

DPS (HQ) Kindly do the needful.

153

AD (B/64)  
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22/02/24

22/1/24

File No. 01/11/2023-PG  
Government of India  
Ministry of Communications  
Department of Posts  
(PG Division)

Dak Bhawan, Sansad Marg  
New Delhi-110001  
Dated 21.02.2024

To,

1. Chief Post Masters General of All Circles
2. Director. RAKNPA, Ghaziabad
3. GM, CEPT, Mysuru
4. Director, All PTCs

Subject: Swachhta Se Shreshtha Sewa 2024- Plan for February- March 2024

Reference: Letter of even number dated 01.02.2024 regarding continuation of Special Campaign 3.0

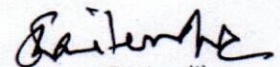
Madam/ Sir,

We will share the Swachhta Se Shreshtha Sewa Toolkit 1 for use and implementation across the India Post Network during the period from now till 31 March 2024 by tomorrow:22 February 2024. This aims to build on the efforts of the Department over the last few years, including the Swachhta Abhiyaan 2023 and start a new phase of action for service delivery excellence across the post office network.

2. The steps in the Swachhta Se Shreshtha Sewa 2024 Plan are provided below:
  - Step 1- Video Conference with DDG (PG, QA & I) and Team with Circle and Regional Office Teams on 23 February 2024 at 4.00 PM. The VC will introduce the toolkit that will be shared in advance. Attendees include DPS (HQ), Nodal Officers for Swachhta, Group Officers in-charge of Inspections and supporting teams, locally available Divisional Heads at Circle and Regional Headquarters who can conveniently join the VC.
    - o VC link: <https://bharatvc.nic.in/join/4637756060>
  - Step 2- Guidance to Divisional and Sub-Divisional Teams to convene Swachhta Se Shreshtha Sewa Goshthis in each Division to cover all offices upto BO level through Strategic Business Units (SOs and Linked BOs), City Sub-Post Offices, all Head Post Offices, GPOs, Mail Offices and all establishments as covered under Special Campaign 3.0 and Swachhta 2023. This may be done over VC soon after the VC at Step 1 above on the same lines. This maybe completed latest by 26 February 2024. VCs maybe held on 24 February 2024 as far as possible.

- Step 3- Drawing a schedule for Swachhta Se Shreshtha Sewa Goshthis for each Sub-Division in order to convene the Goshthis during the period 27 February to 10 March 2024 positively. Presence of Divisional Head, Sub-Divisional Head, Nodal Officers from the Circle and Regional level, other officers and officials, including master trainers, coaches and mentors (identified on the basis of their skill sets, commitment and passion) during the Goshthis may be ensured and the schedule be drawn accordingly. Report on the schedule to be shared on QM portal as per given format latest by 29 February 2024.
  - Step 4: Implementing the schedule and unlocking the process of Swachhta Se Shreshtha Sewa Goshthis with the help of the toolkit to be shared tomorrow. Documenting outcomes of each Goshthi and draw schedule of subsequent steps to be completed by 31 March 2024.
  - Step 5: Consolidating the outcomes of all Goshthis and commitments from each Goshthi about activities to be completed by 31 March 2024 by Circles. Exercise to be completed by 15 March 2024 and reported on QM portal for information and review at Directorate level.
  - Step 6: Follow up on pending activities to be carried out in each office through an internal feedback mechanism activated by the Circle. Methods to be developed by Circles and to be reported during review VCs to be convened in April 2024 to enable finalisation of Swachhta Se Shrshta Sewa Plan for April to June 2024.
3. Circles, Regions and Divisions are requested to plan their schedule to attend the VC on 23 February 2024 at 4 PM. As the toolkit will also be shared tomorrow, the VC would be a good occasion to raise questions, concerns and decision points by the field units so that this important exercise towards service delivery excellence and Swachhta can be implemented in the best possible manner in the days ahead.

