F. No. 8/B/100/HRD(HRM-II)/2018  
Dated: 09.2019

To,

The Principal Chief Commissioner/ The Chief Commissioner (All CGST)
The Principal Chief Commissioner/ The Chief Commissioner (All Customs)
The Director General (All Directorates)

Sir/Madam,

Sub: “Swachhta Hi Sewa” Campaign to be observed from 11th September, 2019 to 2nd October, 2019—reg.

Please find enclosed O.M. issued vide F.No. 296/183/2014-CX-IX dated 16th September, 2019, received in this office on 20.09.2019, on the subject cited above (along with the enclosures).

2. In this regard, I am directed to request you to direct the officers of your Zones/ Directorates/ Commissionerates to observe “Swachhta Hi Sewa” Campaign 2019 as per the suggested Action Plan.

3. An Action taken Report in this regard may be forwarded to this office by 3rd October, 2019.

4. The activities undertaken along with the pictures may be reported daily on Swachhta Whatsapp number 9599658978 and be please submitted through mail at policy.dghrd@nic.in.

Yours faithfully,

(Bharti Sharma)
Deputy Director, HRM-II

The undersigned is directed to forward a copy of DO letter no. D32020/11/2007-GAR dated 09.009.2019, received from Sh. Ritvik Pandey, Joint Secretary (Revenue), regarding the subject cited above.

2. In this regard, the undersigned is directed to request you to coordinate with all the field offices so that Swachhata Hi Seva, 2019 (SHS 2019) is observed, as per the suggested action plan in all the field offices of the Board across the country. Also, to submit the action taken report along-with the total number of participants (activity-wise/office wise) to Joint Secretary (Revenue) by 5th October, 2019, for onward submission to Department of Drinking Water & Sanitation (DDWS).

Encl: As above

(रनु विश्वास)
अनुभाग अधिकारी, सी.एक्स 9
(अर्थ / कैंसर) : 23095570
ई.मेल आई.डी—runu.biswas60@nic.in

To
ADG, Directorate General of Human Resource Development, (HRM-II), CBIC, 507, Deep Shikha, Rajendra Place, New Delhi-110 008

9th September, 2019

I am enclosing herewith copy of the D.O letter received from Secretary, Department of Drinking Water & Sanitation [DDWS] informing about observing the ‘Swaabhimaan Hi Seva’ campaign from 11th September, 2019 to 2nd October, 2019 in run up to the 5th Anniversary of Swachh Bharat Mission as a precursor to the launch of 150th birth anniversary of Mahatma Gandhi. The campaign has been launched by the Government aiming at accelerating the ‘janandolan’ for realizing the vision of clean India, further reinforcing ‘Plastic Waste Management’. DDWS has requested this Department for organizing ‘shramadaan’ for swachhata related activities at all levels in order to make the SHS, 2019 a grand success.

2. I shall be grateful if you could kindly direct the concerned nodal officers of the Board to coordinate with all the field offices so that SHS 2019 is observed, as per the suggested action plan in all the field offices of the Board across the country. The nodal officers may also be directed to submit the action taken report along with the total number of participants (activity-wise/office-wise) to this Department by 5th October, 2019, so that the same is conveyed to DDWS.

With Regard to,

Yours sincerely,

Shri Pranab Kumar Das,
Chairman, CBIC,
North Block,
New Delhi.

Encl. As stated above

Telex: 011-23094595 E-mail: jsrev@nic.in
Dear Sh. Pandey

As you may be aware, India is on track to be declared Open Defecation Free (ODF) this 2nd October, 2019, a befitting tribute to Mahatma Gandhi on his 150th birth anniversary. The Swachh Bharat Mission – Grameen (SBM-G), thus, is increasing its focus on sustaining the gains made under SBM-G and solid and liquid waste management (SLWM), to maintain universal sanitation coverage and ensure holistic cleanliness in the villages.

2. Responding to the Prime Minister’s appeal for citizens participation in swachhata movement, Swachhta Hi Seva (SHS) campaign has been celebrated annually since 2017 mobilizing millions of people in creating awareness on the access to safe sanitation, toilets usage, triggering behaviour change on cleanliness and shramdaan at public places. Around 10 crore people in SHS 2017 and approximately 20 crore individuals in SHS 2018 came together for Swachhata, including political leaders, government officials, sports person, actors, school children, youth from NYKS/NCC/NSS and faith leaders, alike.

3. During his Independence Day speech on 15th August 2019, and then during his Mann Ki Baat later in the month, the Prime Minister made a call to action towards focused plastic waste management and towards the effective ban of Single Use Plastic (SUP). Hence, the theme of this year’s SHS is Plastic Waste Management. The SHS 2019 will run from 11th September to 2nd October, Swachh Bharat Diwas - which will be focal point of the campaign with massive shramdaan for plastic waste collection to be organised in all villages and towns across the country.

4. Following this, from 3rd October till 27th October (Diwali), the collected plastic waste must be recycled and/or effectively disposed. A presentation in this regard was also made before the Council of Ministers. The PPT is being shared through e-mail.

