



भारतीय कृषि अनुसंधान परिषद
डा. राजेन्द्र प्रसाद रोड, कृषि भवन, नई दिल्ली 110001

मि.स. 7(1)/2025-स.त.

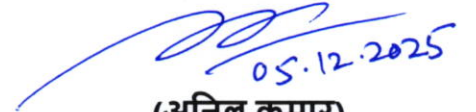
दिनांक : 05 दिसम्बर २०२५

परिपत्र

कैबिनेट सचिवालय से प्राप्त पत्रानुसार दिनांक 16-31 दिसंबर, 2025 के दौरान स्वच्छता पखवाड़ा आयोजित किया जाना है, जिसमें 23 दिसंबर, 2025 को 'किसान दिवस' भी शामिल है।

इस संबंध में स्वच्छता पखवाड़ा की तिथिवार कार्य योजना संलग्न की है। अनुरोध है कि स्वच्छता पखवाड़ा और किसान दिवस आयोजित करने/मनाने के लिए कार्य योजना के अनुसार आवश्यक कार्रवाई करें। यह भी अनुरोध किया जाता है, कि संबंधित प्रभागों के तहत संस्थानों द्वारा की गई गतिविधियों की दैनिक रिपोर्ट (केवल वर्ड फ़ारमैट में विषय वस्तु प्रभाग (SMDs) द्वारा तैयार) एकत्र/संकलित करें और उसे नीचे हस्ताक्षरकर्ता (sotccoordination@gmail.com) को अग्रेषित करें। स्वच्छता पखवाड़ा-2025 के समापन के बाद पखवाड़ा की एक समेकित रिपोर्ट, दिनांक 05 जनवरी 2026 भी प्रस्तुत करें।

भ.कृ.अ.प. के संस्थानों/ATARI'S और KVK के निदेशकों से अनुरोध किया जा सकता है कि वे अपनी दैनिक रिपोर्ट केवल अपने संबंधित विषय वस्तु प्रभाग(SMDs) को प्रस्तुत करें, ताकि 16 से 31 दिसम्बर 2025 की अवधि के दौरान दैनिक आधार पर समेकित रिपोर्ट (by SMDs only) को स्वच्छता पखवाड़ा पोर्टल पर अपलोड करने की व्यवस्था की जा सके।


05.12.2025

(अनिल कुमार)

सहायक महानिदेशक (समन्वय)

टेली.: 011-23073124

वितरण:

1. सभी विषय वस्तु प्रभाग(SMDs) को अपने-अपने संबंधित प्रभाग के अंतर्गत सभी संस्थानों के बीच स्वच्छता पखवाड़ा के लिए तिथिवार कार्य योजना प्रसारित करने के अनुरोध के साथ।
2. उप सचिव (सामान्य प्रशासन और समन्वय (GAC) कृपया भ.कृ.अ.प. मुख्यालय के संबंध में स्वच्छता पखवाड़ा को तिथि-वार कार्य योजना के अंतर्गत आयोजित करें और पखवाड़ा की दैनिक रिपोर्ट एकत्र/संकलित करके (sotccoordination@gmail.com) पर अग्रेषित करें।
3. परियोजना निदेशक (DKMA) को भ.कृ.अ.प. की वेबसाइट पर अपलोड करने के अनुरोध के साथ।
4. ई-ऑफिस नोटिस बोर्ड।

नोट: सभी संबंधित व्यक्ति आवश्यकतानुसार इस परिपत्र की प्रति डाउनलोड/प्रिंट कर सकते हैं क्योंकि परिपत्र की भौतिक प्रतियां वितरित नहीं की जा रही हैं।



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Dated 5th December 2025

CIRCULAR

As per the correspondence received from the Cabinet Secretariat, the Swachhta Pakhwada is to be organized during 16-31 December, 2025 including 'Kisan Diwas' on 23rd December, 2025.

In this regard, a date wise action plan for Swachhta Pakhwada has been prepared and attached herewith. It is requested to kindly take necessary action as per the Action Plan to organize/celebrate Swachhta Pakhwada and Kisan Diwas (Farmer's Day). It is also requested to collect/compile daily reports (prepared by **SMD only in Word Format**) of the activities undertaken by the institutes under the respective divisions and forward the same to the undersigned at (sotccoordination@gmail.com). A consolidated report of the Pakhwada may also be furnished after the conclusion of the Pakhwada – 2025 by 05th January, 2026.

The Directors of ICAR Institutes/ATARIs and KVKs are requested to submit their daily reports through their respective SMDs only so that the consolidated report (by SMDs only) is arranged for uploading on Swachhta Pakhwada portal on daily basis.

Anil Kumar
05-12-2025

(Anil Kumar)
Assistant Director General (TC)
Ph. 011-23073124

Distribution :-

1. All SMDs with the request to circulate date wise Action Plan for Swachhta Pakhwada among all the Institutes under their respective division.
2. DS (GAC), Nodal officer, ICAR Hqrs. with the request to collect and compile the daily report in r/o ICAR Hqrs. and submit to sotccoordination@gmail.com
3. PD, DKMA with request to kindly upload on the website of ICAR.
4. E-office Notice Board.

Note :- All concerned may download/print the copy of this circular as per requirement as physical copies of circular is not being distributed.

Date wise Action Plan for Swachhta Pakhwada 16-31 December 2025 to be undertaken across all ICAR Institutes/ KVKs etc., and establishments.