Yours sincerely,



(Shailendra Kumar Dwivedi)

Deputy Director General (PG, QA & I)

भारतीय डाक विभाग  
Department of Posts, India



कार्यालय मुख्य महा डाक पाल, उत्तर पूर्व डाक परिमंडल, शिलांग - ७९३ ००१  
Office of the Chief Postmaster General, North East Postal Circle, Shillong - 793 001

No: Bldg 27-2/SBM/SSC/2023

Dated: 26.02.2024

To

1. The Sr. Supdt of Post Offices, Meghalaya Division, Shillong
2. The Supdt of Posts Offices  
Arunachal Pradesh, Agartala, Dharmanagar, Manipur, Mizoram, Nagaland Division

Sub: Swachhta Se Shreshtha Sewa 2024 – Plan for February – Mrch, 2024 – reg.

Ref: Postal Directorate, New Delhi letter no. 01/11/2023-PG dated 21.02.2024.

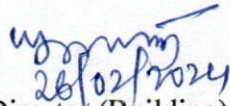
On the captioned subject, kindly find enclosed herewith the letter under reference wherein it is directed to convene Swachhta Se Shreshhta Sewa Goshtis in each Division to cover all Offices upto BO level through Strategic Business Units (SOs and linked BOs) City Sub-Post Offices, all Head Post Offices, GPOs, Mail Offices and all establishments. The Goshtis are to be convened during the period 27.02.2024 to 10.03.2024. Swachhta Se Shreshtha Sewa Toolit, as shared by the Directorate for use and implementation across the India Post Network is enclosed herewith.

Following actions are requested to be taken to convene Swachhta Se Shreshhta Sewa Goshtis:

1. Draw a schedule for Swachhta Se Shreshhta Sewa Goshtis for each Sub-Division and share the same with this office by 28.02.2023 for sharing on QM portal.
2. Documentation of the Goshtis on the form of photographs, videos and textual reporting of each Goshti is to be forwarded on the day to this office sharing on QM portal. The report should reflect the actual proceedings and discussions around the suggested programme.
3. Duly filled "Review Questions for Self Assessment and Reflection" proforma (enclosed) to be obtained for each office for further action.

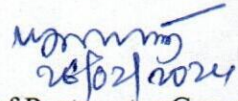
In addition to above, all other instructions as contained in Postal Directorate's letter may kindly be followed for making Goshtis successful. Record of discussion of VC dated 23.02.2024 on Swachhta Se Shreshhta Sewa is enclosed herewith for kind information.

Enclo: As above

  
Asst. Director (Building)  
O/o the Chief Postmaster General  
N.E. Circle, Shillong – 793001

Copy to:

1. The PMG, NE – I Region, Agartala for kind information please.
2. The PMG, NE – II Region, Dimapur for kind information please.

  
for the Chief Postmaster General  
N.E. Circle, Shillong – 793001

## Review Questions for Self Assessment and Reflection

May be maintained as a journal for personal and professional growth

<b>Name of the Circle</b>	
<b>Name of the office and type (HO /SO /BO)</b>	
<b>Type of Building (Departmental/Rented/Own in case of Branch Post Office)</b>	
<b>Location of office with District</b>	
<b>Name of Official</b>	

<b>A</b>	<b>Plan for Swachhata -2024</b>	<b>Answer</b>
1.1	Requirement of better infrastructure?	
1.2	More training required to carry out Swachhata?	
1.3	What is the Google rating of your Office?	

1.4	What impact has the Swachhta, LiFE and related awareness had on you and your lifestyle?	
1.5	Are there any specific changes you plan to make this year? Next month?	
1.6	How have you done on the decisions for personal growth and change that you have taken last year?	

<b>B</b>	<b>Swachhata se Swavalambi tak</b>	<b>Answer</b>
2.1	How has the Swachhta Drive helped in People Connect?	
2.2	Has it impacted the business of the Post Office? (Can be got with the help of IR of the PO for the past 5 years)	
2.3	Has it led to more customer inclusivity/adding the customers to the Post Office?	
2.4	Has the People connect helped in getting better accommodation for Post Office (BO), maybe in Panchayat building, etc?	

