

**Time Bound  
For Strict Compliance**

F.N. M&TP/CBDT/2014-15/393/  
Government of India  
Ministry of Finance  
Department of Revenue  
(Central Board of Direct Taxes)  
\*\*\*\*\*

New Delhi, the 25<sup>th</sup> September, 2014

**OFFICE MEMORANDUM**

**Subject:** Call of Hon'ble Prime Minister for "Swachh Bharat" as a mass movement to realize Ghandhiji's dream of clean India by his 150<sup>th</sup> birth anniversary 2019, "Swachhta Shapath" on 2<sup>nd</sup> October, 2014.

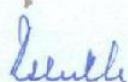
Kindly find enclosed herewith a copy each of D.O no. 32020/11/2007-GAR(Pt.) dated 22.09.2014 by the Revenue Secretary to the Cabinet Secretary, and D.O letter No. 14771/2014 dated 20.09.2014 from Cabinet Secretary to Revenue Secretary on the above subject.

I am directed to request each Pr.CCIT/Pr.DGIT/CCIT/DGIT to ensure suitable arrangements to administer "Swachhta Shapath" on 2<sup>nd</sup> Oct, 2014 at 11 A.M to all the officers and staff members of the Income tax department in all the offices at various stations under their administrative charge. However, exceptions may be made for those officers/staff who are on leave/tour with the prior approval of the competent authority.

A detailed Action plan should also be drawn to create awareness about cleanliness and to promote cleanliness through various creative and innovative activities, as illustrated in the D.O letter dated 22.09.2014 supra of the Revenue Secretary.

Compliance report regarding the administration of the pledge on 02.10.2014 and regarding the activities/events/functions planned for the cleanliness campaign thereafter may kindly be sent by October 7, 2014.

This issues with the approval of the Chairman CBDT.

  
(Rekha Shukla)  
CIT(M&TP)

Official Spokesperson, CBDT

Encl: as above

To all Pr.CCsIT/Pr.DGsIT/CCsIT/DGsIT



सत्यमेव जयते

शक्तिकान्त दास, आई.ए.एस.

राजस्व सचिव

SHAKTIKANTA DAS, I.A.S.

Revenue Secretary

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D.O.No.32020/11/2007-GAR(Pt.)

भारत सरकार  
वित्त मंत्रालय  
राजस्व विभाग  
नॉर्थ ब्लॉक, नई दिल्ली -110 001  
Government of India  
Ministry Finance  
Department of Revenue  
North Block, New Delhi-110 001

22<sup>nd</sup> September, 2014

Dear

Sir,

Kindly refer to your D.O. letter No. CS – 14771/2014, dated 20.09.2014 referring to the call of the Hon'ble Prime Minister for "Swachh Bharat" as a mass movement to realize Gandhiji's dream of a clean India by his 150<sup>th</sup> Birth Anniversary in 2019.

2. A list of steps earlier taken by this Department including the CBDT and CBEC was sent vide my D.O. letter of even No, dated 20.8.2014 (copy enclosed). The efforts already undertaken for cleanliness are being continued vigorously and are also being monitored regularly. These efforts for cleanliness include creation of awareness amongst our staff to take pride in their premises and keep it neat and clean.

3. This Department is determined to make "Swachhta Shapath" a success in letter and spirit and the pledge would be administered to all including the attached and subordinate offices of Department of Revenue. All preparations would be made to administer the "Swachhta Shapath" for which the required infrastructure is already in existence in North Block. There is a large open space inside North Block near Gate No. 1 with a capacity of 2500 persons to take the pledge. A circular would be issued to all the officers and staff to ensure their presence for the "Swachhta Shapath".

4. The pledge will be preceded on the previous day by all personnel cleaning up their desk and office space as well as help in cleaning premises outside their room which would be reviewed by the Head of Office.

5. A detailed Action Plan for the Department in respect of the activities/events and functions to be implemented will be announced after the "Swachhta Shapath" on 2<sup>nd</sup> October, 2014 which will include awareness creation strategies like, Essay, Cartoon, Debate, Skit competition, etc. Topics like "My contribution to cleanliness of my office", "Innovative steps to make my office neat and clean", etc will be included which will encourage good habits in our staff to involve them in the mass movement..

