



कार्यालय प्रधान मुख्य आयकर आयुक्त, आन्ध्र प्रदेश व तेलंगाना, हैदराबाद
Office of the Pr. Chief Commissioner of Income Tax,
Andhra Pradesh & Telangana, Hyderabad,
दसवीं तल, आयकर शिखर/ 10TH Floor, Income Tax Towers,
ए.सी. गार्ड्स, हैदराबाद/ AC Guards, Hyderabad – 500 004.
टेलि.नं./Tel. No. 040 – 23425474, फैक्स/ Fax 040-23241427

F.No.Pr.CCITAP&TS/Estt/2022-23

Date: 06.01.2023

To

**All the Heads of Departments/Offices
of AP&TS Region.**

Sir,

Sub: Observance of 'Swachhata Pakhwada' from 16th January to 31st January, 2023 –
Reg.

Ref: DOR's mail dated 21.12.2022


* * * *

Kindly refer to the above.

2. I am directed to enclose herewith the above referred letter received from Coordination Section, DoR, New Delhi , requesting for conducting of Swachhata Pakhwada activities from 16th January to 31st January, 2023, with a request to identify innovative practices that would be undertaken during the fortnight(Copy enclosed).

3. It is requested to take pictures before and after completion of the activity and submit a daily report in the matter.

Yours faithfully,

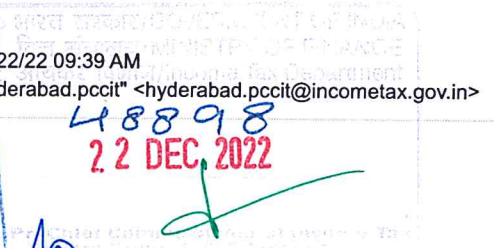
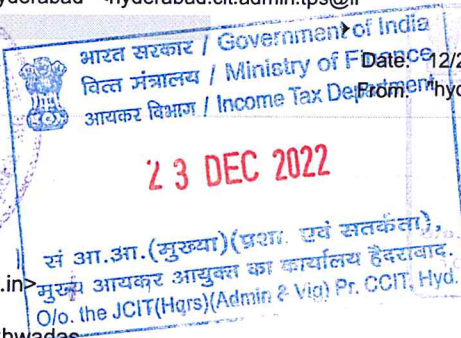

(THAMBA MAHENDRA)
Dy. Commissioner of Income Tax
(Hqrs)(Admn.),
O/o. Pr.CCIT, AP&TS, Hyderabad.

Encl: as above.

Subject: Fwd: Organization of Swachhata Pakhwadas.

To: "Hyderabad CIT (ADMIN & TPS), Hyderabad" <hyderabad.cit.admin.tps@ir>

23527
23598



Original Message

From: Rakesh Gupta <commcoord-cbdt@nic.in>

Date: Dec 21, 2022 8:10:47 PM

Subject: Fwd: Organization of Swachhata Pakhwadas.

To: NIDHI SHARMA <citvig-cbdt@gov.in>, adg5.systems@incometax.gov.in, cit.aj.cbdt@incometax.gov.in, cit.itct.cbdt@incometax.gov.in, RAJESH KUMAR KEDIA <citinv-cbdt@nic.in>, Garima Jain <citita-cbdt@nic.in>, Deepak Tiwari <citodinv-cbdt@gov.in>, Rasmi Ranjan Das <jsftr1@nic.in>, Rajesh Bhoot <jsftr-2@nic.in>, Kamlesh Chandra Varshney <jstpl1@nic.in>, Raman Chopra <jstpl2@nic.in>, media.cbdt@gmail.com, "Pr. CCIT Ahmedabad" <ahmedabad.pccit@incometax.gov.in>, "Pr. CCIT Bangalore" <bangalore.pccit@incometax.gov.in>, "Pr. CCIT Bhopal" <bhopal.pccit@incometax.gov.in>, "Pr. CCIT Bhubaneswar" <bhubaneswar.pccit@incometax.gov.in>, "Pr. CCIT Chandigarh" <Chandigarh.pccit@incometax.gov.in>, "Pr. CCIT Chennai" <chennai.pccit@incometax.gov.in>, "Pr. CCIT Delhi" <delhi.pccit@incometax.gov.in>, "Pr. CCIT Guwahati" <ccit.guwahati@incometax.gov.in>, "Pr. CCIT Hyderabad" <hyderabad.pccit@incometax.gov.in>, "Pr. CCIT Jaipur" <jaipur.pccit@incometax.gov.in>, "Pr. CCIT Kanpur" <kanpur.pccit@incometax.gov.in>, "Pr. CCIT Kochi" <kochi.pccit@incometax.gov.in>, "Pr. CCIT Kolkata" <kolkata.pccit@incometax.gov.in>, "Pr. CCIT Lucknow" <lucknow.pccit@incometax.gov.in>, "Pr. CCIT Mumbai" <mumbai.pccit@incometax.gov.in>, "Pr. CCIT Nagpur" <nagpur.pccit@incometax.gov.in>, "Pr. CCIT Patna" <patna.pccit@incometax.gov.in>, "Pr. CCIT Pune" <pune.pccit@incometax.gov.in>

