



एक कदम स्वच्छता की ओर



Ministry of Corporate Affairs
Government of India

SWACHH BHARAT PAKHWADA

Corporate volunteering
by private organisations and private entities

<p>There are two sides to every paper you write on</p>  <p>So why use just one side ? Use both sides of the paper</p>	<p>Look for a Dustbin</p>  <p>It is there !</p>	<p>Cleanliness, the Side Effects...</p>  <p>Pleasing environs, happier workplace <small>Help maintain cleanliness at work</small></p>	<p>It's how we all drink water at home..</p>  <p>So why serve PET Bottles!</p>	<p>Save the Planet</p>  <p>Grow Trees</p>
<p>Clutter on the Table It is a sign of Confusion & Chaos...</p>  <p>Always Keep Your Table Clean</p>	<p>Cleanliness Inspires Productivity...</p>  <p>Help maintain Cleanliness around your Workstation</p>	<p>Cleanliness is an Effortless Exercise...</p>  <p>Just do not litter around</p>	<p>Say No to Plastic</p>  <p>Save Environment</p>	<p>Adopt a Nearby Park</p>  <p>Maintain its cleanliness</p>
<p>Carry your own Shopping Cloth/Jute Bags Which can be reused.</p> 	<p>Leave Toilet Clean After Use</p>  <p>As you want it before using it</p>	<p>Waste disposal is a challenge</p>  <p>Reduce, Reuse, Recycle</p>	<p>Reuse/Recycle Paper.</p>  <p>It's never too late, Start Today</p>	<p>Your Hesitation is Costing Much !</p>  <p>Do not Hesitate to Stop Someone Littering</p>

16th – 30th June, 2016



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Government of India

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Disclaimer

The objective of this Compendium is to highlight the activities enabled by the Ministry of Corporate Affairs along with the apex industry chambers, federation, professional institutes and Ministry's extended bodies during Swachhta Pakwada being observed from 16th to 30th June, 2016. Though our endeavour is to project genuine and authentic information, the Ministry or any of the partners accept no responsibility or liability whatsoever with regard to the material or pictures in this Compendium.

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Design and Production:
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भारत
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FINANCE AND CORPORATE AFFAIRS MINISTER
INDIA
NEW DELHI-110001

Message

'Cleanliness is next to godliness' - Mahatma Gandhi

To give the best tribute to Mahatma Gandhi on his 150th birth anniversary in 2019, our Prime Minister Shri Narendra Modi Launched the Swachh Bharat Mission at Rajpath in New Delhi on 2nd October, 2014. The Mission was launched through the length and breadth of the country as a national movement.

Millions of people across the country have been joining the cleanliness initiative of the Prime Minister. Ministry of Corporate Affairs along with its Institutes, Industry chambers and federations had observed a "Swachh Bharat Pakhwada" from 16th to 30th June, 2016 under the theme "Corporate Volunteering by private organizations and corporate entities".

I am happy and hopeful that this initiative would sustain its momentum and soon become a mass movement to crystalise our Prime Minister's dream of Swachh Bharat by 2019.

I thank each one of you and wish you the very best for all your endeavors towards making the Swachh Bharat Abhiyan a great success.


(Arun Jaitley)

तपन राय
सचिव
TAPAN RAY
Secretary



भारत सरकार
कारपोरेट कार्य मंत्रालय
नई दिल्ली
Government of India
Ministry of Corporate Affairs
New Delhi

FOREWORD



Ministry of Corporate Affairs observed a “Swachh Bharat Pakhwada” from 16th June to 30th June 2016 on the theme of “Corporate volunteering by private organizations and corporate entities”.

During the fortnight, the Ministry reached out to about 11 lakh number of corporate entities and professionals in collaboration with the Institute of Company Secretaries of India (ICSI), Institute of Cost Accountants of India (ICoAI), Institute of Chartered Accountants of India (ICAI), National Foundation for Corporate Governance (NFCG), Confederation of Indian Industries (CII), Associated Chamber of Commerce and Industries of India (ASSOCAM), Federation of Indian Chamber of Commerce and Industry (FICCI) and Indian Institute of Corporate Affairs (IICA).

The following five sets of activities were taken up during this period:

- ✓ *Swachh Bharat Pledge taken electronically by more than 20 lakh stakeholders.*
- ✓ *Neighborhood cleanliness drive by corporates.*
- ✓ *Adoption of Government / Municipal schools by corporate entities for cleanliness.*
- ✓ *Drive for education on safe disposal of e-waste.*
- ✓ *On each day during the fortnight, one thematic activity adopted on cleanliness / environment conservation.*

The Swachh Bharat Team of MCA and associate organizations are bringing out a compilation of the initiatives taken during the fortnight. This document details the activities and involvement of the corporate entities, NGOs and local community apart from the MCA extended family.

