Ministry of Communications
Department of Telecommunications

Report on the activities undertaken by Department of Telecommunications and its Public Sector Undertakings (PSUs) and other organisations as part of Swachhta Pakhwara observed during 1-15th July, 2017
नई दिल्ली, New Delhi,
जुलाई/July, 2017

SYNOPSIS

Swachh Bharat Mission (SBM) was launched by Hon’ble Prime Minister of India on 2nd October, 2014 as a mass movement to achieve the target of clean India by the 150th Birth Anniversary of Mahatma Gandhi in 2019. As per direction of Hon’ble Prime Minister, Ministry of Drinking Water & Sanitation is assigning a fortnight of the year to 2-3 Ministries/Departments for undertaking cleanliness activities to run the mission as a year-long campaign. During the current year, Department of Telecommunications has been assigned the first fortnight of July, 2017 (1-15th July, 2017) for this purpose.

2. The Department drew up an Action Plan for “Swachhta Pakhwara” for a focused attention. The activities chosen include, inter-alia, special cleanliness drive in the office building premises and its surroundings, cleanliness and hygiene in the Departmental Canteens, disposal of unserviceable office equipment/furniture/other material including e-waste in the Department proper and related PSUs and organisations. A special cleanliness drive was undertaken during the course of the Swachhta Pakhwara.

4. To spread awareness about Swachha, Telecom Service Providers were also roped in to send Swachha messages “Swachh Rahe Bharat, Swasth Rahe Hum” through SMS to mobile subscribers throughout the country.
Report

Introduction:
The Ministry of Drinking Water and Sanitation had informed this Department that the Prime Minister has directed that Ministries and Departments should lead by example on Swachhta in their respective Sectors. This has been done under the overall banner of the Swachh Bharat Mission (SBM) coordinated by Ministry of Drinking Water and Sanitation (MDWS). The Department of Telecommunications (DoT) was assigned first fortnight of July, 2017 for undertaking swachhta activities. Accordingly, in consultation with all concerned a plan of action was drawn up for implementing cleanliness drive during the fortnight.

Action Plan:
2. In order to take stock of activities to be undertaken during the fortnight allotted, Additional Secretary (Telecom) took a meeting on 22.06.2016 with departmental officers and representatives of PSUs. During this meeting an action plan for the Swachh Pakhwara was discussed. The main action points decided as part of the Swachh Pakhwara are as follows:

- Cleanliness drive in Sanchar Bhawan building premises including removal of waste accumulated on the backyard and basement of the building. Cleaning of Ashoka road Stretch in front of Sanchar Bhawan
- Special emphasis on cleaning of all BSNL Exchanges.
- Placement of dustbin at various places in office premises and nearby area adjacent to office gate.
- SMSs on Swachhata would be sent by TSPs to all users during the fortnight.
- Organising Swachhata awareness campaigns by ITI Ltd for employees, hospital staff, school children, residents of ITI townships and the general public to motivate them to be the part of the Swachhata Mission.
- Drives to dispose of waste material including electronic waste.
- Sending of SMSs/playing caller tunes on Swachhata during the fortnight by TSPs including BSNL/MTNL.
Action Plan of swachhta related activities for implementation during the swachhta pakhwara is placed at Annexure-I.

**Press Conference:**

3. On conclusion of the Swachhta Pakhwara the Minister of State for Communications (MoSC) (I/C) addressed representatives of press on 17th July, 2017 and briefed them about the activities undertaken by DoT and its PSUs/other organisations during the Pakhwara. A press brief was circulated during the conference is placed at Annexure-II. The press conference set the tone for the swachhta pakhwara in the right earnest.
Activities undertaken in DoT(HQ) during the fortnight:

4. The following activities were undertaken in DoT (HQ), Sanchar Bhawan as part of Swachhta Pakhwaara, with active participation of officials:

(a) Hon’ble Minister of State for Communications (Independent Charge) Shri Manoj Sinha administered the “Swachhta Pledge” to the Officers and Staff of the Department on 30.06.2017.
(b) With a view to raising the awareness about swachhta amongst the officials of DoT(HQ), banners on the ongoing Swachhta Pakhwara were prominently displayed at strategic locations in the premises. Further, essay competition was organised by Official Language Unit on Swachh Bharat Mission on 14th July, 2017 to spread awareness in this regard.

