



भारत सरकार
स्वास्थ्य एवं परिवार कल्याण मंत्रालय
स्वास्थ्य एवं परिवार कल्याण विभाग
निर्माण भवन, नई दिल्ली-110011

GOVERNMENT OF INDIA
MINISTRY OF HEALTH & FAMILY WELFARE
DEPARTMENT OF HEALTH & FAMILY WELFARE
NIRMAN BHAVAN, NEW DELHI - 110011

Arun Kumar Panda

Additional Secretary &
Mission Director, NHM
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D.O. No. Z-15015/3/2017-NHM-I
18th January, 2017

Dear Secretary,

Please refer to this Ministry letter no. 7(61)/2016-NRHM-I dated 12th April 2016 circulating a draft calendar assigning theme wise fortnights (Pakhwadas) with the request to States/UTs to plan and take up activities under Swachh Bharat Mission during the fortnight 1st - 15th February, 2017.

2. In this connection, to facilitate States/UTs to observe the Swachhta fortnight in an effective and smooth manner, the Ministry has prepared day wise activities centred around three themes namely Awareness Drive, Cleanliness drive and Sustenance drive devoting 5 days on each of the themes. You may like to utilize the same for planning and carrying out activities during Swachhta Pakhwada.

In case any technical assistance is required, States/UTs may contact Dr. J.N. Srivasthava, NHSRC(Jn.nhsrc@gmail.com).

Regards,

Yours sincerely,

Arun K Panda
(Arun K Panda)

Principal Secretary/ Secretary
Health & Family Welfare
All States/ UTs

Copy to:
Mission Director, National Health Mission, All States/UTs

Healthy Village, Healthy Nation



Swachhata Pakhwada (1st to 15th February 2017):
Ministry of Health & Family Welfare

The Ministry of Health & Family Welfare, Government of India in partnership with State Health Departments and Public Health Institutions across the States & UTs will be celebrating "Swachhata Pakhwada" (Cleanliness Fortnight) from 1st of 15th February 2017 as part of Swachha Bharat Abhiyaan (SBA). During this fortnight, the efforts would be, amongst others, to inculcate a culture of "Swachhata" in a way that goals and objectives of 'Swachh Bharat Abhiyaan' are met and sustained. The Health Facilities would act as a catalyst so that there are visible changes and impact all around. Health Departments/ Hospitals should also take-up focused cleanliness drive to make hospital premises and surrounding impeccably clean and tidy. Collaboration with other departments and institutions such as schools, local civic bodies, PWD, Private Hospitals, Professional Associations and NGOs should be fostered.

The end objective of this event will not only be to inculcate a culture of 'Swachhata' in healthcare staff and induce visible changes in cleanliness level of healthcare facilities but also generate massive awareness of the importance of Swachhata.

The 15 days events can be built and planned around a theme such as, Awareness Drive, Cleanliness drive and Sustenance devoting 5 days on each of the theme.

The day wise suggestive activities to be carried out at State, District and facility level are at Annexure. This is a suggestive list of actions only, state health departments and hospitals are encouraged to plan other innovative activities that will help in achieving objectives of 'Swachh Bharat Abhiyaan'

Activities undertaken during the 'Pakhwada' should be documented with high resolution photographs and Videos.

All Health departments and hospitals are encouraged to share the activities on platforms such as Health Department Websites, NHM/Kayakalp websites as well on social media channels such as Facebook and twitter.