I extend my sincere thanks and gratitude to one and all who have contributed so significantly to make this “Swachhta Pakhwada” a grand success. I am sure, this is only the beginning of our efforts and I urge all stakeholders to keep up the momentum of the Swachh Bharat movement.



(Tapan Ray)

Swachhta Pledge

Mahatma Gandhi dreamt of an India which was not only free but also clean and developed.

Mahatma Gandhi secured freedom for Mother India.

Now it is our duty to serve Mother India by keeping the country neat and clean.

I take this pledge that I will remain committed towards cleanliness and devote time for this.

I will devote 100 hours per year, that is two hours per week, to voluntarily work for cleanliness.

I will neither litter nor let others litter.

I will initiate the quest for cleanliness with myself, my family, my locality, my village and my work place.

I believe that the countries of the world that appear clean are so because their citizens don't indulge in littering nor do they allow it to happen.

With this firm belief, I will propagate the message of Swachh Bharat Mission in villages and towns.

I will encourage 100 other persons to take this pledge which I am taking today.

I will endeavour to make them devote their 100 hours for cleanliness.

I am confident that every step I take towards cleanliness will help in making my country clean.

Glimpse of Pan India Swachhta pledge





Swachh Bharat Abhiyan

Prime Minister launched “Swachh Bharat Abhiyan” on 2nd October, 2014, as a mass movement to realize Gandhiji’s dream of a Clean India. He called for a nation-wide campaign to be organized with the participation of all sections of society to bring about mass awareness and a lasting behavioural change to achieve this goal by the 150th birth anniversary of Mahatma Gandhi in 2019.

Department of Drinking Water and Sanitation as the nodal Ministry took the mission forward through continuous engagement with all State/UT Governments, Ministries and Departments of the Central Government. Each and every Ministry/Department has participated in this national endeavor and undertaken cleanliness drive and awareness campaign in the right earnest.

A variety of activities such as pledge-taking, marches, marathons, debates, street plays, music and essay competitions, cleaning drives and other community activities are being used to focus public attention on this Campaign and on the need for cleanliness. Effective use of mass media such as radio, television and newspapers, digital media such as internet and mobile and direct media are also made in this regard.

By inviting people to participate in the drive, the Swachhta Abhiyan has turned into a National Movement. A sense of responsibility has been evoked among the people through the Clean India Movement. With citizens now becoming active participants in cleanliness drive across the nation, the dream of a ‘Clean India’ once envisioned by Mahatma Gandhi has begun to take a shape.

With a view to further intensify the campaign, and expand its outreach, a calendar of theme-wise Pakhwadas has been drawn up for the financial year 2016-17. Each of these themes has been assigned to specific Ministry/Department.

Swachh Bharat Pakhwada, 16th – 30th June, 2016

Under Swachhta Pakhwada series, the fortnight of 16th – 30th June, 2016 is assigned to the theme of ‘Corporate volunteering by private organizations and corporate entities’ to be facilitated by Ministry of Corporate Affairs, Dept. of Public Enterprises and Ministry of Consumer Affairs, Food and Public Distribution. The UN Public Service Day observed on 23rd June is the focal point around which this Pakhwada has been planned.

The Ministry of Corporate Affairs (MCA) enabled this Pakhwada in collaboration with certain institutions such as Indian Institute of Corporate Affairs, the Institute of Company Secretaries of India, The Institute of Chartered Accountants of India, Institute of Cost and works accountants of India, NFCG, Industry Chambers (CII, FICCI, ASSOCHAM) and MCA extended family. The following set of activities was undertaken:

- About 11.18 lakh corporates reached out for administering Swachh Bharat pledge among employees
- Around 15 lakhs professionals / students approached through partner institutes
- Engagement with more than 10,000 NGOs
- More than 20 lakhs online pledge
- Reached out to 58,407 people through social media
- Neighbourhood cleanliness drive by corporates
- Adoption of schools / villages / slums by corporate entities
- Education on safe disposal of e-waste
- One thematic activity adopted on each day of the Pakhwada

Summary Statistics of Indian Companies as on 31.03.2016

Table 1 : Status of Companies Registered

Sl. No.	Description	No. of Companies
1.	Total Companies Registered	15,43,712
2.	Active Companies	10,88,780
3.	Companies closed	2,85,845
4.	Dormant u/s 455 of Companies Act, 2013	594
5.	Inactive u/s 455 of Companies Act, 2013	1,38,691
6.	Companies under process for closure	29,639
7.	Active In-Progress (Inactive companies under 21-day window for completion of pending filing)	163