5. It is requested that SHS 2019 activities including shramdaan may be undertaken in your Ministry/Department and all the subordinate offices in a big way during the campaign. Your Ministry is also encouraged to lead awareness campaigns and initiate innovative programs to ensure maximum activities undertaken. An action plan and a report on this may subsequently be shared with this Ministry.

With Regards

Yours Sincerely

Parameswaran Iyer

Sh. A.B. P. Pandey
Secretary
Department of Revenue
Ministry of Finance,
Structure of Presentation

Context and the Task

ODF to ODF Plus

Swachhata Hi Seva 2019

Monitoring Progress

- 3rd October - 27th October: ग्रामीण लाख
- 2nd September - 1st October: प्लास्टिक वैचार
- 11th September - 1st October: अन्न, जल और आधुनिक
Plastic consumption is to double by 2022, significantly increasing the waste.

- Open burning of plastic waste causes respiratory ailments.
- Bottled water, table salt, and microplastic particles are found in
  - 600,000 tonnes enters seas annually in India.
  - All this plastic comes back to each one of us.

India's plastic waste problem.

- Even our animals (mainly birds) are unaffected.
- Uncollected plastic waste ends up in rivers and dumps.

- 38 lakh tonnes
- 95 lakh tonnes

India generates:
The rest are choking the environment.

Worldwide only 10-13% of plastic items are recycled.

More than 90% of uncollected plastic waste is SUP.

Single-use plastics, or disposable plastics, are used only once.

What is SUP?
Five years ago, the Prime Minister’s campaign called Swachh Bharat Mission (Gramin) started a Jan Andolan like no other.

From ODF to ODF Plus
PM’s call to the nation: 15th Aug 2019

And now – a Jan andolan for Plastic Waste

(Mann ki baat, 25th Aug)

"I am calling out all of you...
150 million Indians... 3.5 billion people...
"I am 2 billion Indians who..."

(Independence Day, 15th Aug)

"I am 2 billion Indians who...

At single use plastics, 420 lakh qtr.
Het 02 per day 365 day.

And Now – a Jan andolan for Plastic Waste"
Let's collect plastic waste and bring it to the dump.

11 במהלך 8.2.2019

[Signature]

Let's collect plastic waste and bring it to the dump.
ensure maximum activities undertaken
Ministries to initiate innovative programs to
stands tourist places, markets, statues, hospitals, bus
large scale campaigns for cleaning public and

plastics (SUPS)
Waste Shramadhan and banning of single use
Massive community mobilization for Plastic

SHS 2017: 2018: Mass community mobilization for Swachhta Shramadhan

2019: 2019 (SHS)
<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
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</thead>
<tbody>
<tr>
<td>Recycling and effective disposal of the collected plastic waste</td>
<td>27th October - 3rd</td>
</tr>
<tr>
<td>Waste collection &amp; segregation</td>
<td>October</td>
</tr>
<tr>
<td>Nationwide Shramadhan for plastic</td>
<td>2nd October</td>
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<tr>
<td>Shramadhan for General Swachhata of plastic waste</td>
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<tr>
<td>Preparations for collection, disposal</td>
<td>11th September</td>
</tr>
<tr>
<td>Awareness generation across towns</td>
<td></td>
</tr>
</tbody>
</table>

**CALENDAR: SHS 2019**
Campaign on replacing plastic bags with jute/cloth bags with mass production

Preparation for collection & disposal of all plastic waste, esp. from railway and highways

Identification of locations and logistics for plastic waste collection & segregation

Nationwide swachhata for swachhata, including schools and colleges

Mass awareness generation activities across rural and urban areas

Swachhata shraddhan and awareness generation across all 6 lakh villages, 4000 towns

(11th Sep to 1st Oct)

owel welaw Pelie Kamaari Kaam
Based on Industry consultations:

Collection hubs
- Lakhi villages to City/District
- Waste from 78,000 wards
- Transportation of collected waste

Segregation into recyclables

Transportation to Industries

11th – 27th October 2019

11th – 27th October 2019

3rd – 7th October 2019

Collected plastic waste on 3rd October to 27th October

- 10,000 – 15,000 tonnes of estimated plastic waste to be collected on 2nd October
- The remaining 12 States/UTs may announce State ban on Single Use Plastics (SUPS)
- Massive plastic waste collection drives by all, across rural and urban areas

Massive plastic waste collection centres on 2nd October
Social Media Campaign

Share a selfie with your alternatives for SIFPS

Share Your Plastic Waste Shramdaan

Take the pledge for a Plastic Waste Free India

Share 1 minute videos on your efforts for a Plastic Waste Free India
Individuals may also share their contributions through MyGov.

All action plans and outcomes may be uploaded on sbm.gov.in/shs2019.

- Hours of shramdan
- Plastic waste recycled/efficiently disposed
- Plastic waste collected
- Activities undertaken
- People mobilized

Outcome Indicators
Thank You