

**PRASAR BHARATI
(INDIA'S PUBLIC SERVICE BROADCASTER)
DIRECTORATE GENERAL: DOORDARSHAN
MANDI HOUSE: NEW DELHI**

No. 904/16/2017-Scor-II

Dated 12/12/2018

OFFICE MEMORANDUM

Subject: Formulation of Swachhta Action Plan (SAP) 2019-20 of M/o I&B-reg.

A copy of the communication No. M-1/001/02/2017-GA (Pt.) dated 10.12.2018 along with its enclosure received from Prasar Bharati Secretariat is forwarded herewith.

2. All the zonal heads are requested to provide the information in respect of their field offices under their control to this Directorate latest by 14/12/2018 for onward transmission to Ministry of I&B.
3. This may be given **Top Priority**.


(Manoj Kumar)
Deputy Director (Admin)
Tel #23073751

To,

All Zonal ADGs

Copy to :

1. DDA (A&G) and Engineering (H/Q) (Shri B.S. Chhikara, DD(E) for necessary action.
2. DDG (IT), with request to upload this on website.

Tms

TOP PRIORITY

PRASAR BHARATI
(INDIA'S PUBLIC SERVICE BROADCASTER)
PRASAR BHARATI SECRETARIAT
PRASAR BHARATI HOUSE, COPERNICUS MARG, NEW DELHI

No. M-1/001/02/2017-GA (Pt.)

10.12.2018

Subject:- Formulation of Swachhta Action Plan (SAP) 2019-20 of M/o I&B- reg.

A copy of Ministry of Information and Broadcasting (MIB)'s letter No. G-32021/13/2017-B(Fin.) dated 04.12.2018 alongwith ID No. P-11017/50/2018-PPC dated 03.12.2018 and its enclosures on the subject mentioned above are forwarded herewith for further necessary action.

2. It is requested that the activities as well as budget proposed for SAP 2019-20 may be forwarded to Budget Division, Prasar Bharati Sectt under intimation to GA-II Section.

3. This may please be accorded TOP PRIORITY.



(Signature)
(A. Bhattacharya)
Dy. Director (GA-II)

Encl: As above.

To,

- (i) Addl. Director General (Admn.), DG: AIR
- (ii) Addl. Director General (Admn.), DG: Doordarshan
- (iii) Addl. Director General (Admn.), DG: DD News
- (iv) Addl. Director General (Admn.), DG: NSD, AIR.

Copy alongwith enclosure to: DDG(Fin.), PB Sectt.

306 (A-1)
for 4/9.
12/12/18

12/12
S.O. (S.O.A.)
Green
12-12-18

No. G-32021/13/2017-B(Fin)
Government of India
Ministry of Information & Broadcasting
B (Finance) Section

Shastri Bhawan, New Delhi
Dated: 04.12.2018

To,
✓ CEO,
Prasar Bharati Secretariat,
Prasar Bharati House,
Copernicus Marg,
New Delhi- 110001

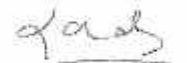
Subject: Formulation of Swachhta Action Plan (SAP) 2019-20 of M/o I&B, reg.
Sir,

I am directed to forward herewith a copy of PPC Cell (M/o I&B)'s letter No. P-11017/50/2018-PPC dated 03.12.2018 along with a copy of MoDWS's DO letter No. AR/DG/SP/171/2018 dated 30.11.2018 on the subject cited above.

2. In view of the above, Prasar Bharati is requested to formulate and forward the activities as well as budget earmarked for 2019-20 as per guidelines to this Ministry immediately. This may kindly be accorded UTMOST PRIORITY.

Encl.: As above

Yours faithfully,



(S. Ravinder Yadav)
Deputy Secretary to the Government of India
Tele: 23386678

**MOST URGENT/ TIME BOUND
SWACHHTA ACTION PLAN
Cab. Sec./ FINANCE matter**

**Policy Planning Cell
Ministry of Information & Broadcasting**

Subject: Formulation of Swachhta Action Plan (SAP) 2019-20 of M/o I&B – reg.

Please find enclosed a copy of the DO Letter No. AR/DG/SP/171/2018 dated 30th November, 2018 received from Ministry of Drinking Water and Sanitation (MoDWS) on the subject cited above, with a request to submit the SAP 2019-20 of M/o I&B to MoDWS and upload the same on the SAP portal.

