

Action Plan

Swachhatahi Seva outreach programme as on 12/9/2017

A/ Swachh Bharat Express

1. 7 coaches of Red Ribbon Express/ Pantry cars to be converted into mobile exhibition on train on the theme of SwachhatahiSevaHai. Coaches are being checked.
2. At Delhi and Kolkata will start SwachhataHi Seva train having one or two coaches, as a Jhanki or artist will showcase Swachhatadrama getting down at different stations at prefixed announced time and station announcement. At other division also as per the availability of powered car, similar arrangement will be done.
3. At all the divisional stations and important stations similar NukkadNatak to build awareness to the passengers.

B/ ODF's 2 Km of Important Stations maintaining ODF

1. Within 4 days identification of such patches
2. MOU with civic bodies during SwachhataPakwada
3. Bio-Toilet show, achievement and plan
 - a) At sections
 - b) At stations
 - c) As advertisements
 - d) At Coaches in the form of stickers

C/ Cleanliness drive and billboards

1. Film of 90 second to be run on stations and trains, film halls & different electronic channels and different radio channel.
2. Swachhata Jingles at stations and in trains through piped music
3. Appeal from Chairman Railway Board or MR in different what's app groups
4. 139 Swachhata jingle and Swachhata messages
5. Designed e-mailer to 5 Cr IRCTC based passengers appealing to participate and help in cleaning station and train.
6. Posters/ Billboards/ LED Screen(True Color Display) / Banners at different location as per suitability at Engines, Stations, PRS, Coaches, Offices, Official Cars at Delhi, Important building like Railway Boards, Divisional & Zonal buildings, ZTC
7. Advertisement Campaign