(c) Old and unwanted office equipment/furniture/e-waste (unserviceable photocopiers, fax machines cartridges computer systems etc.) were identified and disposed as part of the process already initiated by a transparent process of e-auction through M/s MSTC.

(d) Apart from routine cleaning, garbage/wastes accumulated in the backyard of premises/parking areas/shafts were removed.

(e) Special cleaning of the Departmental Canteen was undertaken during the said period. The canteen is regularly visited by the large number of employees. For this, cleaning staff were specially deployed to thoroughly clean the canteen premises. All the floors and counters were cleaned with detergents. Thorough cleaning of kitchen area and dining area of departmental canteen including cooking appliances and serving utensils was undertaken.
(f) Special cleaning of the Library was also taken up. Books were taken down from the shelves for through dusting. The shelves were cleaned. Books have been re-arranged systematically. Loose papers and periodicals were tied up in neat bundles and stacked.

(g) The out gate of Sanchar Bhawan premises was given special attention. All rubbish and loose earth lying there was removed. The repairing and refurbishing sentry post at the exit gate was taken up.

(h) All the accumulated waste was removed and the dumping area was cleared of all waste. Also to make waste management and disposal more efficient, waste management procedure has been reviewed and it has been decided to revamp the dumping area of waste items. The concerned agency was directed to submit a plan and estimate for reorganizing the area so as to optimally utilise the space and give it a better look.

(i) The premises around the Reception and Bank area on the ground floor of Sanchar Bhawan were thoroughly cleaned and waste material like broken pipes, broken furniture items, rotten tree branches etc was removed.

(j) Apart from all the above activities, special teams of safai personnel were deployed for cleaning of stretches of Ashoka Road on either side of entry and exit gate of Sanchar Bhawan. On different days during the Pakhwara, the teams were deployed on various strategic locations along the Ashoka Road where they carried out cleaning activities without disturbing the pedestrians and users. As such the area adjacent to Sanchar Bhawan and in front of Patel Chowk Metro Station, Dak Bhawan, Patel Chowk and Ashoka Road Bus Stop were covered.
Cleanliness activity on Ashoka road footpath

Cleaning of Library

Cleaning at Departmental Canteen
Activities undertaken by various Organisations of DoT

BSNL

5. BSNL undertook following cleanliness activities during the course of Swachhta Pakhwara:
   i. Swachhta Pledge administered by Director (HR), BSNL.
   ii. A cleanliness among all working units of BSNL corporate office at New Delhi, conducted during this pakhwara and prizes were distributed for winners having most neat and clean offices in BSNL Corporate Office along with one floor warden.
   iii. Cleanliness drives as well as plantation of tree have been made at all regional/state/district level Inspection Quarters / Residential Colonies and Telephone Exchanges including the surroundings/drains etc.
   iv. Disposal of unserviceable office equipment/furniture including e-waste of all exchanges.
6. MTNL undertook following cleanliness activities during the course of Swachhta Pakhwara:

i. Pledge taking ceremony under the chairmanship of CMD, in Corporate Office. Thereafter cleaning of corridors of C.O. premises was done.

ii. Cleaning of main gate and garden area at Corporate Office.

iii. Cleaning of furniture & fixture in different offices working Corporate Office.

iv. Cleaning individual office by employees within premises of Corporate Office.

v. Cleaning of computers and office equipment in Corporate Office.

vi. Cleaning of Auditorium and its front area.

vii. Weeding out of old records and files by the employees.

viii. Cleaning outside of MTNL building which comes under GM (C) area.

ix. Cleaning of Main Distribution Frame (MDF) area with the help of employees of Central Unit.
x. Cleaning of Central RO System with the help of GM (C) employees.

