

To

MS(NPPA)/ Director (All Nipers)/ CMDs/MDs of all Pharma PSUs/ CEO(BPPI)President(s), FICCI/  
CII/ Assocham/ PHD Chamber/ IPA/ IDMA/ OPPI/ BDMA/ FOPE/ CIPI/ AIMED/ MTaI/ Nathealth/  
ADVAMED/ AIOCD/ AICDF

**Subject:- Swachhata Pakhwada from 1-15 September, 2021 in the Department of Pharmaceuticals**

Sir(s)/Madam(s),

I am directed to say that Department of Pharmaceuticals is observing Swachhata Pakhwada from 1-15 September, 2021 under Swachh Bharat Mission. In this regard an Action Plan of the activities to be undertaken by various organizations has been prepared. A copy of the same is enclosed for information and compliance.

2. In addition to the activities already planned by your organization, you are requested to comply with the Action Plan (**copy enclosed**). You are requested to give wide publicity to the activities undertaken by your organization on the social media like Facebook, Twitter, Instagram, Website etc by tagging Department of Pharmaceuticals also.

3. You are also requested to send reports along with photographs on the activities undertaken on daily basis through email (usadm-pharma@nic.in) for uploading on the website of this Department.

4. Pharma/ Medical Device industry association may also like to explore printing of Swachh Bharat Logo on primary and secondary packaging of Pharma / Medical Device products.

Encl: As above

Yours faithfully,

  
(Sandeep Kumar) 9.3

Under Secretary to the Government of India

Tel: 23382096

Email: sandeep.k68@nic.in

Copy to:-

Shri Sushil Kumar, US (SDM-II),  
Ministry of Drinking water sangthan,  
12<sup>th</sup> Floor, Pandit Deendayal Anyodaya Bhawan,  
CGO Complex, Lodhi Road,  
New Delhi- 110003.  
Mail Id:- sk.dushyant@nic.in

Copy also to:-

1. PS to Hon'ble Minister/ PS to MoS/ PSO to Secretary(Pharma)/ PPS to MS(NPPA)/ Sr.PS to AS&FA/ Consultant to JS(RT) / PA to JS(NR)/ PA to EA
2. DS(Admn)/ JD(Niper)/ DS(Policy)/ DS(PSU)/ US(Policy.II)/ US(Coord)/ US(IFD)/ US(PSU)/ US(Niper)/ US(MD)/ DD(OL)/ AD(OL)
3. Senior Director(NIC) - with the request to upload the Action Plan on the Website of Department of Pharmaceuticals

**Department of Pharmaceuticals**  
**Action Plan for Swachhata Pakhwada**  
**(1<sup>st</sup> September 2021 to 15<sup>th</sup> September 2021)**

**01.09.2021 (by DoP, NIPERs, PSUs, NPPA and BPPI and Pharma/Medical Device Industry Associations)**

- i. Uploading of Messages of Hon'ble Minister (Chemicals & Fertilizers) and Hon'ble Minister of State (Chemicals & Fertilizers) on Swachh Bharat Awareness on the website of the Department.
- ii. Mass pledge to be administered by the Secretary (Pharma) to the officers/officials of the Department. Similar pledges to be administered by the Heads of NIPERs, PSUs, NPPA and BPPI to the officers/officials of their respective organizations.

**02.09.2021 (by DoP, NIPERs, PSUs, NPPA and BPPI and Pharma/Medical Device Industry Associations)**

- i. Display of banners/ standees

**03.09.2021 (by DoP, NIPERs, PSUs, NPPA and BPPI)**

- i. Scanning of old records and removing/weeding out of old files/records, cleanliness drive.

**04.09.2021 & 05.09.2021**  
**(Weekly off)**

**06.09.2021 (by NIPERs, PSUs, NPPA, BPPI and Pharma/Medical Device Industry Associations)**

- i. Cleanliness drive in the market adopted in the nearby areas by NIPERs / Pharma PSUs / BPPI/ Pharma Industry Associations /Medical Devices Associations etc.
- ii. Distribution of pamphlets in order to spread the importance of cleanliness.

**07.09.2021 (by NIPERs, PSUs, NPPA, BPPI and Pharma/Medical Device Industry Associations)**

- i. Awareness drive by NIPERs / Distribution of Pamphlets emphasizing use of solar power and other renewable sources of energy, avoiding use of plastic, recycling and reuse, measure to reduce air pollution etc.
- ii. Planting of Saplings.
- iii. Cleaning of toilets.

**08.09.2021 (by DoP, NIPERs, PSUs, NPPA and BPPI)**

- i. Pest Control in working areas
- ii. Organising competitions on essay writing, poster making etc & Publishing of Articles on Swachhata by employees/ students
- iii. Disposal of old furniture/fixtures/electronic items etc.



**09.09.2021 (by NIPERs, PSUs, NPPA, BPPI and Pharma/Medical Device Industry Associations)**

- i. Adoption of one Government Hospital and performing cleanliness drive towards Waste Disposal System.

**10.9.2021 (by NIPERs, PSUs, NPPA, BPPI and Pharma/Medical Device Industry Associations)**

- i. Disposal of expired medicines.

**11.09.2021 & 12.09.2021**  
**(Weekly off)**

**13.09.2021 (by NIPERs, PSUs, NPPA, BPPI and Pharma/Medical Device Industry Associations)**

- i. Adoption of One Government School to create awareness and carry cleanliness drive in the school premises.
- ii. Cleanliness of toilets in the School.
- iii. Competitions/Plays on self-hygiene, installing dustbins and distribution of sanitary napkins in girl's Schools in the rural areas
- iv. Installation of Sanitary Napkins Incinerator in toilets in girl's schools
- v. Teaching alternatives to Single Use Plastic, and Plastic Waste Management System

**14.09.2021 (by NIPERs, PSUs, NPPA, BPPI and Pharma/Medical Device Industry Associations)**

- i. Swachhata audit and submission of film clippings of the activities during Pakhwada to the Department of Pharmaceuticals by NPPA, NIPERs, Pharma PSUs, BPPI, Pharma/Medical Device Industries, Chemist Associations etc.

**15.09.2021 (By DoP)**

- i. Uploading of Swachhata Pakhwada film
- ii. Letter to all associations for applications for Swachhata Awards

PS: All the organizations will give wide publicity to the activities undertaken on the social media like Facebook, Twitter, Instagram, Website etc. while tagging the Department of Pharmaceuticals also.