2. It has been decided in the Ministry that the same principle of budget allocation/ earmarking may be followed as that of SAP 2017-18 and 2018-19. Earlier, the funds were allocated internally at BE/ RE stage by B&A division of the M/o I&B and/or were incurred by the PSU/ Institute/ Attached offices etc. by earmarking 2% of OE and/or from internal funds of the respective Media Unit/ organization. MoDWS refused for any additional budget for M/o I&B, hence additional budget was NOT provided.

3. In view of the above, all the concerned are requested to formulate and forward the activities as well as budget earmarked for SAP 2019-20. It is expected to increase the respective allocation under SAP each successive year by each Media Unit/ organization. The source of funding earmarked must be internal. The SAP 2018-19 has been enclosed for ready reference. A soft copy of the SAP 2019-20 so formulated may also be forwarded on Email ID soppe.inb@nic.in latest by 7th December, 2018 for compilation and approval.

4. In view of the fact that the SAP is being implemented on the directions of Hon'ble Prime Minister, this may kindly be accorded 'UTMOST PRIORITY'.

5. This issues with the approval of the Competent Authority.

Encl.: As above

(Signature)
(Neeraj Kumar)
Under Secretary (PPC)
011-23387930

All Media Heads
CCA (I&B)
DS [Admin.], Main Secretariat

M/o I&B's L.D. No. P-11017/50/2018-PPC (CFN-105649) dt. 03.12.2018

- Copy for necessary action to –
1. JS (B-II), JS (Films)/ JS (EW)
 2. Director [IP&F(S)], Director (BC)
 3. Dd (B&A), US (SMC)

Copy for information to – PPS to JS (P&A)

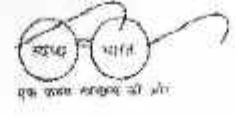
Copy also to – Sections/ Desks concerned [MUC-1/ MUC-2/ Press/ IP&MC/ BC-1/ B-Fin./ BD/ BA-P/ E(C)/ F(F)/ F(A)/ F(FTI)/ F(PSU)]

अक्षय राउत
निदेशक
स्वच्छ भारत मिशन

AKSHAY ROUT
Director General
Swachh Bharat Mission



भारत सरकार
पेयजल एवं स्वच्छता मंत्रालय
Government of India
Ministry of Drinking Water & Sanitation



No AR/DG/SP/171/2018

Dated : 30.11.2018

Dear Sir,

Swachhata Action Plan (SAP) is an inter-ministerial effort to mainstream swachhata within the existing programmes and schemes of Ministries and Departments which is coordinated by Ministry of Drinking Water and Sanitation.

As directed by the Hon'ble Prime Minister, each Ministry/ Department is required to formulate an annual Swachhata Action Plan (SAP) containing Swachhata activities and earmark corresponding funds in their annual budget.

In FY 2017-18 and 2018-19, Ministries and Departments budgeted more than 18000 Cr. and 17500Cr respectively for innovative and outcome based sanitation activities. Performance of the Ministries/Departments under SAP in both the years has been quite laudable.

It is requested that SAP for 2019-20 may be formulated and submitted to MDWS as well as uploaded on the portal <https://swachhataactionplan.gov.in/swachta/> latest by the 15th of December 2018. The prescribed format is herewith attached for your reference. Ministries/Departments are expected to increase their allocation under SAP each successive year.

As already communicated vide Ministry of Finance, Budget Division letter No F-1(8)-8(AC)/2017 dated 2nd June 2017, you are expected to have Budget Head 96 to book and monitor expenditure under SAP in your budget.

For any assistance in this matter, your officers may kindly contact Shri Kapil Chaudhary, Director (SBM), MDWS (Kapilc1973@gmail.com).

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Yours Sincerely,

(Signature)
(Akshay Rout)

To
All Secretaries
Union Ministries/Departments
Government of India

Revised Sanitation Action Plan

2018-19

List of Programmes/ Schemes/ Activities

Ministry/ Attached Offices/ Subordinate offices/ PSUs/ Autonomous institutes:

