



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

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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.

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. Reports on the activities undertaken on the days identified for the specific activities shall be sent the same day by 5.00 PM along with the photographic evidence/video clips. The desired information may be sent to GAC section on e-mail Ids: **ajaiverma.icar@nic.in**, **rajeswari.icar@nic.in** with copy to **adgcoordination@gmail.com**. The reports may also be uploaded on the Institute's website on daily basis and also shared with DKMA for uploading on the ICAR Website also. Public figures and the Senior Officers from Headquarters may also be invited on specific days.



(Shiv Prasad Kimothi)
ADG(Tech. Coord.), ICAR

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

Distribution:

1. Chairman, ASRB/ All DDGs/All ADGs (for wider circulation and follow-up)
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.