



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

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Dated the 12th 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 15 to continue upto 2nd October, 2017, the Swachh Bharat Mission anniversary across all Instt./NRCs/offices under DARE/ICAR followed by cleanliness drive within and around the offices/campuses through:

- Launching of Swachh Monitoring System in all offices and attached institutes/NRCs etc.
- Everyday Sharamdan by officials and Tree plantation and ensuring 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.

All Directors of ICAR Institutes/NRCs/PDs /Divisions/Sections of ICAR Hqrs. may send their Action Plan in 3 days. A 2-3 minute video of your best Swachhta event may also be sent by 26th September, 2017. The same may also be uploaded on the Institute's website. The desired information may be sent on e-mail Ids: adgcoordination@gmail.com, ajaiverma.icar@nic.in, rajeswari.icar@nic.in.


(K.K.Kulshreshtha)
Deputy Secretary (GAC)

**Encl: Copy of D.O. letter No. AR/DG-02/2017
Ministry of Drinking water and Sanitation**

Distribution:

1. Chairman, ASRB/ All DDGs
2. All Director/Project Directors of ICAR Institutes/National Research Centres/ATARIs/Project Coordinators//Bureaux for compliance.
3. PSO to DG, ICAR/PPS to Secretary, ICAR/PPS to FA(DARE)
4. DKMA is requested to cover the comprehensive campaign at ICAR Hqrs.
5. All Sections/officers of ICAR Hqrs., Krishi Bhavan/KAB-I/KAB-II/NASC