



Tea Board
14, Biplabi Trailokya Maharaj Sarani,
Kolkata-700 001

Ref. No.25(25)/Sectt/2020/ 5221


Dated 22.10.2025

CIRCULAR

Sub: Celebration of Swachhata Pakhwada, 2025 (from 01.11.2025 to 15.11.2025 -reg.

In accordance with the D.O. letter No.561/01/01/2017-CA.V dated 26.11.2024 issued by Cabinet Secretary, Rashtrapati Bhavan, New Delhi and letter No.A-42011/9/2024-E-3-DoC dated 17.10.2025 issued by the Ministry of Commerce and Industry, Department of Commerce, Govt. of India on the above mentioned subject, the undersigned is directed to state that Tea Board will celebrate the Swachhata Pakhwada from 01.11.2025 to 15.11.2025 along with Celebration of the Special "National Commerce Education Day" on 10th November, 2025 in Board's Head Office, Kolkata as well as its Board's all Zonal, Regional and Sub-Regional Offices located all over India, in accordance with the consolidated guidelines as provided with the aforesaid letters and attached herewith.

Accordingly, the Board's all Zonal/Reginal/Sub-Regional offices including Head Office, Kolkata are hereby requested to celebrate such programme in their respective Board's Offices and send the action taken report/photographs etc. to the e-mail ID : teaboardsect2021@gmail.com or secyboard@gmail.com by 16.11.2025 for taking further necessary action at this end.


(Dr. Rishikesh Rai)
Secretary (I/C)

Distribution:-

| | | |
|---|--|--|
| 1 | All HoDs in Board Head Office, Kolkata (excepting Dy. Chairman and Secretary | With the request to please bring the content of the Circular amongst all officials working under them. |
| 2 | Executive Director, Tea Board, Guwahati/Coonoor | For necessary follow-up action please. |
| | DDTD, Siliguri/S.O. for NWI, New Delhi, FAO,Palampur,In-charge, QCL&DTRDC | |
| 3 | FA&CAO | |
| 4 | Director of Tea Development | |
| 5 | All Regional/Sub-regional offices of the Board | |
| 6 | P.A.s to Dy. Chairperson and Secretary | |
| 7 | IT Cell | With the request to upload in Board's website |
| 8 | TBEA | |
| 9 | Secretariat Branch | With spare copies |

MOST IMMEDIATE/THROUGH E-MAIL

No. A-42011/9/2024-E-3-DoC
Government of India
Ministry of Commerce and Industry
Department of Commerce

Vanijya Bhawan, New Delhi
Dated the 17th October, 2025

To,

All Attached/Subordinate/Autonomous Bodies/PSUs and EPCs (through Trade Finance Section)
under Department of Commerce.

Subject: Celebration of Swachhata Pakhwada, 2025 (from 01.11.2025 to 15.11.2025) – reg.

Madam/Sir,

I am directed to refer to the subject mentioned above and to say that Swachhata Pakhwada, 2025 will be celebrated from 01.11.2025 to 15.11.2025 in DoC and its associate organizations. In this regard action plan and daily report of the activities performed alongwith photos videos, paper clippings, press note etc. may kindly be uploaded on Swachhata Samiksha Portal with the following credentials:

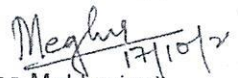
Link: <https://swachhbharatmission.gov.in/SwachhSamiksha/Auth/YourActionPlan.aspx>

Login Id: doc9

Password: - *doc74@321

2. It is also requested that the Final Action Taken Report (in MS-word) depicting all the activities performed during the campaign is to be prepared simultaneously during the campaign (from 01.11.2025 to 15.11.2025) and to be submitted within 2 days at the end of it to DoC at moc_est3@nic.in. Further, a nodal officer may also be nominated for the purpose and share the details at moc_est3@nic.in by today.

Yours faithfully,



(Meghna Mukherjee)

Under Secretary to the Government of India

Tel: 011- 23039788

E-mail: moc_est3@nic.in

डॉ. टी.वी. सोमनाथन
Dr. T.V. Somanathan



सत्यमेव जयते



एक कदम स्वच्छता की ओर

मंत्रिमंडल सचिव
भारत सरकार
CABINET SECRETARY
GOVERNMENT OF INDIA

D.O. No. 561/01/01/2017-CA.V

26th November, 2024

Dear Secretary,

As you are aware, each Ministry / Department of the Government of India celebrates a fortnight long Swachhata Pakhwada every year. The "Swachhata Pakhwada" concept is inspired by the Prime Minister's vision to make swachhata "everyone's business" and therefore, involving all Central Government Ministries and Departments in swachhata related activities.