xi. Toilet complex near MTNL building in CGO complex taken up for maintenance work and cleaning done.
7. The following Activities were undertaken by Telecom Consultants India Ltd (TCIL):

i. Swachhta Abhiyan banners were displaced within as well as TCIL premises to create awareness not only among TCILians but as well as among general public about this mission. Swachh Bharat Banners were displayed throughout from 01.07.2017 to 15.07.2017.

ii. As part of cleanliness drive, TCILians cleaned road, footpath and surrounding areas in and around TCIL Bhawan.

iii. Swachhta Abhiyan was inaugurated by TCIL’s Chairman & Managing Director: Shri A K Gupta on 3rd July, 2017. Pledge on Swachhta was administered to all Officers/Staffs of TCIL. All Officers (including CMD/Director/EDs etc)/ Staffs took part in Swachhta March outside office premises.

iv. An essay competition on Swachhta – “Hum Swachhta Me Sudhar Kaise La Sakte Hain?” was conducted among Officials/Staffs of TCIL and many participants took part in this competition.

v. During this Swachhta Pakhwada, TCIL carried out special drives to clean and keep the outside office premises i.e. from TCIL Bhawan to Nehru Place Signal and back garbage free on daily basis. Mouths of Drains were cleared of mud and other garbage items for desalination and speedy draining of rain water.

vi. Some coloured Dustbins previously installed by TCIL in pavements and subsequently damaged are being replaced with new ones. Pathways leading to Foot over bridges on Ring road were cleaned and cleared of garbage.

vii. Sideways/walks and footpaths of Ring road were swept and cleaned.

viii. Ditches were levelled on footpaths for better sweeping, collection of garbage and cleaning.

ix. Cleaning around man holes and footpaths were carried out.

x. Garbage cleaning in BSNL exchange were done throughout the campus.

xi. Fogging and Spraying of pesticides around drain, urinal, dustbin, foot over bridge and foot path were carried out.
xii. TCIL Officers visited MTNL Exchange, Hauz Khas, met the officers there and started cleaning and removal of garbage from the premises.

xiii. TCIL Officers visited BSNL Exchange, Noida and met the officers there and initiated cleanliness drive to clean and remove garbage from the exchange complex.

xiv. Special drive has been initiated for high standard of cleanliness of the toilets in TCIL Bhawan.

xv. TCIL has already initiated setting-up of 12 dustbins in the surrounding areas of TCIL Bhawan including maintenance of the same. Initiatives have been taken to maintain cleanliness of surrounding areas around TCIL Bhawan.

Cleanliness activities by TCIL officials at their office premises
Indian Telephone Industries Limited (ITI) Limited, Bangalore:

8. The ITI Limited carried out various swachhta activities, as per the Action Plan earmarked by DoT, at the Plants / Offices of the Company. The details are given below:

(i) ITI Ltd under the guidance of Ministry of Urban Development has developed a user friendly Washroom/Toilets feedback Device which may be put to use in Public Wash Rooms under various States/City Municipal Corporations. This device provides the users to record his feedback using the buttons – Good/Average/Bad and instant SMS alert are sent to the concerned for immediate corrective action. ITI Ltd. has been assigned the work of installing the device in 12 States by Ministry of Urban Development.

(ii) Teacher and School students along with staff of ITI Ltd. carried out cleaning activities in school premises and they carried out rally around ITI township in Bengaluru.

(iii) Swachhta Pledge & display of Swachhta related Poster/Banners.

(iv) Disposal of unserviceable office equipment/furniture/other material including e-waste was undertaken.
(v) Campaigns were organised to create awareness on cleanliness among school children, residents of ITI townships, and general public.

(vi) Planting of saplings by Senior Executives for “Green India Clean India’.

(vii) Special cleanliness drive to clean office/factory premises, canteens and hospitals has been given boost.

(viii) Besides focusing on cleanliness of office/factory/canteen premises, the plant extended its Swachhta awareness initiatives to nearby Schools and College by inviting the students to participate in company Swachhta awareness lectures organised by the plant to educate the student on Swachh Bharat Mission – its objectives towards realizing the ‘Clean India’. Personal details along with Mobile/email/Aadhaar Numbers of each student taken after the campaign/lecture session.
Swachhta Awareness Lectures to PU Students by ITI Palakkad Plant

Centre For Development of Telematics (C-DoT)

9. The C-DoT undertook following activities as part of Swachhta Pakhwara:

(i) Swachhta Pledge was taken by Executive Director alongwith staff Members on 3rd July, 2017.