Cc: Sunil Kumar Pandey <diritcc-rev@nic.in>

JC (Admin)
For n-g
For kind attention

From: "Ankur Gautam" <ankur.gautam@nic.in>

To: "RUCHITA VIJ" <commrcoord-cbec@nic.in>, "Rakesh Gupta" <commcoord-cbdt@nic.in>, "dir-enforcement" <dir-enforcement@nic.in>, "CEIB REVENUE" <ceib-rev@nic.in>, "PS to Director FIU" <ps.director@fiuindia.gov.in>, "Director (Narcotics Control), Department of Revenue" <dirnc-dor@nic.in>, ceo@gstn.org.in

Cc: "Amit Gunvant Bhole" <amit.bhole@gov.in>, "Xavier Toppo" <toppo.xavier@nic.in>

Sent: Tuesday, December 13, 2022 12:27:43 PM

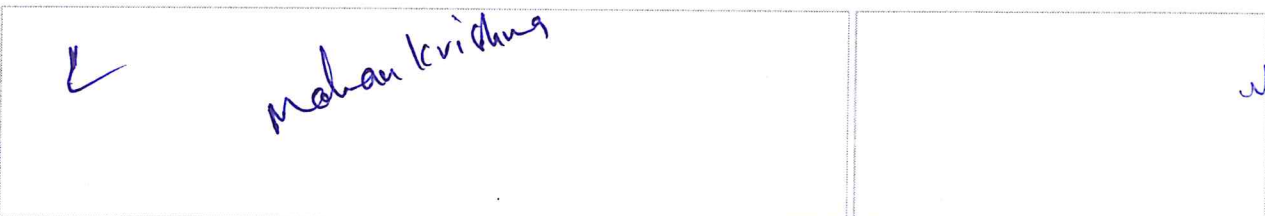
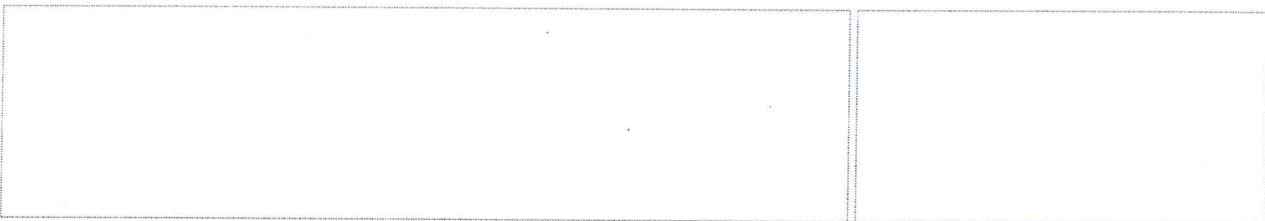
Subject: Organization of Swachhata Pakhwadas.

Respected Sir/Ma'am,

PFA Cabinet Secretary's D.O. No. 561/01/01/2017-CA.IV dated 25th November, 2022 on the subject for taking further necessary action.

With regards,

Ankur Gautam, ASO
Coordination Section, DoR



राजीव गौबा
Rajiv Gauba



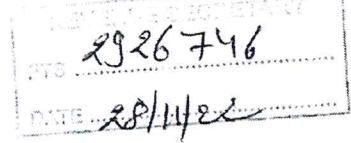
सत्यमेव जयते



आज़ादी का
अमृत महोत्सव

मंत्रिमंडल सचिव
भारत सरकार

CABINET SECRETARY
GOVERNMENT OF INDIA



D.O. No. 561/01/01/2017-CA.IV

Dated the 25th November, 2022

Dear Secretary

As you are aware, Swachhata Pakhwadas are being organized since April, 2016 with the objective of bringing a fortnight of intense focus on the issues and practices of swachhata in Gol Ministries/Departments. The "Swachhata Pakhwada" concept is inspired by Hon'ble Prime Minister's vision to engage all Central Government Ministries and Departments in swachhata related activities, thereby making swachhata "everyone's business".