2. The year 2025 would be the 10th consecutive year of Swachhata Pakhwada implementation. The proposed calendar, along with guidelines for Swachhata Pakhwada, is enclosed. Ministries / Departments are expected to engage in Shramdan activities in the communities where they are located and to which they are connected by virtue of their work. Departmental canteens, if any are being run by the Ministry / Department, may be taken up for priority Swachhata makeover. Further, preparations may also be done for a Swachhata Audit at least one month beforehand. A competitive spirit towards Swachhata should be actively encouraged in your organisations and subordinate offices.

3. I expect you to take personal initiative in the launching and monitoring of the Swachhata Pakhwada activities. It will be appreciated if the Ministries and Departments upload their Swachhata Pakhwada Action Plan on the Swachhata Samiksha Portal well in advance, promote their Swachhata Pakhwada on social media and electronic media, disseminate Swachhata messages to all sections of society and organize important activities during the scheduled fortnight. Swachhata related activities are required to be undertaken in the attached institutions/organisations/autonomous bodies/CPSEs also.

With best wishes,

Encl: As above.

Yours sincerely,

(T. V. Somanathan)

To,

Secretaries to Govt. of India (As per list attached)

Swachhata Pakhwada Calendar 2025

| Sl No. | Pakhwada | Ministries/Departments | Special Occasions |
|--------|----------------------|--|--------------------------------------|
| 1 | 1st -15th January | 1. Ministry of External Affairs | Pravasi Bharatia 9th January |
| | | 2. Ministry of Road Transport and Highways | Road Safety Week 11th -17th January |
| 2 | 16th – 31st January | 1. Ministry of Information and Broadcasting | Republic Day 26 January |
| | | 2. Ministry of Finance Department of Economic Affairs Department of Expenditure Department of Financial Services Department of Revenue Department of Investment and Public Asset Management Department of Public Enterprises | |
| 3 | 1st -15th February | 1. Department of Space | |
| | | 2. Ministry of Electronics and Information Technology | |
| 4 | 16th – 29th February | 1. Ministry of Consumer Affairs, Food and Public Distribution Department of Consumer Affairs Department of Food and Public Distribution | |
| | | 2. Department of Atomic Energy | World Science Day - 28 February |
| 5 | 1st – 15th March | 1. Ministry of Women and Child Development | International Women's Day- 8th March |
| | | 2. Ministry of Textiles | |
| 6 | 16th – 31st March | 1. Department of Water Resources, River Development & Ganga Rejuvenation | World Water Day- 22nd March |
| | | 2. Ministry of Steel | Steel Safety Day 28 March |
| 7 | 1st – 15th April | 1. Ministry of Health and Family Welfare Department of Health & Family Welfare Department of Health Research | World Heath Day - 7 April |
| | | 2. Ministry of Law & Justice Department of Justice Department of Legal Affairs Legislative Department | Ambedkar Jayanti- 14th April |
| 8 | 16th – 30th April | 1. Ministry of Culture | World Heritage Day- 18th April |
| | | 2. Ministry of Parliamentary Affairs | |
| 9 | | 1. Ministry of Labour & Employment | International Labour Day- 1st May |

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| | 1st – 15th May | 2. Ministry of Science and Technology Department of Biotechnology Department of Science and Technology Department of Scientific and Industrial Research | World Technology Day- 11 May |
| 10 | 16th – 31st May | 1. Ministry of Personnel, Public Grievances and Pensions Department of Administrative Reforms and Public Grievances Department of Pension & Pensioners' Welfare Department of Personnel and Training 2. Ministry of Power 3. Ministry of Development of North Eastern Region | |
| 11 | 1st – 15th June | 1. Ministry of Environment, Forest and Climate Change 2. Ministry of New and Renewable Energy | World Environment Day- 5th June |
| 12 | 16th – 30th June | 1. Ministry of Micro, Small and Medium Enterprises 2. Ministry of Coal | Micro, Small and Medium Enterprises Day - 27 June |
| 13 | 1st – 15th July | 1. Ministry of Petroleum and Natural Gas 2. Ministry of Earth Sciences 3. Ministry of Statistics and Programme Implementation | |
| 14 | 16th – 31st July | 1. Ministry of Social Justice & Empowerment Department of Social Justice & Empowerment Department of Empowerment of Persons with Disabilities 2. Ministry of Skill Development and Entrepreneurship | International Day of Disability Awareness- 16th July World Youth Skills Day - 15 July |
| 15 | 1st – 15th August | 1. Ministry of Youth Affairs and Sports Department of Sports Department of Youth Affairs 2. Ministry of Tribal Affairs | International Youth Day-12th August World Indigenous Peoples Day August 9 |
| | 16th – 31st August | 1. Ministry of Heavy Industries and Public Enterprises 2. Ministry of Corporate Affairs | |
| 17 | 1 st – 15 th September | 1. Ministry of Education Department of School Education Literacy Department of Higher Education 2. Ministry of Chemical and Fertilizers Department of Chemicals and Petrochemicals Department of Fertilizers Department of Pharmaceuticals | |
| 18 | | 1. Department of Drinking Water & Sanitation | |