(ii) Officials were nominated and assigned the responsibility to inspect their respective floors/stores and ensure cleanliness of the individual working areas of their block, disposal of all waste papers, unwanted files, junk etc. and cleaning of stores.

(iii) The garbage dump area, pump house and fountain area are also cleaned regularly to maintain hygiene and control breeding of mosquitoes.

(iv) The main roads leading to the campus were cleaned regularly. The posters affixed on the side walls of the main road have been removed.

(v) 60 saplings of palm were planted to keep environment clean and green.

(vi) Fogging is being done regularly to prevent breeding of mosquitoes.
(vii) As part of cleanliness drive a competition had been organised for the Best Maintained Block and the Best Maintained individual work area and winner were announced by the empowered.

**TRAI**

10. Following activities was undertaken by TRAI during the pakhwara:

   i. Swatchta pledge was administered by Secretary, TRAI to all officials of TRAI on 03.07.2017

   ii. In order to motivate the cleaning staff a special session was organised for them to highlight the importance of cleanliness in daily life.

   iii. T-shirt with special message embossed on it were distributed amongst all cleaning staff to spread the sense of participation in the cleaning drive.

   iv. Secretary took round of office premise and gave necessary instruction for making the premise cleaner.

   v. Banners/Posters installed at various location of TRAI premises to spread cleaning awareness.

   vi. Special cleaning has been undertaken in office premises and its surrounding area viz. Toilets, Public Toilet, drinking water area.

   vii. Removal of strains from the walls & white wash etc.

   viii. Removal of dumped/waste material kept at corridor, staircase and other vacant area to give a tidy look of office premises.

   ix. Dustbins placed at various places in office premise.

   x. To spread cleanliness awareness among the community, a Swachhta March was organised involving school children.

   xi. Nukkad Nataks was organised involving volunteers from NGOs and school children to spread awareness among the neighbourhood area.

   xii. A quiz competition was also organised in the office to mark the end of the celebration.

**Telecommunication Engineering Centre (TEC)**

11. Following activities was undertaken by TEC during Pakhwara:

   (i) A pledge ceremony was held on 10th July, at 1500 hrs in Dr. Abdul kalam Sabhagar, wherein Sr. DDG TEC administered the pledge of officers and staff of TEC. Sr. DDG (TEC) also requested all the
officers and staffs to maintain this pledge by keeping the TEC office and its surrounding environment neat, clean and healthy.

(ii) Two Banners displayed one at the TEC main entrance gate and another one at Reception Office of TEC during the Pakhwara.

(iii) As a special drive, more than two thousand old files were weeded out and disposed off after shredding.

(iv) A meeting was conducted with civil wing of BSNL and asked them to remove all the unused store material. Accordingly, a lot of unused store material has been removed during this Pakhwara period.

(v) Besides normal cleaning of the TEC building, special drive was undertaken for cleaning of door/window glasses, server/battery rooms floors, fans etc. during this Pakhwara.

**Telecom Service Providers (TSPs):**

11. Following activities was undertaken by TSPs during the pakhwara:

   (i) Some of the Telephone Service Providers (TSPs) viz M/s Bharti Airtel, M/s Tata teleservices Ltd, M/s Vodafone India Ltd, M/s Aircel, M/s Reliance Communication Ltd, M/s Telenor (India) Communications Pvt Ltd and M/s RJIL sent Swachhta related messages “Swachh Rahe Bharat, Swasth Rahe Hum” to their mobile subscribers.

   (ii) M/s Tata Teleservices organised a cleanliness drive on 4th July, 2017 in their Delhi Office. Their volunteers cleaned the area outside the entry gates of the office and planted few saplings to contribute to the green environment.

