

भाकृअनुप-केन्द्रीय रोपण फसल अनुसंधान संस्थान
कासरगोड - 671124, केरल, भारत



ICAR-Central Plantation Crops Research Institute
Kasaragod - 671124, Kerala, India
(An ISO 9001:2015 Certified Institution)



Swachhta Hi Sewa 2025 Action Plan Circular

Date-wise Action Plan for **Swachhta Hi Sewa** (with the theme **Swachhotsav – स्वच्छोत्सव**)
from 17th September to 2nd October, 2025, to be undertaken at ICAR-CPCRI
vide Council's Circular F. No. 7(5)/2025 -Cdn (Tech.) dated 11 September, 2025,
with the approval of the competent authority of ICAR-CPCRI, Kasaragod.

Sl. No	Date	Activities	Lead Coordinating Team and Conveners
		Day today (17th Sep to 2nd Oct 2025) Reporting to the SMD	Director Cell Nodal Officer (Swachhta)
1.	17.09.2025	<p>National Launch: With the participation of the Hon'ble Union Minister for Agriculture & Farmers' Welfare, Hon'ble Minister(s) of State, Members of Parliament, political leadership, VVIPs/VIPs, and ICAR establishments including KVKs.</p> <p>Activities include:</p> <ul style="list-style-type: none"> • Display of banners, slogans, paintings at prominent places. • Taking Swachhata pledge in offices, educational institutions, public spaces etc. • Installation of selfie points at strategic locations. • Organisation of Swachhata runs, cyclathons, and marathons to promote fitness and cleanliness through community participation. • Organisation of Swachh Ward / Swachh Gram Panchayat Competition: Local bodies are encouraged to evaluate swachhata within their wards/Gram Panchayat including assessing innovative solutions, effectiveness of volunteer mobilization, and best practices. Categories such as "Best Overall Cleanliness," "Most Innovative Waste Management Solutions," & "Best Community Participation" can be used to recognize best performing wards/GPs, as per requirement. • Organisation of plantation drive "Ek Ped Maa Ke Naam," along with beautification activities. 	<p>Establishment Section</p> <p>Farm Section</p> <p>Project Coordinator's Cell</p>
2.	18.09.2025	<p>Transformation of Cleanliness Target Units (CTUs)</p> <p>Difficult and dirty spots (black spots) will be identified, mapped, and cleared in a time-bound manner.</p> <p>Black spots are generally neglected garbage points that are</p>	<p>Estate & Maintenance Section</p> <p>Farm section</p>

		<p>difficult to clean as part of regular Swachhata drives and pose significant environmental, health, and hygiene risks.</p> <p>Steps for Transformation:</p> <ol style="list-style-type: none"> 1. Identification of black spots 2. Mapping on the SHS 2025 Portal 3. Adoption of CTU sites <ol style="list-style-type: none"> 4. Site preparedness 5. Execution 6. Declaration of clearance by 1st October 7. Site transformation and maintenance <p>The transformed CTU sites will be showcased and celebrated on 2nd October, 2025, as part of Swachh Bharat Diwas.</p>	
3.	19.09.2025	<p>Engagement with School Children Activities include:</p> <ul style="list-style-type: none"> • Organisation of poetry, essay, painting, and poster competitions in educational institutions, schools, and Anganwadi Centres. • Conduct of slogan-writing competitions, quizzes, and jingles related to the Swachh Bharat Mission (SBM) to engage younger audiences and raise awareness. • Carrying out of wall painting and beautification activities at parks, high-footfall tourist points, roads, and flyovers. • Conduct of Swachhata Quizzes at schools – Interactive competitions testing students' knowledge and awareness about cleanliness and sanitation. • Hosting of Swachhata Class / Swachhata Ki Pathshaala – Educational sessions and workshops at schools to teach students about cleanliness, sanitation, and hygiene practices. 	<p>Audit & Accounts Section</p> <p>Library Section & AKMU</p> <p>Division of PB&PHT</p>
4.	20.09.2025	<p>Advocacy Activities : Activities include</p> <ul style="list-style-type: none"> • Organisation of Swachh Sujal Gaon, Waste to Art, Clean Street Food, 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. • Organisation of Street Plays / Nukkad Nataks – Performances in local areas to educate and entertain while promoting sanitation and cleanliness. • 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. • Mobilisation of NGOs and SHGs – Engaging local NGOs and Self-Help Groups to support Swachhata initiatives. • Organisation of Outreach Campaigns for Swachhata – Community engagement activities to increase awareness and participation at the grassroots level. 	<p>Division of Crop Protection</p> <p>Division of Social Science</p>

