

AEPC Circular No: 182

Mithileshwar Thakur
Secretary General, AEPC

AEPC/HO/SG/2023
31st October 2023

Dear Member Exporters,

Sub: Celebration of Swachhata Pakhwada from 1st November to 15th November, 2023

As you are aware, Swachhata Pakhwada is regularly being held every year with the objective of sensitizing everyone about the practices of cleanliness and hygiene.

In our continuous efforts of spreading the awareness on the subject, the Council is joining hands with the Government of India this year as well to celebrate Swachhata Pakhwada-2023 from 1st November to 15th November, 2023.

The Swachhata Pakhwadas have been initiated with the vision to mainstream swachhata activities across the country. We urge all our members to organize a Swachhata Drive in their respective units/offices.

It is recommended that you may encourage your staff members to improve hygiene conditions at your office premises and launch a cleanliness drive to enthruse them to keep the common passages and open areas in and around factory area clean.

Other prominent areas which may also be focused while observing Swachhata Pakhwada in your respective units/offices, are as under:

1. Curbing Single Use Plastic and discouraging use of plastic be adopted as prominent theme of the campaign.
2. Demonstrate serious commitment towards sanitization in addition to general cleaning activities.
3. Divyang Access to toilets to be reviewed and emphasis should be made on hygiene and sanitation.
4. Have and share photographs of “pre” and “post” campaign situation, to demonstrate the positive impact of the campaign. Share the stories and pictures of the innovative initiatives taken during the campaign.

5. Involve all stakeholders including community participation.

6. The branding and publicity of Pakhwada activities to be carried out through electronic and print media in addition to social media platforms.

Looking forward to your enthusiastic and meaningful participation towards the cleanliness drive in your respective units/offices during the Swachhata Pakhwada from 1st November to 15th November, 2023.

With best wishes,

Mithileshwar Thakur
Secretary General