S. No	Programmes/ Schemes/ Activities	Budget proposal (Rs. In Lakhs)
O/o CCA, I&B		
1.	Weeding of old unwanted/ useless records on regular basis.	Rs 5.2 Lakhs earmarked under head OE (2-3% of total budget of OE allocated to O/o CCA)
2.	Removal of broken or useless furniture which are unable to be repaired.	
3.	Removal of unwanted IT related items which cannot be used ever.	
4.	Arrangement of record room properly to keep the useful records safely and proper cleaning of old record room on regular basis.	
5.	Organize campaigns to aware about 'Swachhta' within our employees/ counterparts.	
Sub-Total		5.2
Doordarshan News		
1.	Cleaning of water coolers, cleaning and maintenance of office equipments	Rs 5.00 Lakhs diverted from establishment expenditure, from existing 'OE' head.
2.	Preparation of posters/ banners on Swachhta activities	
3.	Organizing Essay/ Painting/ Debate competitions etc. on Swachhta	
4.	Beautification with plants and flower sets etc.	
5.	Periodic maintenance/ painting & whitewashing work of the walls/ corridors of the building.	
6.	Regular maintenance of CCTV Cameras/ Firefighting instruments	
7.	Periodic disposing of unusable/ obsolete items in DD News.	
Sub-Total		5
All India Radio News		
1.	Editors/ Correspondents to be deputed exclusively to cover success stories on SBM, which are to be broadcast in * bulletins, news magazine programmes and prep. of short video capsules	Rs 4.5 lakhs (2% of SBG of OE subhead)
2.	Social Media platforms like Facebook, Twitter, Soundcloud etc. may use photo, audio and visual material, text related to SBM	
3.	Talks & Current Affairs unit to mount a discussion programme on SBM. Media persons, experts & activists working in the field of cleanliness and hygiene to be invited.	
4.	Infrastructure Developments	
5.	Beautification of office	
6.	Poster making/ Essay/ Slogan writing competitions etc on 'Swachhta'	

Sub-Total		4.5
Press Information Bureau		
1.	Infrastructure Development/ Beautification of office rooms, corridors/ Renovation of toilets alongwith modern amenities/ replacement of old ACs (more than 7 years old) in PIB offices	120
Sub-Total		120
Bureau of Outreach and Communication		
1.	Directorate of Advertising and Visual Publicity - Generating content and mandatory Swachhta Activity publicity	Rs 1050 lakhs
2.	Directorate of Field Publicity: Special Outreach Programmes are proposed to be organized like competitions on cleanliness, rangoli, quiz competition, drawing competition in rural areas. It is proposed to spread the message of SBM/ Swachhta activities through film shows, group discussions, oral communications, exhibitions and public meetings.	Rs 143.5 lakhs-To be met from allocated Plan funds of DFP (20% of SOP time)
3.	Song & Drama Division: 2300 Outreach programmes on cleanliness activities with SAP activities as a major component.	115 lakhs may be incurred from the Head PSS (Plan/ Non-Plan)
Sub-Total		1308.5
Publications Division		
1.	Cleanliness activities	28
2.	Publication of articles in the monthly journal of Yojana and weekly journal of Employment News – National Value	-
Sub-Total		28
New Media Wing		
1.	Seminars/ workshops are proposed to be organized on quarterly basis, quiz series on twitter	0.25
2.	Cleaning of furniture and furnishing	0.15
3.	Weeding out of old files/ Auction of condemned furniture/ electrical/ electronic waste	-
4.	Beautification of office rooms and premises	0.40
5.	Monthly drive for cleaning and dusting of office room and dry-cleaning of chairs/ sofas	0.12
Sub-Total		0.92
Central Board of Film Certification (CBFC) & its Regional offices		
1.	Outsourcing of Sweeper @Rs.15,000/- p.m.	2
2.	Purchase of cleaning material and equipments	0.5
3.	Inspection of regional offices for Calendar activities under Swachh Bharat	3
4.	Weeding out of old files	-
Sub-Total		5.5
Directorate of Film Festivals		
1.	6 Children Film Festivals (Rs 3 Lakhs each) along-with the screening of Short Films on Swachhta Abhiyan	18
Sub-Total		18
Satyajit Ray Film & Television Institute		
1.	Purchase of waste materials dumping container	0.50