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Government of India  
Ministry of Communications  
Department of Posts  
(PG Division)

Dak Bhawan, Sansad Marg  
New Delhi-110001  
Dated 23.02.2024

To,

1. Chief Post Masters General of All Circles
2. Director. RAKNPA, Ghaziabad
3. GM, CEPT, Mysuru
4. Director, All PTCs

Subject: Swachhta Se Shreshtha Sewa 2024- Record of Discussions of VC dated 23.02.2024.

Reference: Letters of even number dated 21.02.2024 and 22.02.2024.

Madam/ Sir,

The VC on Swachhta Se Shreshtha Sewa to kickstart "the Goshtis" with the help of Toolkit 1 shared for use in the remaining days until 31 March 2024 was held as per schedule. DDG(PG,QA & I) and Team joined from Directorate and the representatives of all Circles in-charge of Swachhta and Inspections joined as per list available with Circles.

2. Brief points discussed were as follows:

- DDG(PG,QA & I) congratulated all Circles for their exemplary action towards team work, individual contribution, Jan Chetana and Jan Bhagidaari during the Swachhta Campaign 2023. It was underlined that the Toolkit 1 has been prepared as a tribute to the efforts of the Circles and aims to utilise the energy and commitment of the workforce demonstrated in the Swachhta Film and Digital Album to move further forward on the journey "From Cleanliness to Service Delivery Excellence: Swachhta Se Shrestha Sewa".
- The other important element in the toolkit is the knowledge, feedback, data and insights that have been gathered on the ground through the series of inspections that have been carried out over the previous years. The focus suggested at present is on the last five years to understand the past, present and possible future for each SO and its linked BOs (SBUs).
- The third element is customer feedback about the office captured through grievances and also through ratings on social media. For awareness about the public perception about each Post Office in question, it is suggested to look at the Google rating for the offices, if available.
- With the common knowledge, experiences and context summarised around these elements of co-existence and teamwork in each unit, as part of the national postal network, "the Goshtis" to be held between now till 10 March 2024, are a great opportunity for the Department to move forward on its simple mission from cleanliness to service delivery excellence.

3. The suggested schedule and the toolkit are available at the link <https://drive.google.com/drive/folders/1RkWGm0mi2nXLihN4N-bL3J-MGCdcBu2> . Circles are requested to move forward with internal sensitization of their Divisional, Sub-Divisional teams and also to involve suitable trainers, coaches, mentors from among the available staff to conduct the Goshtis (Step 2 as explained in letter dated 21.02.2024). They are also requested to share the schedule of Goshtis (Step 3 ) on QM Portal at the earliest and not later than 29 February 2024.

4. The Circles were invited to share their concerns and suggestions. Some queries from Circles came forth:

i) **How to check Google rating of any office:-** On Google, just type office name and google rating will come on right side like shown below



## Dak Bhawan

4.0 ★★★★★ 71 Google reviews

Central authority in New Delhi

Website

Directions

Save

Call

**Address:** J6F7+36G, Sansad Marg, Sansad Marg Area, New Delhi, Delhi 110001

**Phone:** 1800 266 6868

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## Dak Bhawan

J6FT+3EG, Sansad Marg, Sansad Marg Area, New Delhi, Delhi

Write a review

4.0 ★★★★★ 71 reviews

People often mention

All post office 11 headquarters 6 museum 5 service 4 savings 3 building 3

Sort by

Most relevant Newest Highest Lowest



Reality of Life

Local Guide 174 reviews 821 photos

8 months ago

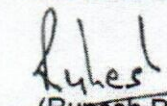
Dak Bhawan is a building of the department of posts. It is situated on Sansad Marg New Delhi. There is a branch of Post office. A Post office ATM machine facility is available here. All types of facilities of Post office are available here like Speed Post, registered post, P L I Facility is also available here.

ii) **Queries regarding Documentation**-Photographs, videos and textual reporting is required. The report to reflect the actual proceedings and discussions around the suggested programme.

iii) **Query regarding Inspection Report**- BPM can review his IRs and see how things have progressed and share experiences in the period after the Goshti. During the Goshti the exercise has to be introduced and discussion to understand the task is to be done. The BPM and others have time till 31 March 2024 to complete the exercise.

