

**Government of India
Ministry of Railways
Railway Board**

No.2017/EnHM/08/07

Dated: 14.09.2017

**To
The General Managers,
All Zonal Railways,
Production Units,
DG/NAIR, DG/RDSO, & CTIs**

**Sub: Observance of Swachhta Hi Seva – 15th Sept. to 02nd
Oct, 2017 over Indian Railways.**

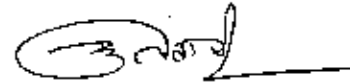
For celebrating the 3rd Anniversary of Swachh Bharat on the occasion of the Gandhi Jayanti Divas, a meeting of the Council of Ministers was held on 12th Sept, 2017 in the Parliament House Annexe, New Delhi. A presentation was made on the theme "Swachhta Hi Seva" campaign to be launched from 15th Sept. to 2nd Oct. 2017.

The campaign is also to be celebrated over the Indian Railway network.

Broad guidelines of activities to be carried out during the fortnight are enclosed.

A consolidated report of all the activities undertaken in your unit during this period may positively be submitted by 06.10.2017.

This has the approval of Chairman Railway Board.


**(Alok Kumar Tewari)
Principal ED/ EnHM
Railway Board**

1. Highlights of Swachhta Hi Seva

15 th Sept	Shubharambh
17 th Sept* Seva Diwas	Nationwide Shramdaan from 10 am to 12 noon.
24 th Sept* Samagra Swachhta	Shauchalaya Nirman & Shramdaan in association with Local bodies, Charitable Institutions, Social Organisations, public at large.
25 th Sept * Sarvatra Swachhta	Large scale cleaning of Railway Stations, Railway Hospitals and other Railway areas like Colonies, Parks, Ponds etc.
01 st Oct Swachhta at Iconic Places	Massive cleanliness drive in tourist and public places with before and after pictures. Special attention at CSTM.
02 nd Oct Gandhi Jayanti	To be observed as Swachh Bharat Diwas.

*These activities and other Swachhta Events to run throughout the fortnight.

2. Existing self propelled inspection coaches, as available, to be used for "Swachhta Hi Seva" awareness programme. The coaches should be taken to different stations and would enable the accompanying artists to spread awareness regarding Swachh Bharat Abhiyan and the importance of cleanliness and sanitation.

These coaches should have adequate arrangements for Swachhta awareness as well as for performing artists.

3. In order to enhance Swachhta, Rail mounted vehicles can be developed for cleaning of Ballasted Track and for cleaning of Apron and Platform areas on the line of vehicles available with Delhi Division, Northern Railway. To begin with the Railways having Metros i.e.

Western Railway	Mumbai
Central Railway	Mumbai
Eastern Railway	Kolkata
Southern Railway	Chennai
South Western Railway	Bengaluru
South Central Railway	Secunderabad, Hyderabad

to provide and utilise these vehicles. Northern Railway to bring the existing two vehicles to extensive use during the period in Delhi area.

4. An extensive awareness campaign to be launched consisting of :

- Film of 90 second to be run on stations and trains.
- Swachhta Jingles at stations and in trains through piped music
- Appeal from Chairman, Railway Board or MR in different what's app groups.

- 139 Swachhta jingle and Swachhta messages.
- Designed e-mailer to 5 Cr IRCTC based passengers appealing to participate and held in cleaning station and train.
- Posters/Billboards/LED Screen (True colour Display)/Banners at different locations as per suitability at Engines, Stations, PRS, Coaches, Offices, Official Cars at Delhi, Important building like Railway Board, Divisional & Zonal buildings, ZTC.

Details shall be circulated by DIP.

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