



**HEADQUARTERS  
EMPLOYEES' STATE INSURANCE CORPORATION  
PANCHDEEP BHAWAN CIG ROAD : NEW DELHI**

No.D-13/11/Swachh Bharat/2014-Genl.

September 25, 2014

To

1. All Regional Directors/Director, ROs
2. All Jt. Director I/cs, SROs/DOs
3. IC (NTA)
4. D(M)D, D(M) Noida, Director, ESIH K.K. Nagar
5. All Deans ESIC Medical/ Dental Colleges
6. All Medical Superintendents, ESIC Model Hospitals.
7. Jt. Director-E.V, Hqrs. Office
8. WCM for uploading on website/ Guard File/ Hindi Cell

**Subject : Call for 'Swachh Bharat' / National Intensive Cleanliness Drive :**

Sir/Madam,

Please find enclosed herewith D.O. letter No.D-31016/3/2014-Adm.II dated 24.9.2014 of Secretary(L&E), Ministry of Labour & Employment on the above subject for information and necessary action.

The following action may be initiated urgently:-

- (1) Administer pledge on cleanliness to all officers and staff in your office at 11.00 A.M. on 2.10.2014 (Thursday). The text of the pledge will be sent in due course.
- (2) Appoint a senior officer (who will report directly to the Head of Office) as Nodal Officer.
- (3) As part of the 'Mission Swachh Bharat' being launched on 2<sup>nd</sup> October, 2014, prepare and submit by 30.9.2014, a detailed Action Plan of the activities to be undertaken during the next 4 years.
- (4) Promote awareness programmes by organizing cleanliness drives, Seminars, competitions etc.
- (5) Submit Action Taken Report of action taken so far in pursuance of this cleanliness drive on 1.10.2014

Further, you are requested to implement the guidelines and take other actions mentioned in the enclosed D.O. in letter and spirit.

This issues with the approval of Director General.

Yours faithfully,

( A.K. Sharma )  
Jt. Director (Genl.)

वेबसाइट की विषय-सूची का प्रबन्धन.....  
Website Contents Management.....  
सं. सं. / Diary No. 682  
Date. 25/9/2014

Encl: As Above



सत्यमेव जयते

MINISTRY OF LABOUR & EMPLOYMENT  
SHRAM SHAKTI BHAVAN  
NEW DELHI - 110001

गौरी कुमार, आई०ए०एस०  
भारत सरकार के सचिव  
GAURI KUMAR, I.A.S.  
Secretary to Govt. of India

श्रम एवं रोजगार मंत्रालय  
श्रम शक्ति भवन  
नई दिल्ली-110001  
Tele : 91-11-23 71 02 65  
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E-mail : secy-labour@nic.in

D.O.No. D-31016/3/2014-Adm-II

September 24, 2014

Dear *Anil,*

The Prime Minister has given a call for 'Swachh Bharat' as a mass movement to realize Gandhiji's dream of a clean India by the 150<sup>th</sup> birth anniversary of Mahatma Gandhi.

2. While this Ministry has undertaken various measures to ensure cleanliness, hygiene and improved work culture in the Ministry (Main Secretariat), to commemorate the cleanliness campaign starting from 25<sup>th</sup> September, 2014, the following action is required at your level to ensure improved hygiene and cleanliness in your office as well as offices under your control:

- a) Administering of Pledge of the text on cleanliness as received from Cabinet Secretariat to all officers/staff in every office on 2<sup>nd</sup> October, 2014. The text of the pledge will be sent separately on its receipt from Cabinet Secretariat.
- b) Nomination of nodal officer for each office/location for organizing the campaign.
- c) Display of banners containing the text (copy enclosed) in every office.
- c) Continuance of momentum with renewed vigour to promote a hygienic and clean work environment so that cleanliness in Government offices/Public buildings is visible and felt impact.
- d) Sending of E-mails and SMS message highlighting the importance of cleanliness as per enclosed text message.
- e) After 31<sup>st</sup> October, 2014 based on assessment, on the following parameters three best performing offices will be awarded certificate by the Head of Organisation:
  - (i) General cleanliness
  - (ii) Cleaning of stairs/ obstruction free passage
  - (iii) Tidiness and well organized rooms

3. As part of the 'Mission Swachh Bharat' being launched on 2<sup>nd</sup> October, 2014, a detailed action plan of activities to be undertaken over a period of next four years is required to be prepared and submitted by 1<sup>st</sup> October, 2014 positively. I hope you will give this important national mission your personal attention.

With regards,

For compliance.

Encl: As above

Shri A.K. Agarwal  
Director General,  
Employees State Insurance Corporation,  
Panchdeep Bhawan, Kotla Road,  
New Delhi-110 002

Yours sincerely,  
*[Signature]*  
(Gauri Kumar)

24/9.  
I.C. (R&A)



**“स्वच्छ भारत अभियान”  
का प्रारंभ  
दिनांक 2 अक्टूबर 2014**

**Launch of  
“MISSION SWACHH BHARAT”  
on 2<sup>nd</sup> October 2014**

स्वच्छ, साफ सुथरा और गरिमामय बनने के लिए धन की आवश्यकता नहीं होती।  
महात्मा गांधी

It does not require money to be neat, clean and dignified.

Mahatma Gandhi

Gandhiji preached

"IT DOES NOT REQUIRE MONEY TO BE NEAT, CLEAN AND  
DIGNIFIED"

Let us join hands to make Mission Swacch Bharat an iconic achievement  
through Jan Bhagidari

Ministry of Labour & Employment  
Shram Shakti Bhavan, New Delhi