

No.I-34011/47/2014-Coord  
Government of India  
Ministry of Corporate Affairs

5<sup>th</sup> Floor, Shastri Bhavan, New Delhi  
10<sup>th</sup> November, 2014

To,

1. The Regional Directors
2. Competition Commission of India
3. Company Law Board
4. Indian Institute of Corporate Affairs
5. Serious Fraud Investigation Office
6. Competition Appellate Tribunal
7. Professional Institutes (ICAI, ICSI, ICWAI)

Sir,

Kindly refer to letter of even number dated 25<sup>th</sup> September, 2014 regarding implementation of Swachh Bharat Mission.

2. Cabinet Secretariat has informed that Annual Action Plan for the work to be done in 2014-15 as well as Five Year Action Plan in respect of Swachh Bharat Mission are to be prepared by each Ministry/Department. Accordingly, with the approval of Secretary (MCA), Ministry has prepared both Annual Action Plan and Five Year Action Plan for the effective and efficient implementation of the Swachh Bharat Mission. Copies of both plans are enclosed.

2. You are requested to take appropriate action in line with the approved plans for the implementation of the Mission. Any other action as deemed fit for the implementation of the Mission may also be taken in addition to Action Plans.

3. As the implementation of the Mission is reviewed regularly at the highest level, your cooperation is solicited in ensuring that the Action Plans are given effect on priority basis. Quarterly progress may please be sent to the Ministry for information along with photographs.

4. Regional Directors are specifically requested to send the consolidated quarterly report of their respective regions rather than concerned ROCs/OLs sending the same to the Ministry. Professional Institutes may also take appropriate action in the matter and wherever feasible, they can organize events/special campaign either independently or in association with other organizations for the implementation of Mission.

Yours faithfully,

  
(J.S. Audhkhasi)

Deputy Secretary to the Govt. of India  
Tele: 23381615

  
o/c  
11/11/14

Copy to:

- 1 US (Admn.) with the request to give wide publicity to both Annual Action Plan and Five Year Action Plan in respect of Swachh Bharat Mission and take necessary action for the successful implementation of the Mission. In addition, an Inspection Team may also be constituted to periodically carry out inspections.
2. e-Governance Cell with the request to upload Action Plans on the home page of Ministry's website.

  
(J.S. Audhkhasi)

**Swachh Bharat Mission  
Annual Action Plan  
Ministry of Corporate Affairs**

- Awareness and capacity building regarding Swachh Bharat Mission
- Display of Swachh Bharat Logo and Slogan
- Periodic organization of special Swachh Bharat events
- Printing of message in Magazines / Newsletters
- Coordination with CPWD and other offices.
- Regular cleaning of premises including staircase
- Removal and replacement of broken tiles
- Repairing electrical points and putting sagging wires in channels
- Ensuring safe and adequate drinking water supply

**Officers and staff have been advised the following**

- Emphasizing organization of loose papers
- Protecting electrical items by keeping them clean and dust free
- Award to best maintained and cleaned Section
- Regular review and weeding out of records
- Timely disposal of obsolete items
- Inspection team to conduct surprise check has been constituted
- Field Offices and Professional Institutes have been asked to initiate steps to promote Swachh Bharat
- Progress made would be reviewed and corrective / remedial action taken.

**Swachh Bharat Mission  
Five Year Action Plan  
Ministry of Corporate Affairs**

**(A) Information, Education and Communication (IEC)**

- Awareness and capacity building regarding Swachh Bharat Mission
- Display of Swachh Bharat Logo and Slogan
- Periodic organization of special Swachh Bharat events including local outreach programmes by Field Offices
- Emphasis on behavior change to unleash a National Reachout Campaign
- Professional Institutes under Ministry of Corporate Affairs advised to take necessary steps to create awareness and take up initiatives in respect of Swachh Bharat Abhiyan
- Printing of message in Magazines / Newsletters
- Coordination with CPWD and other offices.

**(B) Office Space**

- Regular cleaning of premises including staircase
- Removal and replacement of broken tiles
- Repairing electrical points and putting sagging wires in channels
- Periodic whitewashing of corridors / rooms
- Proper maintenance including disinfection of rest room
- Plantation in corridors
- Ensuring good lighting and ventilation
- Ensuring safe and adequate drinking water supply



### **(C) Motivation of officers / staff**

- Emphasizing on 5'S system viz.
  - Sort**–Making things cleaned up and organized
  - Set in order** - organize, identify and arrange everything in a work area
  - Shine** – Regular cleaning and maintenance
  - Standardize** – Make it easy to maintain, simplify and standardize
  - Sustain** – Maintaining what has been accomplished
- Emphasizing organization of loose papers
- Protecting electrical items by keeping them clean and dust free
- Award to best maintained and cleaned Section
- Regular review and weeding out of records
- Timely disposal of obsolete items

### **(D) Mechanism**

- Formation of inspection team to conduct surprise check
- Collective participation in Swachh Bharat Campaign organized by Corporate Sector in different areas
- Advising Field Offices and Professional Institutes to initiate steps to promote Swachh Bharat
- Review the progress and take corrective / remedial action
- Inviting suggestions from stakeholders to further strengthen Swachh Bharat Mission