5. The Conference closed with an emphasis on the need for positive action and team work so that we can adopt a new culture of **"active ownership for results"** at all levels and move forward from the present system of "passive compliance to IR/VR paras". It was agreed that the teams in the field and Directorate will work closely to implement the remaining steps towards implementing the Toolkit as outlined herein.

Yours sincerely,

  
(Rupesh Pal)

Assistant Director General (PG)



**Swachhata Se Shrestha Seva Goshthi**

**To be held for each SBU (SO + BO) and big offices**

**Suggested Programme**

**Total Time about 90 minutes for 20-40 participants**

<b>Activity</b>	<b>Duration</b>	<b>Resources/ Script</b>	<b>Responsibility</b>	<b>Remarks</b>
<b>Opening</b>	<b>5 minutes</b>	<p>Setting the context for the Goshthi by connecting the journey during Swachhta 2023 and previous years touching on the highlights of collective achievements, involvement and engagement of each one through the series of activities (including training courses on Swachhta and LIFE as applicable and other activities).</p> <p>The focus should be on making it relevant to the participants of the SBU concerned. In the end of this part, we may share that the transformation that we have undergone in this SBU has been experienced across the country and a short film has been prepared to provide glimpses of the same. (Thereafter we play the film and view it collectively as a team)</p>	<p>Divisional/ Sub-Divisional Head, Nodal Officer, Coach and mentor for the SBU.</p>	<p>It is recommended to ensure 100% participation of all team members of all cadres for each SBU. Create a setting that allows for fearless and candid participation in the Goshthi as required in different segments while ensuring complete involvement</p>

Film	7 minutes	<p style="text-align: center;">Swachhata Anthem Film.</p> <p style="text-align: center;"><b>Link-</b> <a href="https://drive.google.com/drive/folders/1RkWGm0mi2nXlJhN4N-bl3J-MGcCdcBu2">https://drive.google.com/drive/folders/1RkWGm0mi2nXlJhN4N-bl3J-MGcCdcBu2</a></p>	Goshhi leads and facilitators	for the entire duration
Discussion on film	10 minutes	<p>Circle and divisions may show their relevant films if available. Similar efforts at documenting and filming activities in the SBU may also be referred to.</p> <p>Discussion on the highlights in the Film like National synchronised plantation drive of 2nd Oct, Ek Tareekh Ek Ghata, Ek Saath Abhiyan experiences of 1st Oct, Felicitation of Safai Mitras, Our Heritages and our Future and other ongoing activities in all areas to stress how Swachhata is not just about cleanliness but an essential step towards becoming a developed nation. Capture the mood, sentiments and inputs of the participants on what parts of the range of activities they enjoyed most and what else they want to do.</p> <p>Suggested Questions for discussion: <i>(add questions from the toolkit that can be discussed live during the Goshthi)</i></p> <p>Which aspects of your Office made it into the film?</p> <p>What elements of your office's campaign do you believe should have been included in the film, but left out?</p> <p>" Yahaan tak aa pahunchne hain humein aura age jaana" ....what does this mean to you? What can we do now?</p>	<p>The Goshthi lead/ facilitators to play an active role in this segment and capture as much energy of the group for everyone's benefit as possible.</p>	<p>Documentation of this part is important. As far as possible, this section maybe recorded on video for later viewing and reporting in summary text format later.</p>