S.No.	Date	Activity
1.	16.12.2025	Swachhta Pledge Day: Mass Administration of Swachhta Pledge, Swachhta awareness message to be posted on the website of the Department/Organisation, Display of Swachh Bharat Anthem and other relevant Information, Education & Communication (IEC) material at various strategic locations. Set up a Selfie Booth with Swachhata-themed props and backgrounds.
2.	17.12.2025	Swachhta Awareness Day: Mass awareness activities on Swachhta Theme, Conducting Swachhta Seminars, Workshops, training, technology demonstrations and exhibitions on "converting waste to wealth " and "safe disposal of all kinds of wastes"
3.	18.12.2025	Review and Weeding out of old records as per the rules, disposal of scrap items/equipment's and e-office implementation/digitalization of office records. Cleanliness drive including cleaning of offices, corridors and premises. Review of progress on maintaining housekeeping service with high cleanliness standards, weeding out/ disposal old records/ furniture/ junk materials.
4.	19.12.2025	Cleanliness and sanitation drive within campuses and surroundings including residential colonies, common market places. Motivate communities and institutions to adopt sustainable sanitation practices and facilities through awareness creation and health education.
5.	20.12.2025	Organizing Green Drives /Plantation Drives in the Premises having green area. Campaigns on Discarding the use of Single Use Plastics and awareness on recycling of waste water, water harvesting for agriculture/ horticulture application/kitchen gardens in residential colonies/ 1-2 nearby villages.
6.	21.12.2025	Community Outreach: Shraamdaan activities in within surroundings including residential colonies, common market place, Public Health Centers (PHCs), Collages, Anganwadi's, Schools. Cleanliness and sanitation drive in the villages adopted under the Mera Gaon Mera Gaurav Programme and/or other schemes by ICAR Institutes/KVKs involving village community.
7.	22.12.2025	Community Involvement: Engagement of local celebrities to endorse and participate in Swachhata activities, encouraging community involvement, Launch a Signature Campaign across the locality to gather pledges from residents for maintaining cleanliness and organize Nukkad Natak performances in public spaces.
8.	23.12.2025	Kisan Diwas (Farmer's Day)- Celebration of Kisan Diwas by inviting farmers. Conduct interactive workshops focusing on

Arif Kumar
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		practical solutions and best practices for maintaining cleanliness in agricultural settings. Experience sharing on Swachhata initiatives by farmers and civil society officials. Felicitating farmers/ civil society officials for exemplary initiatives on Swachhata.
9.	24.12.2025	Fostering healthy competition: Organizing Webinar, VC meetings, competition and rewarding best offices/ residential areas/ campuses on cleanliness. Swachhata thematic paintings, Quiz, essay & drawing competitions for school children, village youth.
10.	25.12.2025	Signature Campaigns: Swachhta Awareness at local level (organizing Signature Campaigns involving and with the help of the farmers, farm women and village youth in new villages not adopted under any scheme by Institutes/ establishments.
11.	26.12.2025	Recycling the waste water: Campaign on cleaning of sewerage & water lines, awareness on recycling of waste water, water harvesting for agriculture/ horticulture application/kitchen gardens in residential colonies/ 1-2 nearby villages
12.	27.12.2025	Cleaning of public places, community market places and/or nearby tourist/selected spots . Mobilize teams to clean riverbanks, ponds and beaches . Stock taking of biodegradable and non-biodegradable waste disposal status and providing on the spot solutions. Shraamdaan on roadside to clean up surroundings.
13.	28.12.2025	Massive community mobilization for Plastic Waste Shramdaan: Awareness on waste management & other activities including utilization of organic wastes/ generation of wealth from waste, polythene free status. Curb the use of Single Use plastic (SUP) and discourage the use of plastic in the office. Composting of kitchen and home waste materials, promoting clean & green technologies and organic farming practices in new area.
14.	29.12.2025	Organizing mega "Plogging" event, Special drive on walkathons, Swachhta rallies led by VIP/VVIPs. Use of Social media platforms to amplify the message, with videos from the rallies and addresses.
15.	30.12.2025	Involvement of VIP/VVIPs (Union Ministers, MPs and other dignitaries) in the Swachhta activities, Involvement of print and electronic media may be ensured so that adequate publicity is given to the Swachhta Pakhwada.
16.	31.12.2025	Organization of press conference for highlighting the activities of Swachh Bharat Pakhwada by involving all stake holders including farmers/ VIPs/ press and electronic media.

- ❖ Use of social media (Facebook, Twitter, Instagram, YouTube etc.) to generate awareness.
- ❖ Display Swachhta message on the website (s)

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At the conclusion of the Swachhata Pakhwada, SMDs are required to submit the consolidated report for submission to DDWS and onward submission to Cabinet Secretary and PMO:

- Report containing a detailed account of activities undertaken during Pakhwada. (SMD wise only)
(ICAR Institutes/ATARIs/KVKs and establishments etc., submit their report to their respective SMD only for compilation)

Swachhta Award:

At the end of Pakhwada, three awards/ranks would have to be given as per the guidelines issued by the Ministry of Drinking Water and Sanitation. These awards/ranks are given to those who have contributed the maximum to the cause of Sanitation based on rating and ranking. Emphasis while giving the awards would be given to innovative/creative activities initiative, mass mobilization for Swachhta, engagement of various sections outside the organization etc., which have deep and sustainable impact countrywide.

All the establishments of DARE/ICAR (Institutes/ATARIs/KVKs and establishments etc.,) are requested to submit the consolidated report through your concerned SMDs (DDGs) for award/rank of Swachhta Pakhwada-2025. (Guidelines attached)

Without the recommendations of SMDs, the report/application will not be entertained, latest by 1.1.2026.

All the SMDs are requested to kindly submit the Consolidated report after the conclusion of the Pakhwada on the activities undertaken by the Institutes under their respective divisions on 1.1.2026 positively.

Arul Kumar
05.12.2025