



कर्मचारी भविष्य निधि संगठन
EMPLOYEES' PROVIDENT FUND ORGANISATION
भ्रम एवं रोजगार मंत्रालय, भारत सरकार
MINISTRY OF LABOUR & EMPLOYMENT, GOVERNMENT OF INDIA
मुख्य कार्यालय/Head Office
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Website: www.epfindia.gov.in, www.epfindia.nic.in



No. HRD-II/13(3)/2023/Special Campaign3.0/ **1495**

Date:

21 SEP 2023

To

All ACC(HQ)/ACC Zones/Director(PDNASS)
ACC (ASD), Head Office

Subject: Swachhata Hi Sewa Campaign (15th September – 2nd October 2023) – reg.

1. Swachhata Hi Sewa Campaign (15th September - 2nd October 2023) is being organized by Govt. of India as a run up to Swachh Bharat Diwas on 2nd October, 2023. The theme of SHS 2023 is '**Garbage Free India**' and aims at adopting a comprehensive government approach to ensure visibly higher order of cleanliness through **Shramdaan** (volunteerism) and **Jan Bhagidari** (community participation).
2. Under SHS 2023, all Zonal Heads including Director, PDNASS are requested to undertake the following array of activities: -
 - i. Furnish the Fortnight cleanliness plan with a specific plan for 1st Oct-2nd Oct to be shared by 22nd Sept. 2023 by 2:00 PM **positively**.
 - ii. Conduct Cleanliness drives through ZOs, ROs, DOs and residential colonies during the fortnight with a special focus on 1st Oct in convergence with district administration and municipal authorities; and felicitations, prize giving etc. on 2nd Oct 2023. All activities are to be Single Use Plastic (SUP) free and zero-waste events. Further, cleanliness drives shall also be organized on weekends with the participation of residents of EPFO colonies.
 - iii. Daily reporting & documentation (with "before" and "after" Photographs) to the Head Office mail id- rc.hrm8@epfindia.gov.in for further reporting to MoL&E. Also, the before and after photographs must be uploaded on all social media handles of the respective offices.
 - iv. Display of the Banner of SHS 2023 on all respective social media handles.

- v. All Zonal Heads to rank the performance of the offices under their jurisdiction based on the cleanliness work done during the Swachhata Pakhwada.
3. The parameters for ranking the performances by the field offices include:
- a. No. of Cleanliness drives conducted in all offices under their jurisdiction
 - b. No. of cleanliness drives in residential colonies with a special focus on the participation of residents of the EPFO colonies
 - c. No. of man-hours spent in the cleanliness drive
 - d. Amount of public participation
 - e. Amount of area cleaned/scrap cleared
 - f. Social media usage to cover the activities, etc.
4. All Zonal Heads are requested to conduct various competitions like Essay Writing/ Drawing/ Slogan writing in all the offices under their jurisdiction and the same shall be reported in the Performa given in Annexure-I.
5. All officers and staff in ZOs, ROs and DOs shall ensure that their workplace area is kept clean on daily basis.
6. It is requested to conduct Seminars on the importance of Jan Bhagidari and Shramdaan in cleanliness drive in the offices and various establishments under the jurisdiction of respective Zones.
7. All Zonal Heads need to ensure that online Swachhata Pledge on <https://pledge.mygov.in/swachhta-pledge-2022/> is taken by all the employees of EPFO including contractual employees on or before 2nd October 2023 and the certificate of 100% achievement be sent to Head Office. Further, it is requested to motivate the subscribers in their jurisdiction to take Swachhata Pledge in large numbers. These numbers may also be reported to Head Office.
8. All Zonal Heads are requested to provide reports regarding Swachhata Hi Sewa Campaign in the format enclosed in Annexure-I in order to determine the rank of the Zonal Offices.

9. Kindly note that above activities are non-exhaustive. Zonal heads may also conduct other innovative activities to make SHS 2023 a success.

Yours faithfully,

Encl.: As above



(R K Singh)

ACC(HQ), HR

Copy to:

1. CPFC Secretariat – *for information*
2. PS to FA & CAO/CVO/All ACC(HQ)s- *for information*
3. DD(OL)- *for Hindi Version*

Annexure-I

S. No.	Details of Activities/Events	
1	No. of Cleanliness drives conducted	
2	No. of cleanliness drives in residential colonies	
3	No. of man-hours spent in the cleanliness drive	By EPFO staff and contractual employees
		By general public
4	Amount of area cleaned (sqm)/ scrap cleared (kg)	
5	No. of Swachhata Pledge taken	By EPFO staff and contractual employees
		By general public including PF subscribers
6	Details of Social Media handles on Twitter, YouTube, Instagram, Public App, Koo and Facebook used for coverage	
7	Total number of views and likes on Twitter, YouTube, Instagram, Public App, Koo and Facebook	
8	Name and number of the competitions/activities conducted	