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| | 16 th – 30 th September | 2. Ministry of Tourism | World Tourism Day- 27th September |
| | | 3. Ministry of Ports, Shipping and Waterways | World Maritime Day 28 September |
| | | 4. M/o Housing & Urban Affairs | |
| 19 | 1 st – 15 th October | 1. Ministry of Railways | Swachh Bharat Diwas 2nd October |
| | | 2. Ministry of Rural Development Department of Land Resources Department of Rural Development | |
| 20 | 16 th – 31 st October | 1. Ministry of Food Processing Industries | World Food Day 16th October and National Ayurveda Day- 17 October |
| | | 2. Ministry of AYUSH | |
| | | 3. Ministry of Panchayati Raj | |
| 21 | 1 st – 15 th November | 1. Ministry of Commerce and Industry Department of Commerce Department for Promotion of Industry and Internal Trade | National Commerce Education Day - 10th November |
| | | 2. Ministry of Civil Aviation | National Ayurveda Day- 17 October |
| 22 | 16 th – 30 th November | 1. Ministry of Communication Department of Posts Department of Telecommunications | National Post Day - 10th October |
| | | 2. Ministry of Mines | |
| 23 | 1 st – 15 th December | 1. Ministry of Defence Department of Defence Department of Defence Production Department of Defence Research & Development Department of Ex-Servicemen Welfare | Navy Day- 4th December |
| | | 2. Ministry of Home Affairs | Armed Forces Flag Day 7th December |
| 24 | 16 th – 31 st December | 1. Ministry of Agriculture and Farmers Welfare Department of Agricultural Research and Education Department of Agriculture, Cooperation & Farmers Welfare | Kisan Divas (Farmer's Day)- 23 December |
| | | 2. Ministry of Fisheries, Animal Husbandry and Dairying Department of Fisheries Department of Animal Husbandry and Dairying | |
| | | 3. Ministry of Minority Affairs | Minorities Rights Day - 18th December |

Swachhata Pakhwada-2025

Consolidated Guidelines

- Every Ministry/Department should nominate a Joint Secretary as Nodal Officer for Swachhata Pakhwada related activities, if not already nominated.
- Every Ministry/Department to ensure that all their line Departments, PSUs, attached offices, organizations and Institutions under them to plan and implement in detail Swachhata Pakhwada.
- The Swachhata Pakhwada Action Plan must be communicated to the DDWS **two months** prior to the commencement of their Pakhwada and the same is to be uploaded in the designated on Swachhata Samiksha (<http://swachhbharatmission.gov.in/SwachhSamiksha/Home.aspx?Ty=se>)
- Swachhata Pakhwada plans are required to contain detailed date wise activities. Further, the Ministries/Departments should ensure that the activities during the Swachhata Pakhwada are in accordance with their plans and discussion.
- Secretary of the Ministry/Department concerned may organise a VC/meeting with their field formations for the dissemination of information and to review the preparedness, before the Pakhwada begins.
- Senior Officers in the Ministry/Department may provide leadership in implementing Swachhata Pakhwada activities effectively.
- Parliamentary Committee and other MP Committees may be convened on Swachhata.
- Ministries/Departments need to involve **Union Ministers, MPs and other dignitaries** in Pakhwada activities.
- **Ministries/Departments may take steps to undertake innovative initiatives during the campaigns so that few stories are generated daily.**
- It maybe ensured that departmental canteens, if any are being run by the Ministry/Department, be taken up for priority Swachhata makeover and preparations may also be done for a Swachhata Audit atleast one month beforehand, which could then be prioritized for makeover in the Swachhata Pakhwada.
- Divyang access to the toilets to be reviewed and ensured in the Central and State offices of Ministries/Departments during Pakhwada.
- Ministries/Departments may consider setting up a permanent mechanism through new programmes and Schemes for the sustainability of Swachhata, in addition to cleanliness drives during the Pakhwada.
- Curbing Single Use Plastic (SUP) and discourage use of Plastic.
- **There needs to be a daily reporting of the activities during the Pakhwada on Swachhata Samiksha portal** (<http://swachhbharatmission.gov.in/SwachhSamiksha/Home.aspx?Ty=se>) and myGov portals.
- **Activity pictures of High Resolution of 2mb-5mb to be uploaded on the portal.**
- During the Pakhwada, Ministries/Departments may initiate Swachhata Awards/ranking among organisations under their fold (Detail guidelines are mentioned as Annexure-I).

