



कर्मचारी भविष्य निधि संगठन
EMPLOYEES' PROVIDENT FUND ORGANISATION
श्रम एवं रोजगार मंत्रालय, भारत सरकार
MINISTRY OF LABOUR & EMPLOYMENT, GOVERNMENT OF INDIA
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No. HRD-II/13(3)2023/Special Campaign3.0 / 602

Dated: 25 SEP 2023

To

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

Subject: Ek Tareekh- Ek Ghanta: Cleanliness Drive on 1st Oct '23 at 10.00 AM across the country - Reg.

Madam/Sir,

As part of Swachhata Pakhwada - Swachhata Hi Seva (SHS) 2023, a massive cleanliness drive led by people is envisaged to be held on 1st Oct '23, at 10.00 AM across the country under the theme 'Ek Tareekh - Ek Ghanta', as a tribute to Mahatma Gandhi on the eve of his birth anniversary on 2nd Oct' 23. Hon'ble Prime Minister and other dignitaries would also be joining the Swachhata activities on the ground.

2. All offices of EPFO shall conduct the said cleanliness drive in public places, but special focus shall be on the theme "CLEAN NEIGHBOURHOOD". For this, the following urgent actions are needed:

- (i) All the Regional Offices shall ensure that areas within 200-400 meters of the office premises, as well as residential colonies (preferably the roads leading to offices or residential colonies), are made part of cleanliness drives with a focus on improving cleanliness and visual appeal post the activity.
- (ii) All Zonal Offices, including PDNASS and Head Office, shall identify one site among the above sites for the creation of an Event on the Swachhata Hi Seva portal. The Event should be created by the Zonal Nodal Officer, and details of the same should be communicated to HO on rc.hrm8@epfindia.gov.in by **5:00 PM today**.
- (iii) The cleanliness drives shall focus on specific outcomes, e.g., area cleaned,

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green cover increased, cleaning and painting of roadside amenities, including public toilets in the vicinity of EPFO offices and colonies, clean and painted pots, etc.

- (iv) Public participation should be ensured through wide publicity of the campaign on social media and local newspapers, coordinating with the registered establishments, SMS campaigns for the subscribers and through other means. The focus of social media posts should be on:
 - a. Actual cleaning
 - b. On scale of activity
 - c. Innovation
 - d. People participation
 - e. Pre and post-situation pictures
- (v) Promote citizen participation on <https://swachhatahiseva.com/> through different platforms through messages from dignitaries, political leadership, brand ambassadors, officers, local influencers, officers, etc., along with adequate messaging from the offices.
- (vi) All the Officers, Staff and residents of the colonies should participate in the said cleanliness drive 'Ek Tareekh - Ek Ghanta' on 1st October, 23.
- (vii) Each Office shall constitute multiple teams with separate responsibilities, e.g., cleaning (debris), sweeping, improving visual appeal (use of paintings and murals), greening, clearing garbage, etc.
- (viii) Each office may focus on the removal of hanging wires in the vicinity, improving lighting of the nearby areas, etc.
- (ix) Each office may provide a jute/cotton bag containing masks, gloves, towels (gamcha), etc., to all the participants. Such bags should contain logos of Clean Neighbourhood EPFO and Swachhta Hi Seva. The logo is attached.
- (x) It must be ensured that the cleanliness drives are single-use plastic-free. Such drives must not create any new waste, e.g., plastic water bottles, etc. Participants/Volunteers should be encouraged to carry their own water bottles.
- (xi) The cleanliness drives must be conducted at the precise time, i.e., 10.00 a.m. to 11.00 a.m. The participants may be asked to assemble at designated areas at 9:30 a.m. The equipment required for cleaning, e.g., brooms, containers, paint, brushes, etc., should be pre-arranged.
- (xii) All offices will ensure that before and after photos/videos of the site where



the activity is undertaken so that discernible changes/improvements can be seen clearly after the activity is completed.

(xiii) The offices should coordinate with the local authorities in order to ensure that the garbage is properly collected and sent to designated points for solid waste management.

(xiv) All the activities done in cleanliness drives should be widely publicized on local social media platforms and other media.

24th – 26th Sept	<ul style="list-style-type: none"> I. Once action is finalized, and events are created on the portal from EPFO on final plan for 'Ek Tareekh – Ek Ghanta' calling on public to join on 1st Oct at 10 am at the location of their choice through https://swachhatahiseva.com/ to offer 1 hour of Swachhata Shramdaan. II. Social media posts from all handles informing public about the initiative. III. Release of 'Ek Tareekh – Ek Ghanta' AV and creative from Gol and dissemination on all platforms as already described.
26th Sept onwards	<ul style="list-style-type: none"> I. This is the time when excitement should be built up by engaging with eminent citizens, political leaders, leading journalists, cultural ambassadors, senior officers, etc., announcing on their respective social media handles regarding their participation on 1st Oct.
29th – 30th Sept	<ul style="list-style-type: none"> I. Pre-event press release by Zonal and Regional Offices. II. High decibel dissemination on various platforms
1st Oct	<ul style="list-style-type: none"> I. At least 10 number of posts on various live activities (pictures, videos, testimonials) from various handles. II. Media to be invited to participate and cover various events. III. High-quality photography and video documentation should be done for best practices. IV. Post-event press release
2nd Oct	<ul style="list-style-type: none"> I. Coverage of shradhaanjalis, felicitation etc.

3. All ACC Zones, PDNASS and ACC (ASD) (HO) shall select one site (where maximum participation is expected) and the Event should be created on the portal <https://swachhatahiseva.com/>. The Event shall be created by the Zonal Nodal Officer. The login and password have already been shared with all Zonal nodal Officers on the WhatsApp group. All the details, including photos/videos, shall be uploaded by the respective Zonal Nodal Officers, and the Event must be closed on

the portal before 4:00 PM on 1st October 2023. Please note that if the event is not closed before 4:00 PM, the same shall not be considered for reporting to the Ministry.

4. Apart from this one selected site, ACC (Zones) shall also ensure that events are carried out in all the offices in their respective zones. The before and after photos/videos of the site and other relevant details may be kept handy as the same may be called for by the Ministry.

5. All Zonal ACCs are requested to take necessary action in this regard and make the cleanliness drive on 1st October 2023 a massive success.

Yours faithfully,



(R K Singh)
ACC (HQ), HR

Copy to:

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