2. The year 2023 would be the 8th consecutive year of Swachhata Pakhwada implementation. The proposed calendar, along with guidelines of Swachhata Pakhwada, for the year 2023 is enclosed.

As in previous years, you are requested to communicate the Swachhata Pakhwada plans of your Ministry/Department to D/o Drinking Water and Sanitation, M/o Jal Shakti and upload it on the Swachhata Samiksha portal at least two months in advance. I would request you to identify some innovative practices that would be undertaken by your Ministry/Department during the fortnight. Needless to add, the social media platforms along with electronic media may be fully leveraged for creating Swachhata related awareness.

4. I look forward to your enthusiastic cooperation in meaningful planning and implementation of Swachhata Pakhwada in your Ministry/Department. As in the past, all Swachhata related activities are required to be undertaken in the attached institutions/organisations/autonomous bodies/CPSEs of your Ministries as well.

With regards

Yours sincerely,

(Rajiv Gauba)

To

All Secretaries to Govt. of India.

As per
Let's
for it
JS (copy)

JS (copy)

US (copy)

2/12/22
21/11/22

Swachhata Pakhwada Calendar 2023			
SL No.	Pakhwada	Ministries/Departments	Special Occasions
1	1st -15th January	1. Ministry of External Affairs	Pravasi Bharatia Divas 9th January
		2. Ministry of Road Transport and Highways	Road Safety Week 11th -17th January
2	16th – 31st January	1. Ministry of Information and Broadcasting	Republic Day 26 January
		2. Ministry of Finance Department of Economic Affairs Department of Expenditure Department of Financial Services Department of Revenue Department of Investment and Public Asset Management	
3	1st -15th February	1. Department of Space	
		2. Ministry of Electronics and Information Technology	
4	16th – 28th February	1. Ministry of Consumer Affairs, Food and Public Distribution Department of Consumer Affairs Department of Food and Public Distribution	
		2. Department of Atomic Energy	World Science Day - 28 February
5	1st – 15th March	1. Ministry of Women and Child Development	International Women's Day- 8th March
		2. Ministry of Textiles	
6	16th – 31st March	1. Department of Water Resources, River Development & Ganga Rejuvenation	World Water Day- 22nd March
		2. Ministry of Steel	Steel Safety Day 28 March
7	1st – 15th April	1. Ministry of Health and Family Welfare Department of Health & Family Welfare Department of Health Research	World Heath Day - 7 April
		2. Ministry of Law & Justice Department of Justice Department of Legal Affairs Legislative Department	Ambedkar Jayanti- 14th April
8	16th – 30th April	1. Ministry of Culture	World Heritage Day- 18th April
		3. Ministry of Parliamentary Affairs	

9	1st – 15th May	1. Ministry of Labour & Employment	International Labour Day- 1st May
		2. Ministry of Science and Technology Department of Biotechnology Department of Science and Technology Department of Scientific and Industrial Research	World Technology Day- 11 May
10	16th – 31st May	1. Ministry of Personnel, Public Grievances and Pensions Department of Administrative Reforms and Public Grievances Department of Pension & Pensioners' Welfare Department of Personnel and Training	
		2. Ministry of Power	
		3. Ministry of Development of North Eastern Region	
11	1st – 15th June	1. Ministry of Environment, Forest and Climate Change	World Environment Day- 5th June
		2. Ministry of New and Renewable Energy	
12	16th – 30th June	1. Ministry of Micro, Small and Medium Enterprises	Micro, Small and Medium Enterprises Day - 27 June
		2. Ministry of Coal	
13	1st – 15th July	1. Ministry of Petroleum and Natural Gas	
		2. Ministry of Earth Sciences	
		3. Ministry of Statistics and Programme Implementation	
14	16th – 31st July	1. Ministry of Social Justice & Empowerment Department of Social Justice & Empowerment Department of Empowerment of Persons with Disabilities	International Day of Disability Awareness- 16th July
		2. Ministry of Skill Development and Entrepreneurship	World Youth Skills Day - 15 July
15	1st – 15th August	1. Ministry of Youth Affairs and Sports Department of Sports Department of Youth Affairs	International Youth Day-12th August
		2. Ministry of Tribal Affairs	World Indigenous Peoples Day August 9
	16th – 31st August	1. Ministry of Heavy Industries and Public Enterprises Department of Heavy Industry Department of Public Enterprises	
		2. Ministry of Corporate Affairs	
17	1 st – 15 th September	1. Ministry of Education Department of School Education Literacy Department of Higher Education	

