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Action Plan (Swachhta Pakhwada from 16th to 31st Dec 2025)

As per instructions of ICAR regarding **Swachhata Pakhwada** during **16-31 Dec 2025** including '**Kisan Diwas**' on **23rd Dec 2025**, the following date-wise activities are to be performed by ICAR-DOGR during this program:

S. No.	Date	Activities
1.	16.12.2025	Swachhta Pledge Day (at 11.00 AM): Mass Administration of Swachhta Pledge, Swachhta awareness message to be posted on the website of the Department/ Organization, Display of Swachh Bharat Anthem and other relevant Information, Education & Communication (IEC) material at various strategic locations. Set up a Selfie Booth with Swachhta-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” at 16.30-17.30 in ICAR-DOGR Campus.
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 at 14.30-17.30 in ICAR-DOGR Campus.
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 at 14.30-17.30 in ICAR-DOGR Campus.
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 at 14.00-17.00 in ICAR-DOGR Campus as well as at Shirol village.
6.	21.12.2025	Community Outreach: Shraamdaan activities in within surroundings including residential colonies, common market place, Public Health Centers (PHCs) at 10.00-14.00 in Chandoli , 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 Swachhta 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. Painting competition on Swachhta at ICAR-DOGR Campus 15.30-17.30 in Seminar Hall.
8.	23.12.2025	Kisan Diwas (Farmer's Day)- Celebration of Kisan Diwas by inviting farmers from TSP & SCSP at 10.00-14.00. Conduct interactive workshops focusing on practical solutions and best practices for maintaining cleanliness in agricultural settings. Experience sharing on Swachhta initiatives by farmers and civil society officials. Felicitating farmers/ civil society officials for exemplary initiatives on Swachhta.
9.	24.12.2025	Fostering healthy competition: Organizing Webinar, VC meetings, competition and rewarding best offices/ residential areas/ campuses on cleanliness. Swachhta thematic paintings, Quiz, essay & drawing competitions for school children, village youth. Essay competition on Swachhta at ICAR-DOGR Campus 15.30-17.30 in Seminar Hall.
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 at 10.00-13.00 in Raksheewadi village.
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 near Kalus Farm of ICAR-DOGR at 10.30-13.30.
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 in Khed local market at 10.30-13.30.
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 at 16.30-17.30 in ICAR-DOGR Campus.
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 at 10.30-13.30 in ICAR-DOGR Campus.
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 at 10.30-13.30 in ICAR-DOGR Campus.
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 at 16.30-17.30 in ICAR-DOGR Campus.