

# Swachhata Pakhwada

August 6, 2019

**Source:** [swachhbharatmission.gov.in](http://swachhbharatmission.gov.in)

- Swachhata Pakhwada started in April 2016 with the objective of **bringing a fortnight of intense focus on the issues and practices of Swachhata by engaging GOI Ministries/Departments in their jurisdictions.**
- An annual calendar is pre-circulated among the Ministries to help them plan for the Pakhwada activities.
- The Ministries observing Swachhata Pakhwada are monitored closely using **online monitoring system of Swachhata Samiksha** where action plans, images, videos related to Swachhata activities are uploaded and shared.
- After observing Swachhata Pakhwada, Ministries/Departments announce their achievements through a press conference and other communication tools.
- **For the Pakhwada fortnight, observing ministries are considered as Swachhata Ministries and are expected to bring qualitative Swachhata improvements in their jurisdictions**