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A. Action Plan (Swachhta Hi Seva Campaign-17th Sep-2nd Oct 2025)

As per instructions of ICAR regarding **Swachhta Hi Seva Campaign 2025 (स्वच्छोत्सव)** during 17th Sep to 1st Oct 2025 and **Swachh Bharat Diwas on 2nd Oct 2025**, the following date-wise activities are to be performed by ICAR-DOGR during this program:

Date	Time	Swachhta Program
17.9.2025	9.30-11.30 am	<ul style="list-style-type: none"> ❖ Launch of Swachhta Hi Seva Campaign 2025 (स्वच्छोत्सव) with VIP/ Director, DOGR ❖ Display of banner at prominent places, taking Swachhata pledge in ICAR-DOGR Office
18.9.2025	9.30-11.30 am	<ul style="list-style-type: none"> ❖ Difficult and dirty spots (black spots) will be identified, mapped, and cleared in a time-bound manner. ❖ Black spots are generally neglected garbage points that are difficult to clean as part of regular Swachhata drives and pose significant environmental, health, and hygiene risks.
19.9.2025	3.30-5.30 pm	<ul style="list-style-type: none"> ❖ Organisation of poetry, essay, painting, and poster competitions in educational institutions and schools. ❖ Conduct of slogan-writing competitions and quizzes related to the Swachh Bharat Mission (SBM) to engage younger audiences and raise awareness. ❖ Carrying out of wall painting and beautification activities at parks, roads, and flyovers. ❖ Hosting of Swachhata Class / Swachhata Ki Pathshaala – Educational sessions and workshops at schools to teach students about cleanliness, sanitation, and hygiene practices.
20.9.2025	9.30-11.30 am	<ul style="list-style-type: none"> ❖ Organisation of Swachh Sujal Gaon, Waste to Art, etc. - Initiatives to raise awareness and promote best practices in cleanliness and hygiene. ❖ Arrangement of Swachhata Samvad – Dialogues and discussions to engage communities and enhance participation in cleanliness initiatives. ❖ Arrangement of Educational Public Demonstrations - Practical demonstrations on hygiene, waste management, and sustainable practices. ❖ Organisation of Zero Waste Events – Activities to encourage minimal waste generation and sustainable practices.
21.9.2025	3.30-5.30	<ul style="list-style-type: none"> ❖ Facilitation of linkage with welfare schemes to ensure access to

	pm	social and health benefits for sanitation workers and their dependents.
22.9.2025	3.30-5.30 pm	<ul style="list-style-type: none"> ❖ Organisation of symbolic human chain events where people join hands to raise awareness and demonstrate commitment to cleanliness and sanitation. ❖ Conduct of 'Reduce, Reuse, Recycle' activities aligned with Mission LiFE (Lifestyle for Environment) to promote sustainable practices.
23.9.2025	9.30-11.30 am	<ul style="list-style-type: none"> ❖ Organisation of eco-friendly and zero-waste celebrations integrating citizen participation and partner mobilization to tackle general Swachhata challenges across local bodies. ❖ Carrying out of cleaning activities in offices and institutional buildings.
24.9.2025	9.30-11.30 am	❖ Coordination with government departments, tourism bodies, and educational institutions for comprehensive participation in cleanliness drives at high-footfall locations.
25.9.2025	3.30-5.30 pm	<ul style="list-style-type: none"> ❖ Organisation of simultaneous nation-wide Shramdan on 25th September 2025, encouraging citizens to contribute one hour of voluntary Swachhata service. ❖ Facilitation of engagement by political leadership and local authorities to ensure maximum reach and impact.
26.9.2025	3.30-5.30 pm	❖ Recognition of the most unique and inspiring initiatives undertaken by local bodies to integrate citizens with Swachhata, local art, music & culture.
27.9.2025	3.30-5.30 pm	<ul style="list-style-type: none"> ❖ Creative initiatives at sanitation parks and selfie points in villages to transform waste into art and promote community pride. ❖ Display of decorative murals to enhance waste management facilities and encourage active community engagement.
28.9.2025	3.30-5.30 pm	❖ Facilitation of access to comprehensive health services for Safai Mitras, sanitation workers, and their dependents, including enrolment in government schemes such as Ayushman Bharat, PM-JAY, Mission Indradhanush, and other relevant state-level programs to ensure better health and well-being.
29.9.2025	9.30-11.30 am	<ul style="list-style-type: none"> ❖ Provision of PPE kits and protective gear to safeguard sanitation workers from occupational hazards. ❖ Organisation of special drives, including walkathons and cycle rallies, to raise awareness about sanitation, hygiene, and safety practices among workers and the community.
30.9.2025	9.30-11.30 am	❖ Facilitation of registration and linkage of sanitation workers and their families with various social welfare schemes to ensure comprehensive benefits.
1.10.2025	3.30-5.30 PM	<ul style="list-style-type: none"> ❖ Involvement of religious leaders in cleanliness drives at religious places to promote community participation in Swachhata initiatives. ❖ Organisation of press conferences to highlight the activities of Swachhta Hi Sewa, engaging all stakeholders including farmers,

		VIPs, media representatives, and electronic media.
2.10.2025	9.30-11.30 am	❖ Swachh Bharat Diwas Celebrations as part of the annual Swachh Bharat Diwas celebrations, simultaneous events are proposed on 2nd October 2025 closing ceremony program