Annexure

Date	Activities at State / District Level	Activities at Health Facilities Level
Awareness Drive		
1 st February 2017	<ul style="list-style-type: none"> • Inauguration of 'Swachhata Pakhwada' through formal event at state capital and District Headquarters by Health Minister/ Secretary Health / Mission Director • Administration of Swachhta Pledge • Release of IEC material and any other relevant literature / video 	<ul style="list-style-type: none"> • Inauguration of "Swachhata Pakhwada" by Medical Superintendent/ facility in charge • Administration of "Swachhta Pledge" to hospital staff and visitors.
Theme - Awareness Drive		
2 nd -5 th February, 2017	<p>Awareness Drive Activities such as-</p> <ul style="list-style-type: none"> • Advertisement in Newspaper and Electronic Media • Organization of Rally, Marathon, Swachhta walk, Human Chain, etc. • Organization of Cultural Programs, Street Plays, • Organizing Competitions on swachhata amongst school children such as essay writing, poem/slogan writing, painting etc. • Organizing focused sessions in Schools / colleges on importance of Hygiene and sanitation 	<p>Awareness Drive Activities Such as</p> <ul style="list-style-type: none"> • Display of IEC Material regarding Swachhata • Distribution Pamphlets, booklets regarding Hand Hygiene, Promotion for use of Toilet, Water Hygiene, • Distribution T-Shirts, Pins, Badge, Caps with Cleanliness Messages and Logo of 'Swachha Bharat Abhiyaan' & Kayakalp • Dissemination of messages regarding how patients/ visitors can help in keeping healthcare facilities through posters, video and public addressing system • Preparation of demonstration site for (a) Segregation of General Waste (Biodegradable & Non-biodegradable) (b) Scientific composting, and (c) Vermicomposting
Theme - Cleanliness Drive		
6 th to 10 th	Following activities should be	Following activities should be carried

February	<p>carried out at the Secretariat, Directorate, NHM and other Health offices at the State and District Headquarters</p> <ul style="list-style-type: none"> • Sorting and removal of junk material, old records and other condemned article • Removal of outdated posters, calendars, notices etc. from offices premises • Comprehensive cleaning of office premises (may apply work-place management technique – 5 ‘S’) • Arranging files/ records in systematic way • Placing dustbins at all relevant points • Participation of staff in cleanness through ‘Shram Daan’ • Maintenance open area, green area. • Total cleanliness of toilets. 	<p>out at Healthcare Facility Level –</p> <ul style="list-style-type: none"> • Sorting and removal of condemned equipment, records and other article from functional areas • Removal of old posters, outdated IEC material, faded signage • Removal of garbage, overgrown shrubs etc. from open areas. • Total cleaning of Indoor, Out door and Administrative areas • Thorough cleaning, removal of stains and floor repairs, replacement of broken tiles • Repair of pipes and replacement of unserviceable sanitary fittings • Cleaning of surrounding of hospitals premises with help of local civic bodies and NGOs. • Systematically arranging and labelling instruments trays, records, Drugs, etc. at respective departments • Removal of Stray Animals from hospital premises with help of civic bodies. • Plantation of trees, Improvement in landscaping and green areas
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Theme - Sustenance Drive

11 th to 15 th February	<ul style="list-style-type: none"> • Interdepartmental meetings with PWD, Water Sanitation, PHED and Civic Bodies for better coordination for Cleanliness • Organizing best office/ workstation competition • Monitoring Visits to Healthcare facilities to assess activities under Swachhata Pakhwada and level of cleanliness • Organizing Kayakalp Award 	<ul style="list-style-type: none"> • Offering free Medical Checkup and vaccination to cleaning staff of the facility/ Municipal • Organizing best department/ workstation competition • Facilitation Personal proof best performing employee, Department for Swachhata • Training of Cleaning, Housekeeping staff for standard cleaning practices • Training of patient care staff on
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	<p>Ceremony</p> <ul style="list-style-type: none">• Publishing the activities and achievements of "Swachhata Pakhwada"	<p>waste management &infection control.</p> <ul style="list-style-type: none">• Implementing Housekeeping Checklists in Toilets and wards
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Swachhta Action Plan (SAP)

Name of Ministry: Ministry of Health & Family Welfare

2017-18

List of Programmes/Schemes/Activities: National Health Mission (NHM)