Table 2 : Active Companies by Type of Liability

Sl. No.	Liability	No. of Companies
1.	Limited by Shares	10,82,029
2.	Limited by Guarantees	6,354
3.	Unlimited liability	397
Total active companies		10,88,780

Table 3: Active Companies Limited by Shares as on 31st March, 2016

Sl. No.	Companies Limited by Shares	Government	Non-Government	Total
1.	Public Ltd.	1,068	62,500	63,568
Of which				
	a) Listed	67	6,729	6,796
	b) Unlisted	1,001	55,771	56,772
2.	Private Ltd.	448	10,11,849	10,12,297
3.	OPC	-	6,164	6,164
Total		1,516	10,80,513	10,82,029

Activities undertaken during Swachhta Pakhwada from 16th – 30th June 2016 on the theme ‘Corporate Volunteering by Private Organizations and Corporate Entities’

S. No.	Details	Numbers
1	Total Number of Pledges taken online	20,27,370
2	Neighborhood cleanliness drive undertaken	
	a) Man-hours put in during Swachhta Pakhwada	5,50,974
	b) Number of participants in drive	2,19,521
	c) Number of places covered	1,470
3	Adoption of Govt./ Municipal Schools, slums, villages by Corporate Entities/ Organizations	
	a) Number of schools, slums, villages adopted	160
	b) Number of schools, slums, villages proposed to be adopted	172
4	Number of workshops/ seminars/ events for educating/ generating awareness about safe disposal of e-waste	318
5	Undertaking of thematic activity on each day of Pakhwada	MCA, IICA, NFCG, ICSI, ICAI, ICAI, FICCI, CII & ASSOCHAM

Notes:

Kindly attach photographs of the pledge and cleanliness drive and other activities

There are two sides to every paper you write on



So why use just one side ?

Use both sides of the paper





Look for a Dustbin



It is there !





Cleanliness, ke Side Effects...



Pleasing environs,
happier workplace

Help maintain cleanliness at work





**It's how we all
drink water at home..**



So why serve PET Bottles!





Save the Planet



Grow Trees





Clutter on the Table

It is a sign of Confusion & Chaos...



Always Keep Your Table Clean



JOY TIP #10 :-
For the strength of the
pack is the wolf - and the
strength of the wolf is the pack!





Cleanliness

Inspires Productivity....



Help maintain Cleanliness
around your Workstation





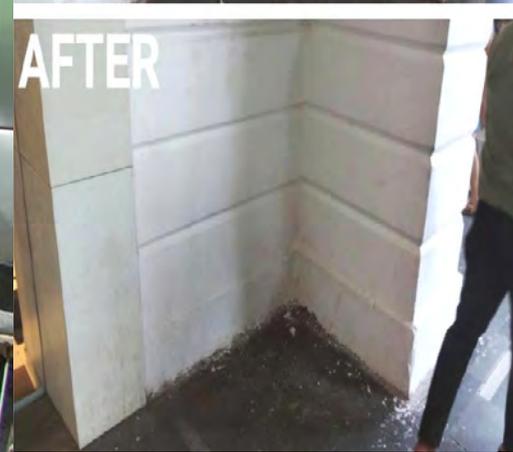
Cleanliness

is an Effortless Exercise...



Just do not litter around





Say No to Plastic



Save Environment





Adopt a Nearby Park



Maintain its cleanliness





**Carry your own Shopping
Cloth/Jute Bags**

Which can be reused.





Leave Toilet Clean After Use



As you want it before using it





Waste disposal is a challenge



Reduce, Reuse, Recycle





Reuse/Recycle Paper.



**It's never too late,
Start Today**





**Your Hesitation is
Costing Much !**



**Do not Hesitate
to Stop Someone Littering**





About the Partners



Ministry of Corporate Affairs Government of India

The Ministry of Corporate Affairs is primarily concerned with administration of the Companies Act 2013, the Companies Act 1956, the Limited Liability Partnership Act, 2008 & other allied Acts and rules & regulations framed there-under mainly for regulating the functioning of the corporate sector in accordance with law.

The Ministry is also responsible for administering the Competition Act, 2002 to prevent practices having adverse effect on competition, to promote and sustain competition in markets, to protect the interests of consumers through the commission set up under the Act.



