

No. 23(1)/2018-SP-I
Government of India
Ministry of Consumer Affairs, Food & Public Distribution
Department of Food & Public Distribution

Krishi Bhawan, New Delhi
Dated 22nd September, 2023

To

All Sugar Mills

Subject: Swachhta Pakhwada-2023 - Swachhata Hi Seva from 15th - 30th September, 2023- Request to sugar factories to maintain cleanliness in the factory and surrounding areas - regarding

Sir,

As you are well aware that efforts are being made by the Govt. of India to make success of Swachhta Abhiyan by giving it highest priority. In this regard, Swachhta **Pakhwada from 15th - 30th September, 2023** is being observed by all Government functionaries including Department of Food & Public Distribution. Further, Swachhta Diwas is to be celebrated on 01st and 2nd October, 2023. The Theme for this campaign is "Garbage Free India".

2. Accordingly, it is requested that sugar factories should maintain and encourage cleanliness in the factory and surrounding areas and to share the photographs of the relevant areas taken before and after the cleanliness drive. The activities undertaken may be given publicity over national/regional media using print/digital media platforms to spread awareness. The activities may be shared on media platforms using official hashtags i.e. #SwachhBharat, #GarbageFreeIndia and #SHS2023 on official handles i.e. @SwachhBharatGov, @swachhbharat, @PMOIndia. A suggestive list of activities may be seen at Annexure.

Yours faithfully,



(Jaivir Singh)

Under Secretary to the Govt. of India
Tele. : 23385726

Copy to:

1. Director General,
Indian Sugar Mills Association,
Ansal Plaza, "C" Block,
2nd floor, August Kranti Marg
Andrews Gunj, New Delhi-110049
2. Managing Director,
National Federation of Cooperative Sugar Factories Ltd.
Ansal Plaza, "C" Block,
2nd floor, August Kranti Marg
Andrews Gunj, New Delhi-110049

With the request to encourage your member Sugar mills to maintain cleanliness in the factory and its surrounding areas.

Objective - Reinvigorating community participation i.e. jan andolan towards Swachh Bharat Mission

- > **Cleanliness drive** resulting in a visibly cleaner nation
- > **Gamify cleaning** - daily reporting and monitoring
- > **Repair and refurbishment** of all SBM assets like litter bins, public toilets, dhalaos, waste transport vehicles, MRFS etc
- > Public involvement in **journey of waste**
- > Engagement with farmers and employees including visits to waste processing plants
- > SHC shramdan and 3R initiatives culminating in SHG Sammelan
- > **SafaiMitra Suraksha Shivirs**
- > Clearing of legacy dumpsites and **Garbage Vulnerable Points**
- > **Special programs, cultural events** promoting sanitation journey