Digital Album	10 minutes	<p>Move over to the next segment that covers events in some more detail: the digital album</p> <p>Digital Album</p> <p>Link- <a href="https://drive.google.com/drive/folders/1RkWGm0mi2nXlJhN4N-bL3J-MGcCdcBu2">https://drive.google.com/drive/folders/1RkWGm0mi2nXlJhN4N-bL3J-MGcCdcBu2</a></p>	<p>The Goshthi leads may pause for special attention in relevant sections of the album and quickly navigate other sections to save time</p>	<p>Please try to share soft copy with all participants individually on their smart phones where possible, in advance or during the Goshthi</p>
Discussion	10 minutes	<p>Circles and Divisions can share Digital Album made by them. Albums and documentation maintained by SBU from the previous periods may also be referred to.</p> <p>Discussion on Heroes among them.</p> <p>Success stories.</p> <p>Challenges.</p> <p>Suggested Questions for discussion: <i>(add questions from the toolkit that can be discussed live during the Goshthi)</i></p> <p>Which aspects of your Office made it into the Album?</p> <p>What elements of your office's campaign do you believe should have been included in the Album, but left out?</p> <p>What are the best practices that have emerged in your office?</p> <p>Are you compiling Album at your level?</p>	<p>The Goshthi lead/facilitators to play an active role in this segment and capture as much energy of the group for everyone's benefit as possible.</p>	<p>Documentation of this part is important. As far as possible, this section maybe recorded on video for later viewing and reporting in summary text format later.</p>

		<p>Have you collaborated with local bodies to embrace Swachhata ?</p> <p>What kinds of efforts and support, such as training and others, are necessary to foster local ownership?</p>		
<b>Google rating</b>	<b>5 minutes</b>	<p>Potential customers often turn to online platforms, such as Google, to gauge the credibility and reputation of businesses. It is imperative that we actively manage and curate our ratings and impressions in public domain to improve the brand appeal and trust associated with India Post.</p>	<p>Have to share steps how to check Ratings. If any business not rated, then how to do that.</p>	<p>Google ratings for the SOs and BOs for the SBU maybe checked by the Divisional/ Sub-Divisional head prior to the Goshthi and presented for discussion</p>
<b>Discussion</b>	<b>5 minutes</b>	<p>The present ratings may be discussed. The reasons for less than perfect score may be discussed.</p> <p>Steps to improve ratings may be discussed.</p>		
<b>Inspections</b>	<b>8 minutes</b>	<p>Taking the discussion forward on ratings another way is to review the Inspection Report of past 5 years to look at the journey of each office.</p> <p>(a) The BPM can review his/her performance by going through the Inspection Reports of the past 5 years and see where he/she can improve.</p> <p>(b) A checklist of work to be done will help the BPM decide the way forward.</p> <p>(c) The SPMs can act as a support system to guide the BOs that are in account with it. A process of regular meetings on fortnightly basis may be carried out amongst the SO and linked BOs to share each other's experiences, problems, find solutions together and endeavour to become the best SBU in the Division.</p> <p>(d) The Divisional Office can oversee the activity and provide necessary support through SDH, Coaches and mentors to guide the SBUs.</p>	<p>Facilitator led segment to set up the discussion and set the tone for follow up action</p>	<p>May be recorded for reference and improvements as needed</p>

<b>Discussion</b>	<b>15 minutes</b>	With the above context setting, gauge the use and involvement of the stakeholders in making improvements as suggested in the past IRs. Allow as many people to speak up as possible. Identify the ones who can act as role models from among the group. Identify the fresh entrants who may need more guidance and support.	Documentation of this part is important. As far as possible, this section maybe recorded on video for later viewing and reporting in summary text format later.
<b>Next Steps</b>	<b>5 minutes</b>	Action to be taken by each member individually and team goals for the period until 31 March 2024. Questions to ponder and answer, tasks to complete during the period as per ongoing plans of the Division and building the foundation for Action Planning for Financial Year 2024-25.  Getting ready for Quarterly Rolling Plans to achieve annual plan targets.	
<b>Discussion</b>	<b>10 minutes</b>	Sharing questions to be answered in their own time after the Goshthi through ground work and detailed review of past year IRs.  Assessing the readiness of the team to be able to follow up on the discussion.  Identify team members that would require more attention and support.  <b>Questionnaire for follow up work by team members:</b>	
<b>Closure</b>	<b>2 minutes</b>	<b>Link- <a href="https://drive.google.com/drive/folders/1RkWGm0mi2nXLjhN4N-bL3J-MGCdcBu2">https://drive.google.com/drive/folders/1RkWGm0mi2nXLjhN4N-bL3J-MGCdcBu2</a></b>	

**Documentation**

*To be planned with suitable aids and capable resources assigned to each Goshthi*