**Conclusion:**

12. The Department and its organisations propose to undertake focused action towards swachhata by periodic reviews and cleanliness activities as part of Swachh Bharat Mission (SBM) so as to realise the dream of Father of the Nation and Hon’ble Prime Minister to ensure a clean India by 2019.

****
PHOTO GALLERY
Cleanliness activities undertaken by DoT during Swachhta Pakhwara
Cleanliness activities undertaken by BSNL during Swachhta Pakhwara at different locations
Cleanliness activities undertaken by MTNL during Swachhta Pakhwara at different locations
Cleanliness activities undertaken by TCIL during Swachhta Pakhwara
Cleanliness activities undertaken by ITI Ltd during Swachhta Pakhwara at different locations
Cleanliness activities undertaken by C-DoT during Swachhta Pakhwara
Cleanliness activities undertaken by TRAI during Swachhta Pakhwara
### Annexure-I

**Action Plan**  
Door-Sanchar Swachhta Pakhwara (1\textsuperscript{st} - 15\textsuperscript{th} July, 2017)

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Action Points-DoT (Hq)</th>
</tr>
</thead>
</table>
| 1. | Administering Swachhta pledge (30.06.2017 at 11:00 A.M.)  
- General Admin Section |
| 2. | Cleanliness drive in Sanchar Bhawan building premises including removal of waste accumulated on the backyard of the building. Cleaning of Ashoka Road stretch in front of Sanchar Bhawan would also be undertaken.  
- General Admin Section |
| 3. | Cleanliness and hygiene in the Departmental Canteen  
- Canteen Manager/Management Committee/General Admin Section |
| 4. | Disposal of unserviceable office equipment/furniture/other material  
- IT Section/General Admin Section |
| 5. | Disposal of e-waste  
- IT Section/General Admin Section |
| 6. | Disposal of unserviceable equipment/waste in basement of Sanchar Bhawan  
- General Admin Section/BSNL |
| 7. | Undertaking cleanliness by Civil & Electrical Maintenance division of BSNL in Sanchar Bhawan  
SDE/Civil(Electrical), BSNL, Sanchar Bhawan |
| 8. | Deputing Senior Officers to different locations in the country for on the spot survey and inspection of cleanliness activities being undertaken by various organisations of DoT  
- Coordination/Admin. |
| 9. | Essay competition on cleanliness in Hindi/English  
- Coordination/OL wing |
<table>
<thead>
<tr>
<th></th>
<th>Putting up Posters/Banners on cleanliness in office premises</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>- General Admin Section</td>
</tr>
</tbody>
</table>

**Action Points- BSNL**

1. Administering Swachhata pledge by CMD/HoDs
2. Special emphasis on Cleaning of all BSNL Exchanges
3. Cleaning of Office premises with special emphasis on Inspection Quarters/Canteens/Drains
4. BSNL will also undertake cleanliness drive/activity at a prominent place in the state capital.
5. Disposal of unserviceable office equipment/furniture/other material including E-waste
6. Undertaking tree plantation.
7. Putting up Posters on cleanliness in office premises

**Action Points-MTNL**

1. Administering Swachhata pledge by CMD/ HoDs.
2. Cleaning of office premises and equipment.
3. MTNL would also undertake cleaning activity at a prominent public place in Delhi and Mumbai.
4. Weeding out of old records and files by the employees.
5. Cleaning outside of MTNL building which comes under GM (c) area.
6. Cleaning of MDF area with the help of employees of Central Unit.
7. Cleaning of water coolers and overhead tanks.
8. Undertaking tree plantation.
9. Lecture on general cleanliness which may also include personal hygiene and office cleaning.

**Action Points-TRAI**

1. Administering Swachhata pledge by the Head of Offices
2. Cleaning awareness through message (Banners/Posters )
3. Placement of dustbin at various places in office premises and nearby area adjacent to gate of the building.
4. Cleaning work and removal of stain from the wall of office premises by proper cleaning/white washing.

5. Removal of dumped / waste material from the corridor, staircase and other vacant area to give a tidy look of office premises.