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- Ministries/Departments are advised to encourage communities for their active involvement and to ensure cleanliness and awareness drives in their locality along with cleanliness of their premises/attached offices. Some suggestive Community engagement activities are given in the **Annexure-II**.
 - Ministries/Departments should ensure better branding and publicity of Pakhwada activities in electronic and print media platforms at both field and central level. They need to make use of social media such as myGov., Twitter and Facebook extensively for the purpose.
 - Ministries/Departments in coordination with MoI&B, will ensure that adequate publicity is received by the Swachhata Pakhwada initiatives in both electronic and print media. MoI&B to also broadcast inspiring Swachhata initiatives on their coverage.
 - A press release should be issued highlighting major outcomes of Swachhata Pakhwada.
 - A press conference needs to be organised by the Ministry/Department at the culmination of their Pakhwada to highlight the activities and initiatives undertaken. This may be addressed at the level of the Union Ministers and Secretaries.
 - At the conclusion of the Swachhata Pakhwada, the Ministries/Departments are required to submit the following to DDWS for onward submission to Cabinet Secretary and PMO:
 1. Report containing a detailed account of activities undertaken during Pakhwada.
 2. Related picture album, **newspaper clippings, press notes**, audio-visual clips.
 3. Any special document that Ministry/Department may have issued during Pakhwada
 4. Name and details of the three Swachhata Pakhwada awardees.

Swachhata Pakhwada Awards – Guidelines

1. Each Ministry/Department observing the Pakhwada will be provided three awards from the Department of Drinking Water and Sanitation. However, Ministries/Departments may encourage to introduce a large number of awards at their level to encourage Swachhata Pakhwada activities.
 2. The awards would be given to those who have contributed the maximum to the cause of sanitation based on rating and ranking. Emphasis while giving the awards would be given to innovative/creative activities & initiatives, mass mobilization for Swachhata, engagement of varied sections outside the organization etc. which have deep and sustainable impact countrywide.
 3. Each Ministry/ Department would carry out the selection process overseen by the concerned Secretary and select the final three (First, Second and Third) awardees and intimate DDWS within the two days of ending of their Pakhwada.
 4. These awards would be handed over to the winning sections/ attached offices/ field formations/ Institutions/ PSUs/ organizations at the end of Pakhwada Press Conference or similar events.
 5. Ministries and Departments are requested to send the list of the selected winners to DDWS along with a brief note mentioning the basis for the same to Shri Sanjay Kumar Sinha, Director, (sanjay.sinha67@nic.in).
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Swachhata Pakhwada Suggestive activities on Community Engagement

Following are the suggestive Swachhata Pakhwada Activities to be taken up by the Ministries and Departments during the observance of their Swachhata Pakhwada:

1. Shraamdaan activities in the nearby locality.
2. Repair and renovation of Public Toilets, Schools, Anganwadis Toilets.
3. Mass awareness activities on Swachhata Theme.
4. Cleaning of nearby Villages, Schools, Anganwadis, PHCs, Collages or any Public Places.
5. Engagement of local celebrities.
6. Swachhata Seminars, Trainings, Workshops.
7. Exhibition on Waste to Wealth.
8. Swachhata Raths, Rallies.
9. Mass Swachhata Pledge.
10. Cleaning of Ponds, Rivers, Beaches.
11. Plantation drives.
12. Selfy Booth.
13. Signature Campaigns.
14. Swachhata thematic paintings.
15. Press Conference.
16. Use of Social Media.
17. Campaign on discarding the use of Single Use Plastic.
18. Organising Nukad Natak on Swachhata theme.
19. Nationwide mega "Plogging" event during the Pakhwada
20. The Swachh Bharat Anthem and other relevant IEC materials may be displayed at various strategic locations.