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

S.No	Programmes/Schemes/Activities	Proposed budget
NHM		
	<p>a) Prepare Day-wise Action Plan for Swachhta Pakhwada to be held in February,2017</p> <p>b) Scale up of learnings of 2016-17 of Kayakalp implementation</p> <p>c) Build in appropriate Weightage in Kayakalp Score to</p> <ul style="list-style-type: none"> ✓ cleanliness outside the hospital boundaries through support from CSR/ NGOs & Voluntary Organisations – Rotary, Lion's, Market Associations etc ✓ public involvement <p>The National Health Portal would facilitate public involvement/crowd funding.</p> <p>d) Extension of 'Kayakalp' to U-CHCs and U-PHCs</p> <p>e) Explore CHC & PHC Surrounding upkeep through local governments</p> <p>f) Participation of Schools & Colleges</p> <p>g) Revival of 'Shramdaan' on monthly basis – Government hospitals/offices/schools/colleges</p> <p>h) Swachhta Action Plan by each VHSNC particularly around Anganwadi Centres, Sub Centres and PHCs Campaigns by VNSHCs at village level with activities centred around following dedicated theme-based days every month:</p> <ol style="list-style-type: none"> 1) Annual Planning Day for Swachhata Abhiyan 2) General cleanliness Day 3) School cleanliness day 4) Anganwadi cleanliness day 5) Sanitation technology promotion Day 6) Hygienic Sensitisation day – hand washing day 7) Health & Sanitation day 8) Clean drinking Water Day 9) Vector Control Day 10) Gram Sabha on Sanitation & Cleanliness 11) Home hygiene day (safe water and food handling) 12) Celebration day for Swachhata Champions <p>i) Strong IEC on improvement in health due to sanitation and hygiene.</p>	Rs 150 crore
Tertiary Care Hospitals under the Ministry		
	Kaya Kalp Scheme for Identified Tertiary Care Hospitals under the Ministry – Clean Hospital Campaign – The identified 1000 bedded and more Hospitals would be given funds to the tune of Rs. 10.00 crore to meet the expenses to undertake activities of clean hospital campaign	Rs 155 crore

	such as engaging trained manpower, procurement and use of high tech equipment and modern methodology for cleanliness and waste management, IEC activities to conduct awareness campaign for maintaining sanitation, and hygiene by patients and their relatives, sensitisation and training of hospital staff towards sanitation and hygiene, targeted surveillance for infection control, land scaping and horticulture, etc. The Hospitals with less than 1000 beds would be given Rs. 5.00 crore for this purpose. This includes ranking of the Hospitals for their efforts and to make their hospitals clean, for which award of Rs. 5 crore, 3 crore, 1 crore and 50 lakh (2 commendation prizes) would be given	
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2018-19

List of Programmes/Schemes/Activities: National Health Mission (NHM)

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

S.No	Programmes/Shemes/Activites	Proposed budget
NHM		
	<ol style="list-style-type: none"> 1) Sustenance of Activities planned in FY (17-18) 2) Implementation of '5-S' in all Health Facilities. 5S is the acronym for five Japanese words: Seiri, Seiton, Seiso, Seiketsu and Shitsuke and they represent the five steps for a systematic technique for good housekeeping which stands for Sort, Set in Order, Shine, Standardise and Sustain 3) Scaling up of learnings of implementation of VHSNC Swachhta Action Plan 	
Tertiary Care Hospitals under the Ministry		
	Establish a system of Accreditation of Tertiary Care Hospitals under the Clean Hospital Campaign. Accreditation to be undertaken on voluntary basis and would entail achievement of maximum standard of improvement in predefined domains.	To be developed by NHSRC- Rs 20 lakhs for dcvelopment of system of Accreditation of Tertiary Care Hospitals under the Clean Hospital Campaign
	Satisfaction Survey or Standardized Survey of Patients to regularly monitor client satisfaction and prevailing gaps. Develop a national performance monitoring system linked with performance-based financing of hospitals to assess improvement in infrastructure to provide clean and safe environment in hospitals, , availability of adequate manpower for cleanliness work, use of modern technology, IEC activities on health and hygiene and sensitization of hospital staff	Annual survey by each hospital with support of up to Rs 10 lakhs per annum
	Establishment of Cleanliness Booth and Health Education Kiosks in hospitals to provide information on maintaining personal hygienic, keeping hospitals clean, waste disposal etc. These booths/kiosks would	Rs 10 lakhs per hospital as onetime non-

	also be used to collect public grievances related to cleanliness in the hospital	recurring support to establish booth/kiosk Rs 3 lakhs as recurring support per annum
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Name and mobile number of nodal officer:

Nodal officer of Ministry

