



क.रा.बी.नि.  
E.S.I.C.

**कर्मचारी राज्य बीमा निगम**  
(श्रम एवं रोजगार मंत्रालय, भारत सरकार)  
**EMPLOYEES' STATE INSURANCE CORPORATION**  
(Ministry of Labour & Employment, Govt. of India)



**मुख्यालय/HEADQUARTERS**

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**F.No. D-36012/29/2022-Gen.**

**Date: 10-09-2024**

To,

1. All Insurance Commissioners & Medical Commissioners,
2. All Additional Commissioners & Regional Directors/Deputy Directors (I/c), Regional Offices/Sub-Regional Offices,
3. The D(M)D, Delhi, D(M)N, Noida.
4. All Medical Superintendents/Deans, ESIC Hospitals/Medical/Dental Colleges

**Subject: Action Plan for Swachhata hi Seva 2024.**

**Madam/Sir,**

In pursuance of the directions issued vide D.O. letter No. 13/7/2024-SBM-IV, dated 28.08.2024 by Ministry of Jal Shakti & Ministry of Housing and Urban Affairs, Gov. of India, it is informed that the Competent Authority has approved following date wise action-plan to be undertaken during Swachhata Hi Seva 2024 campaign from 17th September to 2nd October, 2024:

S.No.	Date	Activity
1.	17.09.2024	Seminar and Workshops on hygiene/sanitation in the office premises. Initiative may be taken for associating NGOs. Illumination of all buildings and Swachhata Pledge (to be provided by PR Branch)
2.	18.09.2024	Ek Ped Maa Ke Naam Plantation drive. Review and cleaning of lawns and common areas.
3.	20.09.2024	Special cleaning of roofs of the buildings, all overhead water tank and water coolers/ROs, etc.
4.	21.09.2024	Zero Waste Events: Placing of dustbins at suitable locations as well as arrangements for safe disposal of garbage. Creation/review of compost pit for disposal of biodegradable wastes.
5.	23.09.2024	Organization of Swacchata runs, Cyclathons & Marathons to promote fitness & cleanliness.
6.	24.09.2024	Cleaning/Serviceing of all electric and electronic items including fans, ACs, DG Sets, photocopier machines, computers, printers, etc. Review of cleanliness around transformers, LT

		panels, Chillers plants, AC ducts etc. Dressing of loose wires (telephone, electrical, computers related etc.)
7.	25.09.2024	Improvement of internal ambience to the building by providing flowering/non- flowering plants, placing of sanitizers in wards and common areas.
8.	26.09.2024	Slogan Writing/Poems/Essay/Painting/Poster Competition on Swachh Bharat Mission.
9.	27.09.2024	Weeding out of old files, records, e-waste etc. to create additional space.
10.	28.09.2024	Sorting and removal of unnecessary articles from work stations, cleaning of drawers, almirahs, cupboards etc.
11.	30.09.2024	Cleaning of books and libraries. Setting up permanent mechanism regarding cleanliness activities taken up during Swachata Pakhwada so that the same continue throughout the year.
12.	01.10.2024	Pest control activities, cleaning of stairs, under-stairs areas, corridors, galleries etc.
13.	02.10.2024	Swachh Bharat Diwas 2024 <ul style="list-style-type: none"> <li>• Celebration of transformed CTU spots.</li> <li>• Felicitation of SafaiMitras/Sanitation workers &amp; presentation of benefits.</li> <li>• Felicitation of best performers of SHS 2024</li> <li>• Review all cleanliness activities and closing function.</li> </ul>

2. Apart from the above, all the ESIC Units are required to do the following activities:

- **Swachhata Ki Bhaagidari:** To ensure widespread engagement and participation of Employees, Insured Persons & Common citizen during the fortnight aiming to foster a sense of duty within all citizens & transform the way people perceive and engage Swachhata in their daily lives.
- **Sampoorna Swachhata including Swachhata Lakshit Ekayi:** As a special initiative this year, emphasis will be given for timebound transformation of difficult and dirty spots (Cleanliness Target Units (CTU)) through partnerships. Each of the cities will also be transformed with beautification, plantation, waste to art installations by communities etc. To proceed with this, following measure have to be followed-

- i. Identification of black spots
  - ii. Mapping on SHS 2024 portal
  - iii. Adoption of CTU sites
  - iv. CTU Sites preparedness
  - v. Execution
  - vi. Declaration of clearance by 1<sup>st</sup> October 2024
  - vii. Site transformation and maintenance as these transformed CTU sites will be celebrated on 2<sup>nd</sup> October 2024 as part of Swachh Bharat Diwas.
- **Safai Mitra Suraksha Shivr:** All the Hospitals/Medical Institutions are advised to set-up health check-up camps within the office campus for Sanitation workers engaged in ESIC Offices.

3. Each ESIC Unit shall designate a Nodal officer for the Swachhata Campaign (preferable Senior Most officer). The Nodal Officers shall coordinate the campaign within their jurisdictions.
4. All the ESIC units are requested to adapt the SHS 2024 designs (refer to campaign guidelines) as per requirement and translate into local and regional languages for effective and maximum dissemination.
5. The Progress report must be furnished on daily basis via email to the General Branch i.e. general-hq@esic.nic.in and also to the PR branch on pr-branch.hq@esic.nic.in by 03:30PM.
6. An effective 360-degree media plan that effectively utilizes digital, social as well as mainstream media will be the other major activities.
7. In the States/UTs/Constituencies where Election Code of Conduct is in force the SHS guidelines will not be applicable. Also, States affected by flooding/natural calamities may take up SHS activities based on ground conditions.

**Encl: The detailed guidelines of Swachhata Hi Seva 2024.**

This is issued with the approval of Competent Authority.

**Encl: As above.**

Yours Sincerely,

**Signed by Om Prakash  
Thakur**

**Date: 10-09-2024 17:42:50**

**Om Prakash Thakur  
Assistant Director (Genl.)**

**Copy to:**

1. PPS to DG/FC/CVO for kind information.
2. PS/PS to IC/MCs, Hqrs for kind information.
3. All Zonal ICs/MCs for information and effective implementation of the campaign.
4. WCM for uploading on Hqrs. website