6. The plan will also include time-bound Division-wise plans for completing the task of weeding out old and obsolete files / records.

*Kind regards,*

Yours sincerely,

*Sudar*  
22.

(Shaktikanta Das)

Shri Ajit Kumar Seth,  
Cabinet Secretary,  
Cabinet Secretariat,  
Rashtrapati Bhawan,  
New Delhi.

अजित सेठ  
AJIT SETH



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मंत्रिमंडल सचिव  
भारत सरकार  
CABINET SECRETARY  
GOVERNMENT OF INDIA

We have to  
prepare a ~~action~~ plan  
& launch a drive.

D.O. No. CS-14771/2014

September 20, 2014

Dear Secretary,

Reply to Cab Secy  
to go today.

Sr 2219

AS(R)  
22/9  
Dir (Adm)

As you are aware, Prime Minister has given a call for "Swachh Bharat" as a mass movement to realize Gandhiji's dream of a Clean India by the 150<sup>th</sup> birth anniversary of Mahatma Gandhi in 2019. He has desired that a nation-wide campaign be organized with the participation of all sections of society to bring about mass awareness and a lasting behavioural change to achieve this goal. In this context, it has also been proposed that an intensive national cleanliness campaign be undertaken beginning from 25<sup>th</sup> September, 2014.

2. Union Ministers of the Departments of Drinking Water and Sanitation and Urban Development have already written to Chief Ministers of States on this matter. Similarly, Secretaries of the Departments of Drinking Water & Sanitation and Urban Development have also written to Chief Secretaries/Administrators of States/UTs. I am sure other Ministries, too, are in touch with the corresponding Departments in States/UTs to ensure the widest possible dissemination of information regarding this campaign. I am writing to emphasize that every Ministry/Department should participate in this national endeavour and undertake cleanliness and awareness campaign in a befitting manner.

3. For a campaign of this nature to be successful, there is a need to create massive public awareness and to ensure participation and action for cleaning homes, government offices, schools, hospitals, work places, streets, roads and markets, railway stations and bus terminals, statues, monuments, rivers, lakes, ponds, parks and other public places. It is important to involve government and public sector officials at every level, non-government organisations, education and health institutions, rural and urban local bodies, self-help groups, youth organisations, resident & market associations as well as business & industrial Chambers and Associations in the cleanliness and awareness drives. A variety of activities such as pledge-taking, marches, marathons, debates, street plays, music and essay competitions, cleaning drives and other community activities may be used to focus public attention on this Campaign and on the need for cleanliness. Effective use of mass media such as radio, television and newspapers, digital media such as internet and mobile and direct media may be made in this regard.

4. In this context, I would like to especially underline the importance of cleanliness in Government offices. Upon the Prime Minister's directions, I had written to you in this regard earlier also, and you have been apprising me about the steps taken by your Department to promote a hygienic and clean work environment. You will agree that we need to continue this momentum with

renewed vigour to ensure cleaner government offices. In fact, the work in regard to cleanliness in Government offices/Public buildings needs to be taken to "the next level", so that there is visible and felt impact.

5. While the campaign will begin on 25<sup>th</sup> September, 2014, it has been decided that, on 2<sup>nd</sup> October, 2014, "Swachhta Shapath" (pledge) will be administered to all in government offices and public functions/events and cleanliness drive led by senior officers will be undertaken in all government and public offices. The text of the pledge will be sent to you separately. I would, therefore, urge you to take effective action in this regard, and to spread this message to all functionaries and ask them to organize and participate wholeheartedly in this campaign.

6. I look forward to hearing from you latest by 22<sup>nd</sup> September, 2014 on the state of preparation so that PM can be briefed on the comprehensive action plan & arrangements in respective of the following points:-

- Arrangements made to administer the pledge on 2<sup>nd</sup> October 2014
- Arrangements made for cleanliness drive and other events planned for 2<sup>nd</sup> October, 2014
- Action Plan of the Department in respect of activities/events/functions planned for the campaign from 25<sup>th</sup> September, 2014 onwards.

With regards,

Yours sincerely,

*Ajit Seth*

( Ajit Seth )