



Members are aware that, the Hon'ble Prime Minister of India has launched "**Swachh Bharat Abhiyan**" (**Clean India Mission**), the most significant cleanliness campaign by the Government of India, throughout length and breadth of the Country as a National movement. By inviting people to participate in the drive, the Swachhta Abhiyan has turned into a National Movement.

In this context, Ministry of Commerce & Industry, Government of India has advised the Organizations and Departments/Export Promotion Councils functioning under the aegis of Ministry of Commerce & Industry for celebrating "**Swachhata Pakhwada 2019**" during the period **1st to 15th November, 2019**. **Accordingly, members of leather fraternity are requested to celebrate the Two-week long awareness programme, on the below lines, in order to contribute our share and responsibility to achieve the Mission launched by our Hon'be Prime Minister:-**

- To plant trees around the factory premises.
- To arrange mass cleaning programmes in the surroundings of factories.
- Cleaning and building of toilets for use of the factory workers
- To distribute Cloth/Jute Bags in replacement to Plastic Bags in and around the area or for factory usage.
- To oversee the Waste Management Activities within and outside the factories.
- To undertake the exercise of recycling of old shoes and manufacture new shoes for distribution to poor school children
- To make arrangement for collecting garbage bags around the residence or factory or village environment by keeping garbage bags and recycle the same.
- To organize workshops on cleanliness and Waste management in office/canteen premises for staff, including interactive sessions between senior officers and workers in charge of cleanliness.

- To conduct painting competition amongst staff / workers by providing the theme of the painting as sanitation protects healthy life, Plant tree and save life etc.
- To organize Swachhta Rallies by factory workers or neighbors.
- To take efforts for branding and publicity of Pakhwada activities in electronic and print media platforms and also making use of social media such as Twitter, Facebook etc extensively for that purpose.
- To publicize Re-use of Waste materials
- To encourage for removing all kinds of waste materials like broken furniture, unusable equipments etc from the factory/office premises.
- To consider building public toilets in the nearby areas/villages for usage of public. To help the Government aided schools, for building toilets and cleaning the school premises.
- To encourage distribution of school shoes and study materials to the poor children in the nearby areas/villages

Members are requested to celebrate "Swachhata Pakhwada 2019" on the above lines and send brief report along with photographs/videos, covering the above activities undertaken by your firm to CLE, after completion of the two-week long celebrations during the period 1st to 15th November, 2019, for submission to the Ministry of Commerce & Industry and also for hosting in our website.

Members are requested to accord due importance to the above National Mission and appropriate action may be taken accordingly.

SWACHH BHARAT
ABHIYAN
EK KADAM SWACHHATA KI ORE