



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

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

**Dated the 12<sup>th</sup> 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 2<sup>nd</sup> 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 26<sup>th</sup> 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



भारत सरकार  
Government of India

पेय जल एवं स्वच्छता मंत्रालय  
4वीं, 8वीं, 9वीं एवं 12 वीं मंजिल, पर्यावरण भवन  
सी.जी.ओ. कॉम्प्लेक्स, लोधी रोड,  
नई दिल्ली - 110 003

Ministry of Drinking Water and Sanitation  
4th, 8th, 9th & 12th Floor, Parvavaran Bhawan,  
C.G.O. Complex, Lodhi Road,  
New Delhi-110 003

AKSHAY ROUT  
DIRECTOR GENERAL  
Swachh Bharat Mission

No.AR/DG-02/2017

Dated : 08.09.2017

Dear 

Kindly refer to the Hon'ble Minister for Drinking Water and Sanitation's DO letter no. S-18012/27/2017-DWS, dated 29 August 2017 addressed to Hon'ble Minister of your Ministry and Secretary MDWS DO letter dated 5 September 2017 addressed to you on the "Swachhta Hi Seva" campaign as called by the Hon'ble Prime Minister. The campaign will be launched on September 15 and shall culminate on October 2, 2017, the Swachh Bharat Mission anniversary.

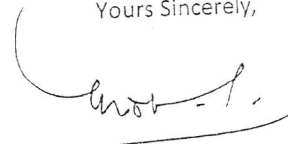
You are requested to organise Swachhta activities at a massive level starting from 15<sup>th</sup> September to 2<sup>nd</sup> October 2017 in line with Hon'ble Prime Minister's Mann Ki Baat address dated 27<sup>th</sup> August 2017 and the aforesaid two communications. This may please be followed by a Press Conference preferably by the Hon'ble Minister of your Ministry. A few activities are suggested in the annexure, which are not exhaustive though.

It is requested that you may kindly send your Action Plan for the overall campaign period by September 12, 2017. You may also direct to organise and send us a 2-3minites HD video of your best Swachhta event in the first week of the fortnight through WeTransfer or Google Drive's or YouTube link to [asadhu@washinstitute.org](mailto:asadhu@washinstitute.org) and [asissadhu@gmail.com](mailto:asissadhu@gmail.com). This video footage would be used for making a short movie to be shown on 2nd Oct 2017, at the Swachh Bharat Mission 3<sup>rd</sup> anniversary function.

I will be grateful for your cooperation.

With Regards,

Yours Sincerely,

  
(Akshay Rout)

Dr. Trilochan Mohapatra  
Secretary  
Department of Agriculture Research and Education  
New Delhi.

09/20/17	1	Ministry of Textile	<p>Launching of Swachhta Monitoring System in all offices and attached Institutes</p> <p>Taking policy decision to make Swachhta elements as mandatory for all Schemes and Programmes.</p> <p>Cleaning of high footfall areas by involving officers, staffs and community people</p> <p>Twin-Pit emptying or Pit Digging</p> <p>Tree Plantation</p> <p>Merchandised Swachhta Jackets</p>
	2	Ministry of Agriculture and Farmer Welfare	<p>✓ Launching of Swachhta Monitoring System in all offices and attached Institutes</p> <p>✓ Everyday Shramdan by officials and <u>Tree Plantation</u> and ensuring maintenance and growth</p> <p>✓ Sanitation and Hygiene related competition among the officials/Trainers</p> <p>✓ Comprehensive Campaign through Banner, Posters, TV, News Paper Adv., Use of Social Media - Cap and t-shirts</p>
	3	Ministry of Consumer Affairs, Food and Public Distribution	<p>Launching of Swachhta Monitoring System in all offices and attached Institutes</p> <p>Taking policy decision to make Swachhta elements as mandatory for all Schemes and Programmes.</p> <p>Cleaning of high footfall areas by involving officers, staffs and community people</p> <p>Massive awareness campaign.</p> <p>Drama or street play on Swachhta theme</p>