

## Department of Pharma to observe cleanliness fortnight

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**New Delhi: The Department of Pharmaceuticals under the Ministry of Chemicals and Fertilizers, Government of India is observing Swachhata Pakhwada (Cleanliness Fortnight) from 16-31st August 2017.**

The DoP says it is following the directions of the Prime Minister, Narendra Modi who has underlined the need for all Ministries and Departments to take up their Swachhata Pakhwada much more seriously and on a substantial scale in order to make clean India a reality.

The action plan of Swachhata related activities prepared by the Department and circulated to all its organizations is being implemented. During the Swachhata Pakhwada, fortnight long cleanliness drives in the office/premises of the Department and autonomous institutes and public sector undertakings under its administrative control are being launched. The Department will carry out various activities relating to Swachhata such as weeding out of files, cleaning of office premises and Establishment etc.

Further, the Department has involved various Pharma and Medical Devices Associations and their manufacturers, traders, retailers and chemists in the country to contribute positively towards this important initiative of the Government. On 14th August 2017, Secretary (Pharma) met various representatives of the Pharma Industries and advised them to create awareness about the cleanliness among the employees and neighborhood areas.

The Secretary also asked them to adopt a defined area and maintain its cleanliness with the involvement of the local authorities even after the Swachhata Pakhwada. He also emphasized on generating awareness for cleanliness drive through media at regional as well as at national level and to institute awards for Swachhata which would be given to manufacturers/chemists etc. at the Annual Pharma/ Medical Devices meet.

A mass pledge on the occasion has been administered by Secretary (Pharma) on August 16, 2017, in the Department and similar pledges were also administered in Pharma PSUs and NIPERs.