

Govt. of NCT of Delhi
Department of Social Welfare
7th Floor, MSO Building, ITO
I.P.Estate, New Delhi-110002
(Administrative Branch)

F.Admn-I/DSW/2014/Misc/PFI

4002-4061

Dated: 8/8/25

CIRCULAR

Subject: SOP for Swachhata Campaign.

In continuation of the Circular No. F.Admn-I/DSW/2014/Misc/PFI/3906-3965 dated 07.08.2025 issued by Dy. Director (Admn) regarding Delhi Ko Koode se Azaadi- Swacchata Abhiyan from 01.08.2025 to 31.08.2025, please find enclosed herewith the SOP for Swachhata Campaign.

All DSWOs, HOOs, Superintendents, Section Officers, Home/Institutions/Branchs Incharge of Department of Social Welfare are hereby directed to follow the SOP for Swachhata Campaign.

This issues with the prior approval of the Competent Authority.

P. J.
08/08/25
Section Officer (Admin)

Encl: As above.

F.Admn-I/DSW/2014/Misc/PFI

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Copy to: -

1. Special Secretary, Urban Development Department, 9th & 10th level, Delhi Secretariat, I.P. Estate, Delhi-110002.
2. PS to Secretary (SW), DSW, 7th Floor, MSO Building, ITO, New Delhi-110002.
3. PS to Director (SW), DSW, 7th Floor, MSO Building, ITO, New Delhi-110002.
4. Supdt RTE Branch, DSW, 7th Floor, MSO Building, ITO, New Delhi-110002 for information and further necessary action.
5. All DDs/DSWOs/DDOs/Branchs Incharge of DSW, GNCTD, Delhi.
6. Sr. System Analyst, DSW for uploading the circular on the departmental website.
7. Guard file.

P. J.
08/08/25
Section Officer (Admin)

594/CC
08/8/2025

SOP for Swachhata Campaign

Hon'ble Cabinet Minister Shri Ravinder Singh (Indraj)

Concerned Departments:

1. Social Welfare
2. Welfare for SC & ST
3. Cooperative
4. Election

Purpose: 'Delhi ko Koode se Azadi' is a month-long campaign started under the leadership of HCM Smt. Rekha Gupta to make Delhi clean and garbage-free. The timeline of this campaign is 01 August - 31 August 2025. The steps mentioned below need to be followed on social media for the Swachhata Campaign.

Procedure:

1. Each department will be posting content related to the Swachhata campaign along with two hashtags.
 - #DelhiKoKoodeSeAzadi
 - #SwachhBharatMission
 - #SwachhataChallenge
2. Each department will tag these profiles in their posts related to the Swachhata Campaign as mentioned below.
 - Hon'ble PM Shri Narendra Modi - @narendramodi
 - Hon'ble CM Smt. Rekha Gupta - @gupta_rekha
 - CMO Delhi - @CMODelhi
 - Hon'ble Minister Shri Ravinder Singh (Indraj) - @RavinderIndraj

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-08/08/25-