

GOVERNMENT OF NATIONAL CAPITAL TERRITORY OF DELHI
DEPARTMENT OF WOMEN AND CHILD DEVELOPMENT,
1st Floor, MAHARANA PRATAP ISBT BUILDING,
KASHMERE GATE, NEW DELHI-110006
(Administration Branch)

F. No.16 (41)/WCD/ Misc. Matter/2023/8315 -23

Dated: 31 III 2025

CIRCULAR

Whereas, in pursuance of letter dated 25.03.2025, received from the Department of Urban Development, and as per the decision of the Government of NCT of Delhi, a Swachhata Drive is scheduled to be observed across Delhi during the period 1st to 31st August 2025. A copy of the said letter is enclosed herewith for ready reference.

All District Officers of the Department of Women & Child Development are hereby directed to ensure the following actions are taken in a time-bound and effective manner:

1. **Prepare a date-wise Action Plan** at the District level covering all subordinate offices/institutions for the entire duration of the drive, as per the instructions mentioned in Annexure -A. (Copy enclosed)
2. All District Officers shall ensure the preparation of an Action Plan in this context for their respective field offices and institutions under their jurisdiction. They shall also ensure the initiation of activities under the Swachhata Drive from 01.08.2025 onwards and submit the Action Plan to the Planning Branch, DWCD (HQ), for onward submission to the Nodal Department.
3. Ensure **visibility of activities** undertaken during the drive and promote **active participation** of officers/officials, institutions, and the public.
4. Ensure timely **upload of activities and photographs** on the dedicated portal **<https://swachhata.delhi.gov.in>**.
5. District officer shall be responsible for the preparation and implementation of the Action Plan.
6. District officers shall ensure timely submission of Action Taken Report (ATR) in the desired format.

In this context, all District WCD Officers are requested to direct all concerned officers/officials to organize awareness activities/campaigns to promote Swachh Bharat Mission objectives. Further, field-level functionaries in ICDS Projects, Shelter Homes, Child Care Institutions (CCIs), Anganwadi Centres, and SSKs must be actively involved and must wholeheartedly participate in the campaign/events, and encourage citizens' participation with full zeal and enthusiasm.

Further, all District Officers are requested to submit a brief Action Taken Report (ATR) regarding the successful implementation of the programme to the Planning Branch at DWCD (Hq.) along with Good photographs/videos of the activities conducted.



The report should be submitted in both **.doc and .pdf format** to email- **wcdplg2016@gmail.com**, for further compilation and submissions, accordingly.

In addition, all Branch In-charges at DWCD Headquarters are requested to ensure cleanliness and hygiene in their respective branches during the Swachhata Drive. They must sensitize and guide all officials/officers under their supervision to maintain cleanliness in office premises and promote awareness among others. This will contribute meaningfully to nation-building and the goals of the Swachh Bharat Mission.

This issues with the prior approval of the Competent Authority.

Encl.: As above


Joint Director (Admn.)

Dated: 31 JUL 2022

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Copy to:

1. PS to Secretary, Department of Women & Child Development, GNCTD, for kind information, please.
2. OSD to Director, Department of Women & Child Development, GNCTD – for kind information, please.
3. SO Special Director, Department of Women & Child Development, GNCTD – for kind information, please.
4. All Deputy Director/ Branch In Charges, for necessary compliance.
5. All District Officers, Department of WCD, GNCTD, for necessary action and compliance.
6. All Superintendents, Women and Child Care Institutions, through Deputy Director (CPU), DWCD, GNCTD.
7. All concerned CDPOs, through District Officer concerned.
8. Assistant Director (Planning) for necessary follow-up and ensure compliance, please.

✓ Guard file/ IT (branch, DWCD) for uploading the circular on website of the office.


Joint Director (Admn.)