2.	Repairing drainage & Sewerage lines	1.00
3.	Swachhta Awareness Programme towards local people with 5 kilometre radius by Community Radio of SRFTI which is going to reopen during 2018	2.00
4.	Regular Awareness Programme/ workshop for educating the staff members and their family members residing in the staff quarter.	0.50
	Sub-Total	4.00
Films Division		
1.	Identifying Swachhta Offices among the offices of Films Division	0.5 (Non-Plan OC/OE)
2.	Organising of film shows on Swachhta activities produced by the Films Division in various schools, colleges, institution.	2 (Non-Plan OC/OE)
3.	Partnering with UNICEF, State Govt. and NGOs for production and dissemination of films to promote Swachh Bharat Abhiyan	50 (SBG under Grant-in-Aid for Production of Films)
4.	Production of films on Swachhta Abhiyan	2-3% of funds for production of documentary films under Estt.(NP)
	Sub-Total	52.5
Film and Television Institute of India		
1.	Post Control and chemical & fogging	1.925
2.	Vermiculture Activity	0.825
3.	Cleaning Material	0.55
4.	Cleanliness & landscaping activities	4.125
5.	Water & Drainage	0.44
6.	Sanitary and Waste Management	0.44
7.	Awareness Generation Programme & preparation of Swachhta Material	2.2
8.	Miscellaneous Expenditure on sanitary consumables	0.495
	Sub-Total	11
Photo Division		
1.	Installation of CCTVs in Corridors of Office premises and sensitive areas	1.04 or as per allocation during 2018-19
2.	Cleaning of office premises and dustbins on daily basis.	
3.	Periodical Cleaning of Printing Labs and other equipment and polishing of name plates and repairing of partitions of wooden/ Glass room, doors and windows.	
4.	Disposal of General waste	
5.	Disposal of E-waste	
6.	Changing of Dustbins on regular basis.	
7.	Weeding out obsolete files and optimization of office space.	
8.	Pictures of Archival value to be put on the walls of Corridor of Photo Division, Soochna Bhawan, New Delhi	
9.	Corridor of Photo-Division, Soochna Bhawan will be well maintained and painted with seasonal flowers and	

	ornamental plants with the help of CCW (C), AIR, Soochna Bhawan, New Delhi.	
10.	Awareness creation by conduction of competitions, display of banners/ posters in office premises, putting up of captions and signage and photographs to be uploaded/ displayed on website	
11.	Swachhta Pledge	
Sub-Total		1.04
National Film Archives of India		
1.	Special Campaign will be launched to weed out records as per rules and regulations during the Swachhta Pakhwada.	2.00
2.	Auctioning of unserviceable and unwanted scrap material	
3.	Electronic banners on website giving importance of cleanliness and the benefits of the same will be made public.	
4.	Awareness generation regarding Swachhta will be done using social media platforms like Twitter, Facebook.	
5.	Plant/ Flower Decoration of premises.	
6.	Beautification of office rooms.	
7.	Implementation of e-office.	
8.	Publicity and Content Generation.	
9.	Organising Film Shows of NFDC Films on Swachhta Abhiyan	
Sub-total		2
Broadcast Engineering Consultants India Limited		
1.	Weeding of old unwanted records on regular basis	6.21
2.	Removal of unwanted IT related items	
3.	Removal of broken furniture	
4.	Cleaning and maintenance of office surroundings & equipment	
5.	Organize Swachhta Awareness Campaign in the BECIL campus	
Sub-total		6.21
Electronic Media Monitoring Centre		
1.	Repair of sewage pipeline of male wash room, raising of floor in two washrooms.	34 (token provision in SAP '96' head)
2.	Signage & electrical fitting at reception area to ensure proper illumination.	
3.	Renovation of canteen area at 11 th floor.	
4.	Repair and painting of 250 lockers.	
5.	Renovation of toilet for disabled persons at the 10 th Floor.	
6.	Repair of floor in Monitoring Hall No. 1 & 5 and Corridor.	
7.	Replacement of carpets flooring in the 5 (five) monitoring halls.	
8.	Fixing of Aluminium grill at window side of two lobby are of corridors at 10 th Floor.	
Sub-total		34

Indian Institute of Mass Communication (IIMC)		
1.	Cleanliness Drive in and Around IIMC Campus - Garbage removal, cleaning of the premises, materials for cleaning and maintenance.	1 (token provision in SAP '96' head)
2.	Apna Radio (Community Radio of IIMC) - Programmes, symposium and discussions on cleanliness and Swachhta.	
3.	Promotion on 'Swachhta' on IIMC's Social media platforms	
	Sub-total	1
Press Council of India (PCI)		
1.	Infrastructure Development	1 (token provision in SAP '96' head)
2.	Beautification of Office	
3.	Cleaning & Maintenance of Office Equipment	
4.	Slogan Writing Competition	
5.	Digitization of office record	
6.	Revamping of Library	
	Sub-total	1
Children's Film Society of India		
1.	Conducting workshops in school for film making on Swachhta in few states.	10 (token provision in SAP '96' head)
	Sub-total	10
Registrar of Newspapers of India (RNI)		
1.	Cleaning/ washing of office premises/ furniture	2 (token provision in SAP '96' head)
2.	Purchase of cleaning equipment	
3.	Cleaning/ washing of cushions	
4.	Purchase of water bottles	
	Sub-total	2
Doordarshan		
1.	Hiring of housekeeping staff for maintenance of proper cleanliness in DD Bhawan Tower A, B & C	277
2.	SAP activities from funds under sub-head OE-MW	92
	Sub-total	369
	Total	1989.37