The Indian Institute of Corporate Affairs (IICA) was registered as a society on September 12, 2008 under the Societies Registration Act, 1860. An autonomous institute, IICA works under the aegis of the Ministry of Corporate Affairs to deliver opportunities for research, education, and advocacy. It is also a think tank that curates a repository of data and knowledge for policy makers, regulators as well as other stakeholders working in the domain of corporate affairs. Set up

as the premier organisation that aims at providing astute and credible intellectual leadership in corporate regulation, governance and running sustainable businesses, IICA is a think-tank, capacity building and service delivery institute



National Foundation for Corporate Governance (NFCG) was set up in the year 2003 by the Ministry of Corporate Affairs (MCA), in partnership with Confederation of Indian Industry (CII), Institute of Company Secretaries of India (ICSI) and Institute of Chartered Accountants of India (ICAI) to promote good Corporate Governance practices

both at the level of individual corporates and Industry as a whole. In the year 2010, Institute of Cost Accountants of India (ICAI) and National Stock Exchange (NSE) and in 2013 Indian Institute of Corporate Affairs (IICA) were included in NFCG as Trustees.

With a vision to be a catalyst in making India the best in Corporate Governance Practices, the Foundation aims to fosters a culture for promoting good governance, facilitating voluntary compliance and effective participation of different stakeholders; create a framework of best practices, structure, processes and ethics; and make significant difference to Indian Corporate Sector by raising the standard of corporate governance in India towards achieving stability and inclusive growth.



The Institute of Chartered Accountants of India (ICAI) is a statutory body established under the Chartered Accountants Act, 1949 (Act No. XXXVIII of 1949) for the regulation of the profession of Chartered Accountants in India. During its 67 years of existence, ICAI has achieved recognition as a premier accounting body not only in the country but also globally, for its contribution in the fields of education, professional development, maintenance of high accounting, auditing and ethical standards.

The Institute of Chartered Accountants of India is the second largest accounting body in the whole world with more than 2,50,000 members and 8,60,000 students. With its vast network of 5 Regional Councils, 154 branches and 28 chapters abroad, ICAI is poised to contribute significantly towards various Government initiatives.



The Institute of Company Secretaries of India (ICSI) is constituted under an Act of Parliament i.e. the Company Secretaries Act, 1980 (Act No. 56 of 1980). ICSI is the only recognized professional body in India to develop and regulate the profession of Company Secretaries in India.

The Institute of Company Secretaries of India awards the certificate of bestowing the designation of Company Secretary (CS) to a candidate qualifying for the membership of the Institute.



The Institute of Cost Accountants of India (ICAI) was established by a special act of Parliament, i.e., the Cost and Works Accountants Act, 1959 as an only recognised statutory professional organisation and licensing body in India specialising exclusively in Cost and Management Accountancy. It has since been continuously contributing to the growth of the industrial and economic climate of the country.



Confederation of Indian Industry

The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the development of India, partnering industry, Government, and civil society, through advisory and consultative processes.

CII is a non-government, not-for-profit, industry-led and industry-managed organization, playing a proactive role in India's development process. Founded in 1895, India's premier business association has over 8000 members, from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 200,000 enterprises from around 240 national and regional sectoral industry bodies. CII charts change by working closely with Government on policy issues, interfacing with thought leaders, and enhancing efficiency, competitiveness and business opportunities for industry through a range of specialized services and strategic global linkages. It also provides a platform for consensus-building and networking on key issues.



Established in 1927, FICCI is the largest and oldest apex business organisation in India. Its history is closely interwoven with India's struggle for independence, its industrialization, and its emergence as one of the most rapidly growing global economies.

A non-government, not-for-profit organisation, FICCI is the voice of India's business and industry. From influencing policy to encouraging debate, engaging with policy makers and civil society, FICCI articulates the views and concerns of industry. It serves its members from the Indian private and public corporate sectors and multinational companies, drawing its strength from diverse regional chambers of commerce and industry across states, reaching out to over 2,50,000 companies.

FICCI provides a platform for networking and consensus building within and across sectors and is the first port of call for Indian industry, policy makers and the international business community.



THE ASSOCIATED CHAMBERS OF COMMERCE AND INDUSTRY OF INDIA (ASSOCHAM), a not-for-profit organization, initiated its endeavour of value creation for Indian Industry in 1920. It is also referred to as the "Chamber of Chambers" having in its fold more than 400 Industry Chambers, Trade Associations and serving more than 4,50,000 Corporate Members from all over. Through its heterogeneous membership, ASSOCHAM facilitating reach of India to all businesses around the globe, for wanting to do business with India and also combines the entrepreneurial spirit and business acumen of owners with management skills and expertise of professionals to set itself apart as a Chamber with a difference.

