



**INDIAN COUNCIL OF AGRICULTURAL RESEARCH
KRISHI BHAVAN, NEW DELHI**

F.No. 21-46/2014-CDN(Vo.I)

Dated the 13th September, 2017

CIRCULAR

As a part of the implementation of the Swachh Bharat Mission, it has been decided to launch a campaign 'Swachhta Hi Seva' on September 15th to continue upto 2nd October, 2017, the Swachh Bharat Mission anniversary across all Instt./DUs/CAUs/NRCs/Bureaus ATARIs/KVKs/Offices under DARE/ICAR followed by cleanliness drive within and around the offices/campuses through:

- Displaying the banners "Swachhta Hi Sewa" at appropriate places in and outside the campuses (Banner format shall be mailed separately)
- Sapath taking & Launching of Swachh Monitoring System in all offices and attached Institutes/ establishments
- Everyday *Shramdaan* by officials and plantation of trees ensuring their maintenance and growth.
- Sanitation and Hygiene related competition among the officials/Trainers.
- Comprehensive Campaign through Banner, posters, TV, Newspaper Advertisement, Use of Social Media – Cap and T-shirts.

Apart from the above activities the following **specific activities** have also been decided by the Competent Authority in DARE/ICAR to be undertaken on the following specific dates as mentioned against them.

- 1) 17th Sept: **Celebration of Sewa Diwas**: All employees shall devote 2 hrs. (10.00 – 12.00 AM) in the dedicated cleaning and sweeping of the entire campuses/premises of the institutes/ establishments/offices.
- 2) 24th Sept 2017: **Celebration of Samagra Swachhta Diwas**: Every employee shall perform "**Shramdaan**" and contribute in the developing of a proper Toilet facility in a disadvantaged area where such facility is needed.
- 3) 25th Sept 2017: Celebration of "**Sarwatra Swachhta**": Every employee shall contribute towards cleaning of public places.
- 4) 1st of October: **Swachhta of Nearby Tourist Spots**: Every employee shall contribute towards cleaning of nearby important tourist spots.
- 5) **Public Function/Award Ceremony**: A public Function and the award ceremony to recognise the contributions of the outstanding performers.