. The program will cover sessions on topics like energy efficiency and conservation, water conservation, indoor air quality, sustainable public procurement/ green procurement, Sustainable habits in Government etc.

### **Swachhta Pakhwada (October 2018-19)**

In the Financial year 2018-19, Swachhta Pakhwada is proposed to be held from 15.10.2018 to 31.10.2018. During the Pakhwada, CBIC is planning to organize a wide range of innovative activities including car free/ pool day, Plantation drive, cleanliness drive, E-waste disposal, Digitization of Records, Anti polythene drive, Swachhta Workshops etc. across all the field formations in the country. (**Detailed Action Plan on Swachhta Pakhwada on next page**)

## CBIC

### SWACHHTA PAKHWADA 15.10.2018 TO 31.10.2018

Date	Activity	Special Emphasis
15.10.2018	Pledge by officers and staff and display of banners regarding Pakhwada. All officers/staff members to make resolution to keep office premises clean, manage old records properly and to participate in other Swachhta related reforms	Circulars to be issued for encouraging printing of official documents on both side of the papers, switching off electronic equipments when not in use, penalty for spitting/ throwing waste in office premises.
16.10.2018	Cleaning of the office premises by the staff, Sharamdaan activities	Observe a Car free/ Car pool day to encourage use of public transport.
17.10.2018	Swachhta Workshop:- organizing workshops on cleanliness and waste management in office for staff, including interactive sessions between Senior officers and workers in charge of cleanliness.	Quotations regarding Swachhta to be displayed in all rooms and common places. Quotations related to saving of water to be displayed in wash rooms. Quotations related to switching off electronic equipments to be displayed at appropriate places. Installation of Biotoilets and special taps with reduced water flow to be explored.
18.10.2018	Competitions :- Essay Writing/Slogan Writing/ Cartoon/Rangoli competitions to be held among the office staff inviting ideas for Swachhta	Family members of the employees to be encouraged to take part in the competitions. Signature campaign to be organized for people visiting the office like taxpayers.
22.10.2018	Voluntary work:- Each Commissionerate may select a locality or school and clean the premises	Concerned DC/ AC level officer shall visit their respective local authorities (MCD) to discuss the issues of cleanliness around office premises and to chart out an action plan. This shall be followed up regularly by the concerned officer.
23.10.2018	Each Commissionerate will carry out one of its own innovative idea for cleanliness to be submitted by the Commissionerate itself	Cleanliness of Canteen Premises.
24.10.2018	Plantation:- Each Commissionerate should identify an area for tree plantation or beautification through plantation and carry out the same	Saplings to be distributed and employees shall be motivated to plant a sapling in their name and look after it regularly so as to see a tree after few years.
25.10.2018	Segregation and weeding out of old records, enlisting safe keeping of the same, Digitization of records, Disposal of E-Waste in the office.	Email Communication shall be promoted especially for intra office communications. Employees to be motivated to get their nic email ids. All offices to initiate steps for E-waste Disposal.
26.10.2018	Commissionerate to adopt roads, round abouts, historical places etc to maintain its cleanliness	Cleanliness Drive in an orphanage/ Beach Cleaning
29.10.2018	Creating social buzz regarding swachhta through electronic and print media. A press release should be issued highlighting major outcomes of Swachhta Pakhwada. Each Commissionerate should ensure better branding and publicity of Pakhwada activities.	Employees may be encouraged/ motivated to put Swachh Bharat Quotations as their Whatsapp/ social media status.
30.10.2018	Mass anti-polythene drive, March with Banners, Reviewing of Divyang access in toilets,	Distribution of Cloth/ Jute bags (with swachhata slogans) to employees and encouraging them not to use Plastic Bags.
31.10.2018	Awards for best section for weeding out of old records and digitization of records. Declaration of Prize Winners of Essay Slogan writing and Cartoon making Competitions	Employee of the Pakhwada for Swachhta Activities to be declared.

### Monitoring Team “SWACHHTA”

- Sh. B. Bhattacharya, Director General (HRD)
- Ms. Hemambika R. Priya, Commissioner (Coord.)
- Sh. Shubh Chintan, Addl. Director General (HRM-II)
- Sh. Vivek, Joint Director (HRM-II)
- Ms. Bharti Sharma, Deputy Director (HRM-II)
- Ms. Reena Sharma, Superintendent
- Ms. Rinku Subhalakshmi, Superintendent
- Sh. Nitin Sharma, Inspector
- Sh. Lalit Kumar, Inspector
- Sh. Pulkit Bansal, Inspector
- Sh. Vivek Gautam, Inspector



### Inspection Team “SWACHHTA”(DGHRD)

- Sh. Vivek, Joint Director (HRM-II)
- Ms. Bharti Sharma, Deputy Director (HRM-II)
- Sh. Mudit Rai, Deputy Director (HRM-II)
- Sh. Dibyendu Das, Assistant Commissioner
- Ms. Reena Sharma, Superintendent
- Sh. Rajneesh Gupta, Superintendent
- Ms. Rinku Subhalakshmi, Superintendent
- Ms. Annu, Inspector
- Sh. Gaurav Jangra, Inspector
- Sh. Ashish Solanki, Inspector
- Sh. Laxman Kr. Mishra, Examiner
- Sh. Naveen Godara, Inspector
- Sh. Vivek Gautam, Inspector







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*All the governments in this country have made one or the other effort to do this work. Several political, social and cultural organizations have made efforts in this direction. I greet all those, who have worked.*

*– Shri Narendra Modi  
Hon'ble Prime Minister of India*

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