It has witnessed upswings as well as upheavals of Indian economy and contributed significantly by playing a catalyst role in shaping up the Trade, Commerce and Industrial environment of the country. Today, ASSOCHAM has emerged as the fountainhead of knowledge for Indian Industry, which is all set to redefine the dynamics of growth and development in the technology driven cyber age of 'Knowledge based economy. ASSOCHAM is seen as a forceful, proactive, forward looking institution equipped itself to meet the aspiration of corporate India in the new world of business.

United Nations Public Service Day, 23 June

The UN General Assembly, in its resolution 57/277, designated 23 June as Public Service Day. It recognizes that democracy and successful governance are built on the foundation of a competent civil service.

The UN Public Service Day also intends to celebrate the value and virtue of public service to the community; highlight the contribution of public service in the development process; recognize the work of public servants, and encourage young people to pursue careers in the public sector.

Since the first Awards Ceremony in 2003, the United Nations has received an increasing number of submissions from all around the world. The spirit of “Swachh Bharat Pakhwada” from 16th to 30th June was the true resonance of the public service. This initiative reflected the contribution of corporate India towards realising the dream of Clean India envisioned by Father of Nation Sh. M. K. Gandhi.

Way Forward for FY 2016-17

The Ministry of Corporate Affairs shall continue to carry these initiatives forward beyond the Pakhwada. It is envisaged to undertake a variety of activities in collaboration with its partner institutes as indicated below:

Calendar of events for FY 2016-17

On the occasion of	Suggested Theme
5th September 2017	Focused engagement on cleanliness drive with teachers on “Teachers’ Day”
2nd October 2016	“Jagrukta Week” - Awareness and capacity building regarding Swachh Bharat Mission
14th November 2016	“Baal Sahbhagita” - Massive engagement with students through debate, painting competition, quizzes and marathons with special drives in Girls schools
8th March 2017	“Save trees” - The local forests/parks/gardens will be covered. Massive engagement with students to plant trees and nurture them

Calendar of Events for the Swachh Bharat Pakhwada for the year 2016-17

No.	Dates	Suggested Theme
1	1st – 16th April, 2016	Cleanliness drives in slum communities
2	16th – 30th April, 2016	Heritage places and monuments
3	1st – 15th May, 2016	All factories and manufacturing premises, using manual labourers and workers
4	16th – 31st May, 2016	All government offices
5	1st – 15th June, 2016	All popular forest sanctuaries, reserved forest areas, parks and animal welfare establishments
6	16th – 30th June, 2016	Corporate volunteering by private organisations and corporate entities, for increasing traffic on swachhbharat.mygov.in
7	1st – 15th July, 2016	RWAs, housing societies
8	16th – 31st July, 2016	Honouring municipal workers, with citizens extending the hand of 'friendship' to all municipal workers working for Swachh Bharat Mission
9	1st – 15th August 2016	All NSS, NCC, eco-clubs
10	16th – 31st August 2016	All registered sports clubs in the country
11	1st – 15th September 2016	Focused engagement with teachers
12	16th – 30th September 2016	All major tourist places
13	1st – 15th October 2016	Massive cleanliness drives and celebrations in all cities and towns
14	16th – 31st October 2016	All hotels/ eateries/ restaurants
15	1st – 15th November 2016	Massive engagement with students
16	16th – 30th November 2016	Special drive in Community and Public toilets in slums and public places
17	1st – 15th December 2016	Focused engagement with armed forces
18	16th – 31st December 2016	All religious places
19	1st – 15th January 2017	Agriculture mandis and grain markets, vegetable markets
20	16th – 31st January 2017	Special drive in Girls' schools and anganwadis, special drive separate toilet facilities for girls in schools
21	1st – 15th February 2017	Hospitals, clinics, nursing homes
22	16th – 28th February 2017	Petrol pumps, flyovers, bridges, state and national highways
23	1st – 15th March 2017	Special focus on women SHGs in slum communities
24	16th - 31st March 2017	All water bodies (rivers, ponds, nullahs) and beaches / river banks

**20,27,370 people participated in
the Swachh Bharat Pakhwada!
Did you miss it?**

You can join now...

Please visit: www.mca.gov.in



Ministry of Corporate Affairs
Government of India



Indian Institute of
Corporate Affairs
Partners in Knowledge. Governance. Transformation.

NFCG *National Foundation for
Corporate Governance*



ASSOCHAM
INDIA



Confederation of Indian Industry