Swachhata Pakhwada-2023

Consolidated Guidelines

- Every Ministry/Department should nominate a Joint Secretary as nodal officer for Swachhata Pakhwada related activities, if not already nominated
- Every Ministry/Department to ensure that all their line departments, PSUs, attached offices, organizations and Institutions under them to plan and implement in detail Swachhata Pakhwada
- The Swachhata Pakhwada action plan must be communicated to the DDWS **two months** prior to the commencement of their Pakhwada and the same is to be uploaded in the designated _____ on _____ Swachhata _____ Samiksha (<http://swachhbharatmission.gov.in/SwachhSamiksha/Home.aspx?Ty=se>)
- Swachhata Pakhwada plans are required to contain detailed date wise activities. Further the Ministries/Departments should ensure that the activities during the Swachhata Pakhwada are in accordance with their plans and discussion
- Secretary of the Ministry/Department concerned may organise a VC/meeting with their field formations for the dissemination of information and to review the preparedness, before the Pakhwada begins
- Senior Officers in the Ministry/Department may provide leadership in implementing Swachhata Pakhwada activities effectively
- Parliamentary Committee and other MP Committees may be convened on Swachhata
- Ministries/Departments need to involve **Union Ministers, MPs and other dignitaries** in Pakhwada activities
- Ministries/Departments may take steps to undertake innovative initiatives during the campaigns so that few stories are generated daily
- Divyang access to the toilets to be reviewed and ensured in the Central and State offices of Ministries/Departments during Pakhwada
- **Ministries/Departments to continue focus on “ Hygiene and Sanitation”** particularly keeping in mind COVID-19 pandemic
- Ministries/Departments may consider setting up a permanent mechanism through new programmes and Schemes for the sustainability of Swachhata, in addition to cleanliness drives during the Pakhwada
- Curbing Single Use Plastic (SUP) and discourage use of Plastic
- There needs to be a daily reporting of the activities during the Pakhwada on Swachhata Samiksha _____ portal (<http://swachhbharatmission.gov.in/SwachhSamiksha/Home.aspx?Ty=se>) and myGov portals
- Activity pictures of High Resolution of 2MB-5MB to be uploaded on the portal

- During the Pakhwada Ministries/Departments may initiate Swachhata Awards/ranking among organisations under their fold (Detail guidelines are mentioned as Annexure)
- Ministries/Departments should ensure better branding and publicity of Pakhwada activities in electronic and print media platforms at both field and central level. They need to make use of social media such as myGov., Twitter and Facebook extensively for the purpose
- Ministries/Departments in coordination with MoI&B, will ensure that adequate publicity is received by the Swachhata Pakhwada initiatives in both electronic and print media. MoI&B to also broadcast inspiring Swachhata initiatives on their coverage
- A press release should be issued highlighting major outcomes of Swachhata Pakhwada
- A press conference needs to be organised by the Ministry/Department at the culmination of their Pakhwada to highlight the activities and initiatives undertaken. This may be addressed at the level of the Union Ministers and Secretaries
- At the conclusion of the Swachhata Pakhwada the Ministries/Departments are required to submit the following to DDWS for onward submission to Cabinet Secretary and PMO:
 1. Report containing a detailed account of activities undertaken during Pakhwada
 2. Related picture album, newspaper clippings, press notes, audio-visual clips
 3. Any special document that Ministry/Department may have issued during Pakhwada
 4. Name and details of the three Swachhata Pakhwada awardees

Annexure

Swachhata Pakhwada Awards – Guidelines

1. Each Ministry/ Department observing the Pakhwada will be provided three awards from the Department of Drinking Water and Sanitation. However, Ministries/Departments may encourage to introduce a large number of awards at their level to encourage Swachhata Pakhwada activities
2. The awards would be given to those who have contributed the maximum to the cause of sanitation based on rating and ranking. Emphasis while giving the awards would be given to innovative/ creative activities & initiatives, mass mobilization for Swachhata, engagement of varied sections outside the organization etc. which have deep and sustainable impact countrywide
3. Each Ministry/ Department would carry out the selection process overseen by the concerned Secretary and select the final three (First, Second and Third) awardees and intimate DDWS within the two days of ending of their Pakhwada
4. These awards would be handed over to the winning sections/ attached offices/ field formations/ Institutions/ PSUs/ organizations at the end of Pakhwada Press Conference or similar events
5. Ministries and Departments are requested to send the list of the selected winners to DDWS along with a brief note mentioning the basis for the same to Shri Sanjay Kumar Sinha, DS, (sanjay.sinha67@nic.in)