5.	21.09.2025	Safai Mitra Suraksha Shivirs (Single-window camps for preventive health check-ups and linkage with welfare schemes) <ul style="list-style-type: none"> • Organisation of preventive health check-ups as part of the Shivirs/Camps to benefit sanitation workers and their families. • Facilitation of linkage with welfare schemes to ensure access to social and health benefits for sanitation workers and their dependents. 	Establishment Section SAO
6.	22.09.2025	Human Chain <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. 	Division of Crop Production
7.	23.09.2025	Clean Green Utsav <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: <ul style="list-style-type: none"> ○ Offices and institutional buildings ○ Commercial and market areas ○ Educational institutions ○ Public transport hubs, major roads, highways, and railway tracks 	Division of Crop Production Farm Section
8.	24.09.2025	Tourist Spots, Religious & Spiritual Places <ul style="list-style-type: none"> • Coordination with government departments, tourism bodies, and educational institutions for comprehensive participation in cleanliness drives at high-footfall locations. 	Division of PB&PHT
9.	25.09.2025	Ek Din, Ek Ghanta, Ek Saath – Nationwide Shramdan <ul style="list-style-type: none"> • Organisation of simultaneous nationwide Shramdan on 25th September 2025, encouraging citizens to contribute one hour of voluntary Swachhata service. • Mobilisation of participants at lakhs of sites across the country, following the tradition of previous years when crores of people voluntarily joined the cleanliness drive. • Call to action for citizen participation, fostering community involvement and collective responsibility for the nation's cleanliness. • Facilitation of engagement by political leadership and local authorities to ensure maximum reach and impact. 	Division of Social Science & KVK
10.	26.09.2025	Best Innovation under Swachh Bharat Mission (SBM) – Cultural Fests Recognition of the most unique and inspiring initiatives undertaken by local bodies to integrate citizens with Swachhata, local art, music & culture.	Division of Crop Improvement

11.	27.09.2025	<p>Waste to Art Initiatives</p> <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. 	Division of Crop Improvement
12.	28.09.2025	<p>Access to Health Facilities & Services 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.</p>	Cash and Bills Section
13.	29.09.2025	<p>Distribution of PPE Kits & Safety Gear</p> <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. 	<p>Division of PB&PHT</p> <p>Farm section</p> <p>SCSP & TSP</p>
14.	30.09.2025	<p>Social Welfare Linkages and Registration of Sanitation Workers</p> <ul style="list-style-type: none"> • Facilitation of registration and linkage of sanitation workers and their families with various social welfare schemes to ensure comprehensive benefits. <p>Key schemes to be covered include, but are not limited to:</p> <ul style="list-style-type: none"> ◦ Housing: Pradhan Mantri Awas Yojana (PMAY) ◦ Sanitation/Toilet Facilities: Atal Mission for Rejuvenation & Urban Transformation (AMRUT), Jal Jeevan Mission (JJM), and relevant state schemes ◦ Electricity: PM Sahaj Bijli Har Ghar Yojana (Saubhagya) ◦ Cooking Fuel (LPG): PM Ujjwala Yojana ◦ Health Services & Insurance: Ayushman Bharat, PM Jan Arogya Yojana (PM-JAY), Immunisation under Mission Indradhanush ◦ Credit Access & Financial Inclusion: Swachhata Udyami Yojana (SUY), bank financing linkages ◦ Banking & Social Security: PM Jan Dhan Yojana, One Nation One Ration Card, MGNREGA Job Card, Pension Schemes, Aadhaar registration, as required. 	<p>Establishment Section</p> <p>Cash and Bills Section</p> <p>Division of Social Science</p>
15.	01.10.2025	<p>Religious Leader Engagement and Media Outreach</p> <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. 	PME section

16.	02.10.2025	Swachh Bharat Diwas Celebrations As part of the annual Swachh Bharat Diwas celebrations, simultaneous events are proposed on 2nd October 2025 across villages and cities. Key activities include: <ul style="list-style-type: none"> • Prabhat Pheris – Early morning cleanliness marches to promote community participation. • Recognition of Safai Mitras for their contributions to sanitation and hygiene. • Awards for competitions and puja commodities, highlighting best practices and community engagement. • Recognition of best-performing local bodies, organizations, volunteers, and partners. 	Division of Social Science & KVK
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The HoDs/ Section (In charge) requested to select appropriate activities for the particular day and nominate the Conveners and also ensure to submit the day today report.


The Head of Regional Station / Scientist-In-charge of CPCRI Regional Station / Research Centre, Kayamkulam / Vittal / Kidu / Mohitnagar / Kaikuchi are requested to nominate the core team and Conveners take necessary action as per Action Plan to organize/celebrate **Swachhta Hi Sewa 2025**.


The concern Conveners are requested to submit the day today reports of the activities with photographs on the same day to **Director (directorcpcr@gmail.com)** and a copy to the Nodal Officer (**spaulrajars@gmail.com**) by mail for the day today submission of the report to SMD.

The Personnel Secretary to the Director (Mrs. Narayani K. / Mrs. Arathi AR) requested for the day today submission of the CPCRI **Swachhta Hi Sewa 2025** reports to SMD daily basis after approval.

Approval of the Director

ICAR-CPCRI, Kasaragod

Approved.

16/09/2025


Dr. S. PAULRAJ
Nodal Officer & Member Secretary
Swachhta Hi Sewa 2025