

Swachhhta Action Plan





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1. INTRODUCTION

The Government of India launched Swachh Bharat Mission on 2nd October, 2014 with a target to make the country clean by 2nd October, 2019. DSIR Swachhta Action Plan was prepared with a budget head of Rs 10 lakhs for FY 2017-18. DSIR-Swachhta Action plan is being updated on dedicated Swachhta portal (www.Swachhtaactionplan.com) created by Ministry of Drinking Water and Sanitation (MoDWS).



2. ACTIVITIES

DSIR organized various activities within the office premises with active participation of officers and staff under DSIR-Swachhta Action plan:

- (i) A Swachhta workshop was convened on 21st June, 2017 at DSIR, Technology Bhawan, Delhi-110016. The purpose of workshop was to sensitize DSIR officers and staff towards

Swachh Bharat Mission initiated by Hon'ble Prime Minister of India. It also aimed to communicate the DSIR-Swachhta Action Plan to all DSIR officers and staff for their support and participation. Mr. Akshay Rout, OSD, Swachh Bharat Mission gave a brief presentation on 'Swachh Bharat Mission initiatives under MDWS' and addressed DSIR officers & staff envisaging upon importance of Swachh Bharat Mission and DSIR-SAP.

- (ii) As a part of 'Swachhta Hi Seva' fortnight, DSIR organized a seminar on - 'Technical Intervention in terms of zero discharge policy as an effort towards Swachhta Mission' on 29th September, 2017 at DSIR, Technology Bhawan. The presentation was made by Industry representatives working in the area of Industrial effluent management. The seminar aimed to enhance the participation of related sectors of Industry in the Swachhta Mission and to update DSIR officers on current developments available in zero liquid discharge system.





(iii) Pursuant to the Hon'ble Prime Minister's call on "Swachh Bharat" campaign and directive from the Ministry of Drinking Water and Sanitation, Swachhta Pakhwada was observed from 1-15th November, 2017. The program was inaugurated with 'Swachhta pledge' by all employees and stress upon owing up the drive and spread the awareness among others not in office alone but also among their family members, neighborhood and at their social circles. As per the directive of Government of India following activities were undertaken:

- a. All officials of DSIR participated in Shramdan and an intensive cleanliness work was undertaken to weed out unwanted files and records, cleaning of workstations and office premises. As a part of mass cleaning operation e-waste was identified and segregated for disposal. Certificate of appreciation was awarded to selected DSIR officers for active participation during Swachhta Pakhwada.
- b. Posters and slogans prepared by DSIR officials and Swachhta banners were displayed in the office Premises.
- c. Swachhta awareness campaign was organized by DSIR officials in Kendriya Vidhalaya, NCERT Complex, New Delhi. School students participated in painting competition on Swachhta theme during the campaign.
- d. More than 3000 stakeholders (In house R&D units of Industry & Scientific & Industrial Research Organizations, SIROs) of DSIR were

mobilized to observe Swachhta Pakhwada and contribute in this initiative. Numerous activities were undertaken by DSIR recognized R&D units of Industry and SIROs. Apart from cleanliness drives within and outside the premises, various innovative campaigns for boosting Swachhta awareness like competitions in schools and walkathons with villagers and school children, seminars on waste management and bio-composting were executed. Along with this, initiatives like tree plantation drive, establishing effluent treatment facility in the complex and commitment to construct toilets were also undertaken by stakeholders of DSIR to spread the message of Swachhta. Many participants (research Organizations) have shared reports, before-after pictures and videos of the activities organized during the Pakhwada.

- e. Department has initiated compilation of various Technologies and Products, indigenously developed by its recognized R&D units that can contribute toward achieving the goals of Swachh Bharat Mission. A questionnaire in this regard was circulated to all its stakeholders (DSIR recognized In-house R&D units of Industry and Not-for-profit research organizations, SIROs).
- f. DSIR recognized organizations that observed Swachhta Pakhwada fortnight from 1-15th November, 2017 and have shared a brief write up of initiatives and activities convened during the period is listed at **Annexure 14**.