7. Special cleaning of Toilets/facilitates common and drinking water area of the office.

### Action Points-TCIL

1. Administering Swachhta pledge by the Head of Office


3. Essay competition on Swachhta – Hum Swachhta me sudhar kaise lak sakate hain?

4. Cleanliness drive in and around TCIL Bhawan.

5. TCIL to adopt one exchange each of MTNL and BSNL in each of the cities where TCIL’s offices are located and undertaking thorough cleaning.

### Action Points-ITI Ltd.

1. Administering Swachhta pledge to general public volunteering to join the movement.

2. Posting/ exhibiting of Pakhwara activities by all the Plants/Offices.

3. Publicity of the Swachhta initiatives of the company in social media.

4. Organising Swachhta awareness campaigns for employees, hospital staff, school children, residents of ITI townships and the general public to motivate them to be the part of the Swachhta Mission.

5. Organising essay writing, Swachhta slogan writing competition for employees, students etc.

6. Up-keep and cleaning of office premises including common area, toilets, stairs, lifts, etc.

7. Up-keep and cleaning of areas outside the office, factory, including parking lots and pathways etc.

8. To give special attention to hospitals, canteens to disinfect, maintain cleanliness/ hygiene in the premises and outside area.
9. Review of records/papers to weed out unwanted records/papers.


11. Sensitising everyone on environmental protection and organising planting of saplings.

12. Organising one-day special cleanliness drive for cleaning of a public utility area in the vicinity of office/factory, like vegetable market, sandy place, school playground, park, etc.

**Action Points - C-DoT**

1. Cleanliness drive as part of the Swachh Bharat Initiative will be organised from 1st July to 15th July, 2017.

2. Competition for Best Cleaned Floor and Workstation will be organised as part of Swachhta Campaign.

3. Staff members will be encouraged to inspect their respective seats/floors/stores and ensure cleanliness of the individual working areas of their block, disposal of all waste papers, unwanted files, junk etc and cleaning of stores.

4. The dried leaves/twigs will be filled in the pits and then used as manure.

5. The garbage dump area, pump house, fountain area will be cleaned regularly to maintain hygiene and control breeding of mosquitoes.

6. The main Roads leading to the Campus will be cleaned regularly. The posters affixed on the side walls of the main road will be removed.

7. The long grass, bushes and weeds will be removed/cleaned by using tractor.

8. 60 plants of different variety will be planted to keep environment clean and green.

9. Fogging will be done regularly to prevent breeding of mosquitoes.

10. Terrace, Basement, Staircases, lift areas and fire exits would be cleaned.

**Action Points - Rest of the Organisations under DoT (BBNL, TEC)**

1. Administering Swachhta pledge by the Head of Office.

### 3. Disposal of unserviceable office equipment/furniture/other material including E-waste.

### 4. Putting up Posters/Banners on cleanliness in office premises.

#### Action Points - Telecom Service Providers (TSPs) including BSNL/MTNL

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Sending of SMSs/playing caller tunes on Swachhta during the fortnight (01.07.2017 to 15.07.2017) by TSPs</td>
</tr>
<tr>
<td></td>
<td>- COAI/TSPs</td>
</tr>
<tr>
<td>2</td>
<td>Undertaking of specific cleanliness drive by various TSPs/Industry associations at location of their choice for spreading the message of Swachhta</td>
</tr>
<tr>
<td></td>
<td>- COAI/TSPs</td>
</tr>
</tbody>
</table>

#### Door-Sanchar Swachhta Pakhwara

- Activities undertaken should be reported on a daily basis with photographs (preferably before and after)
- Daily report to be sent on e-mail ID: swachhsanchar@gmail.com
- After completion of Pakhwara, a consolidated action taken report should be mailed by all organizations on the above e-mail ID.

