

**Ministry of Defence**  
**Department of Ex-Servicemen Welfare**  
**Action Plan Swachhata Pakhwada**  
**(01.12.2017-15.12.2017)**

- (i) Encourage ESM to take Swachhta Pledge during the fortnight on the PM website 'Swachh Bharat@myGov during ESM rallies/Job-fairs/ECHS polyclinics.
- (ii) Organize talk/question answer session by domain experts/resource persons on the importance of cleanliness and various activities/ways to ensure cleanliness during the fortnight in the ESM rallies, job-fairs.
- (iii) Print Cleanliness related messages on the stationery.
- (iv) Cleanliness drives in and around ECHS polyclinics.
- (v) Cleanliness drive in and around RSB/ZSB offices.
- (vi) Involving ESM Association in the drive/Swachhata Shramdan.
- (vii) Old files to be weeded out during the Swachhata Pakhwada
- (viii) Organize Talk/Lectures on issues related to personnel Hygiene. Importance of Cleanliness in our lives, cause and effects of Air/Water pollution, Importance of Water conservation, Converting wastes into Manures etc.
- (ix) Tree plantation and ensuring maintenance and growth.
- (x) Slogan writing competition.
- (xi) Display of Swachhata messages through banners, posters, hoardings.