



भाकृअनुप-प्याज एवं लहसुन अनुसंधान निदेशालय

राजगुरुनगर, पुणे 410 505, महाराष्ट्र

ICAR-DIRECTORATE OF ONION AND GARLIC RESEARCH

PUNE - 410 505 (MS)

Phone: (02135) 222026, Fax: (02135) 224056 Email: director.dogr@icar.gov.in



F.No. 97/ICAR-DOGR/Swachhta/2025/1954

Date: 22.9.2025

23

Circular

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 pm	❖ Facilitation of linkage with welfare schemes to ensure access to social and health benefits for sanitation workers and their dependents.
22.9.2025	3.30-5.30 pm	❖ 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	❖ 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	❖ Organisation of simultaneous nation-wide Shramdan on 25 th 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	❖ 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	❖ 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	❖ 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

Therefore, it is requested to all the staff members of ICAR-DOGR to actively participate in the above program and activities.



(A.J. Gupta)

Nodal Officer (SBA)

Distribution:

1. All ICAR-DOGR staff
2. Dr. Amar Jeet Gupta, Nodal Officer (SBA)/ Pr. Scientist (Hort.), ICAR-DOGR, Pune
3. Dr. Hemraj Bhandari, Co-Nodal Officer (SBA)/ Sr. Scientist, ICAR-DOGR, Pune
4. Estate Officer, ICAR-DOGR, Pune
5. AO/FAO/DDO, ICAR-DOGR, Pune
6. Private Secretary to the Director, ICAR-DOGR, Pune
7. Notice Board (Pune, Kalus and Manjari)