**Note:** CMDs of PSUs may have to make a presentation on activities undertaken during the Press Conference proposed to be held on 17th July, 2017.
Department of Telecommunications
Press Brief on Swachhta Pakhwara
1st – 15th July, 2017

Swachh Bharat Mission (SBM) was launched by Hon’ble Prime Minister of India on 2nd October, 2014 as a mass movement to achieve the target of clean India by the 150th Birth Anniversary of Mahatma Gandhi in 2019. To run the mission as a year-long campaign, Ministry of the Drinking Water and Sanitation is assigning a fortnight of the year to 2-3 Ministries/Departments to undertake cleanliness campaign. During the current year, Ministry of Communications (Department of Telecommunications & Department of Posts) has been assigned the first fortnight of July, 2017 (1-15th July, 2017) for undertaking cleanliness campaign.

2. Accordingly, an Action Plan was chalked out for undertaking the mission of cleanliness during the Door-sanchar Swachhta Pakhwara. The Pakhwara was kicked off by administering of Swachhta Pledge to officers and staffs of the Department by the Hon’ble Minister on 30.06.2017.

3. The Department of Telecommunications (HQ) and its PSUs viz. Bharat Sanchar Nigam Limited (BSNL), Mahanagar Telephone Nigam Limited (MTNL), Indian Telephone Industries Limited (ITI Ltd.), Telecom Consultants India Limited (TCIL), Centre for Development of Telematics (C-DoT) and Telecom Regulatory Authority of India (TRAI) took active part in Swachhta Campaign and carried out cleanliness activities not only in their office premises but also in public area outside their premises. The cleanliness was focused on office chambers, equipment, library, canteen, pathways, corridors, toilets as well as disposal of unserviceable equipment including e-waste, etc. As a result of the involvement of all officers and staff, the standard of cleanliness has considerably gone up and would be continued so that the gaps are bridged and the standard of cleanliness is maintained.
4. In DoT (HQ), intensive cleaning activities were undertaken in indoor as well as outdoor of office premises. Further, the stretch of Ashoka Road in front of Sanchar Bhawan was also cleaned up. In the run up to Pakhwara, a large amount of e-waste (Photocopiers, Computers, Printers, Fax Machines, TVs) were auctioned and disposed of. More auctions are lined up for disposal of waste material from the building premises. Banners/Posters were displayed at various locations to sensitize the officials about cleanliness. An essay competition was also organised on the role of cleanliness in nation building in order to encourage and motivate staff members to think about cleanliness.

5. BSNL & MTNL undertook cleanliness of their office premises as well as of equipment, Telephone exchanges, Multi Distribution Frames (MDFs) Customer Services Centres, Sanchar Haats, Inspection Quarters, Residential Colonies, public areas near the offices premises. A drive was undertaken for disposal of unserviceable office equipment/furniture including e-waste in Telephone Exchanges.

6. In ITI Ltd., CMD, flagged off special cleanliness drive and undertook cleanliness activities in office/factory premises, canteen, hospitals and old/unserviceable items/e-waste from office and work premises. Saplings were planted by senior executives as a mark of commitment to save the environment. ITI organised a rally of teachers and students in their Bangaluru township to spread the awareness. ITI Ltd has also development a user friendly device for receiving user feedback for use and public toilets. M/o Urban Development has allocated 12 states to ITI Ltd. for putting up these systems which records user feedback as Good-Average-Bad and instant SMS alerts are sent to concerned authorities for corrective action. This is a remarkable feat by ITI which will go a long way towards the cause of Swachh Bharat.

7. M/s TCIL undertook cleanliness activities not only in their premises but also maintained public area between TCIL Bhawan, GK-I and Nehru Place on daily basis as well as area under foot over bridge near their office.
Sideways/Walks/Footpaths of ring road was swept and cleaned. TCIL also adopted some BSNL and MTNL exchanges for cleanliness drive and organised an essay competition on Swachhta. TCIL has also initiated setting up of 12 dustbins in the surroundings areas of TCIL Bhawan and maintenance thereof.

8. C-DoT undertook cleanliness activities within the campus as well as on the main road leading to the campus. The garbage dump area, pump house were thoroughly cleaned and 60 sapling of Palm were planted to keep the environment green.

9. To spread awareness about Swachhta, Telecom Service Providers were also roped in to send Swachhta related messages through SMS to mobile subscribers throughout the country.

10. Department of Telecommunications will continue to undertake such cleanliness drives throughout the year.