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F.No. A-30/8/2026-ESTB-HQ

Date: 16-09-2026

OFFICE ORDER

Sub: Swachhta Hi Sewa 2026 – Date-wise Action Plan – Implementation – Reg.

As approved by the Competent Authority of the Institute, the date-wise Action Plan for Swachhta Hi Sewa 2026 is furnished below.

In this connection, all concerned **Regional Stations / Research Centres / Divisions / Sections** are requested to ensure active participation in the activities scheduled on the respective dates and extend necessary cooperation for the successful implementation of the programme as below:

Sl. No.	Lead Coordinating Team and Conveners	Date	Activities	Venue
1.	Director Cell Nodal and Co-Nodal Officer (Swachhata) Farm Section Estate Section Stores & Purchase Section	17.09.2026	National Launch: National Campaign will be rolled out in each household across the nation, where Citizens will start the SHS campaign by cleaning their homes and lighting a lamp to mark the beginning of a Sankalp for a Swachh Way of Life. Activities include: • Display of banners at prominent places. • Taking Swachhata pledge in offices, educational institutions, public spaces etc. • Installation of selfie points at strategic locations. • Organization 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.	ICAR-CPCRI, Kasaragod

2.	The Scientist Incharge, CPCRI RC Mohitnagar	18.09.2026	Swachh Paathshala: Yuva for Swachhata • Awareness drives for 4 way - segregation & SWM Rules, 2026 sustainable habits & Reduce, Reuse, Recycle (RRR) • Swachhata Gyan Yatras: Exposure visits of school children & youth to waste management facilities • Swachhata Evam Jal Sanchay Samvad; Interaction, debates, conversations on coming together for Swachhata, rainwater harvesting and water management, Sensitization of school students & youth on Swachhata, wastewater management, school debates • Engage Political Leadership, School Principals, Eco-clubs, My Bharat volunteers • Promote donation of books, toys, clothes, shoes, gadgets/ electronic items • Thematic Art competitions Engagement with School Children Activities include: • Organization of poetry, essay, painting, and poster competitions in educational institutions, schools, and Anganwadi Centers. • 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.	ICAR-CPCRI, RC, Mohitnagar
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3.	Division of Crop Improvement, Project Coordinator's Cell Audit & Accounts Section Farm section SCSP & TSP	19.09.2026	Timebound Transformation of Cleanliness Target Units (CTUs)/ Garbage Vulnerable Points (GVPs)- Difficult and dirty spots, high -footfall public place will be identified, mapped and cleared in a time bound manner. A. Cleanliness Target Units (CTUs) • Time bound identification, transformation & clearing up of CTUs • Site beautification activities • Citizen engagement through selfies & social media Clean Public Places • Offices, Institutional buildings, educational institutions • Commercial & Market areas/Haats, Street Vending Zones • Public transport hubs, major roads & highways, railway tracks, Airports, Ports, Metro Stations, Bus stops, Taxi Stands • Sanctuaries, zoos & protected areas, Public Parks, Trekking/ camping sites • Water bodies (rivers, lakes, ponds, drains, tourist-centric beaches, nallahs etc.) • Tourist places & Pilgrim Centers • Mohallas/ Neighborhood • Public & Community Toilets The transformed CTU sites will be showcased and celebrated on 2nd October, 2026, as part of Swachh Bharat Diwas.	ICAR-CPCRI, Kasaragod
4.	Division of Social Science & KVK Farm section Establishment section SAO	20.09.2026	Involving political leadership, local eminent citizens, retired paramilitary and armed forces personnel, Padma Awardees, Youth ambassadors, local NGOs, CSOs. development partners	ICAR-CPCRI, Kasaragod
5.	The Head, CPCRI RS Kayamkulam	21.09.2026	Clean Public Places Focus on cleanliness in High Footfall & Tourist Sites, Bazaar/ Market Areas/Haats, Mohallas/ Neighborhoods, Offices, Public & Community Toilets: • Cleanliness drives at railways stations/airports/bus stands/ taxi stands/sports complexes, public parks, markets, zoos & sanctuaries, roads and highways, ports & other key high footfall areas	ICAR-CPCRI, RS, Kayamkulam

			Bazaar/Market Areas/ Haats: • Street food vendors and buyers ensure clean bazaars (4-way segregation, plastic-free, litter-free) • Carry your own bag awareness drives • No red and yellow spot drives- Advocacy on non-littering of gutka/pan masala sachets/other multi-layer plastics (MLPs)/cigarette butts etc.	
6.	Division of Crop Production, Farm section SCSP & TSP Cash & Bill Section	22.09.2026	Mohallas/ Neighborhood: • RWAs & mohallas keeping neighborhood clean Public Toilets: • Use, maintain public toilets, promote user feedback • Promote awareness of Do's and Don'ts; Use Karo Flush Karo & increased use of public toilets • Review O&M arrangement & Cleanliness drive at Public Toilets Offices: • Promote segregation & recycling in offices • Offices adopt clean desk & clean campus norms • Promote use of digital documents & minimum prints, use of digital banners in events • Reusable bottles and cups in meetings and conference room	ICAR-CPCRI, Kasaragod
7.	The Head, CPCRI RS Vittal	23.09.2026	Jan Bhagidari Advocacy drives for: 1. 4-Way Waste Segregation under SWM Rules, 2026: Ab Do Nahi Chaar 2. Home Composting 3. Say No to Plastics and 4. Reduce Reuse Recycle Drives i. Door-to-Door Awareness by Political Leadership, stakeholders/ Other Unique Awareness Drives ii. Social media engagement by Citizens, RWAs, BWGs, Offices, CSOs, Local Bodies iii. Promote Home composting awareness and compost distribution drives iv. Advocacy on No Littering in public places v. Say no to single-use plastics: Promote use of Cloth Bag for Shopping and Distribution drives vi. Cloth/Jute Bag Kiosks run by local self-	ICAR-CPCRI, RS, Vittal

			help groups vii. Say no to disposable cups, cutlery & carry steel/glass bottles, tumblers/mugs for beverages viii. Sports for Swachhata: Sports competitions to be organized in schools, colleges, RWAs, Ministries, Departments etc., with a focus on traditional/ local sports. ix. Rejuvenation of RRR Centers - Tie up with local NGOs/ CBOs/ Partner Orgs. Collection drives for used clothes, books, toys and other household items. Partnering with local NGOs/SHGs for repair, reuse, redistribution or recycling, promoting circularity	
8.	Division of Crop Protection Farm section Estate Section Stores & Purchase Section	24.09.2026	• Organization 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. • Organization 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. • Organization of Zero Waste Events - Activities to encourage minimal waste generation and sustainable practices. • Mobilization of NGOs and SHGs - Engaging local NGOs and Self-Help Groups to support Swachhata initiatives.	ICAR-CPCRI, Kasaragod
9.	The Head CPCRI RS Vittal	25.09.2026	Clean Green Festivities, Post - Event Cleanliness • Tribute to Pandit Deen Dayal Upadhyay Ji on his Jayanti with particular focus on inclusivity and social welfare • Post Ganesh Visarjan cleanliness at banks/ ghats & surrounding areas • Composting of flower waste/ offering materials	ICAR-CPCRI, RS, Vittal

			Zero waste sporting competitions to be organized in schools, colleges, RWAs, Ministries/ Departments etc. with focus on traditional/ local sports followed by cleanliness drives	
10.	Division of PB&PHT PME Section Library Section & AKMU PME Section	26.09.2026	Organization 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 - Commercial and market areas - Educational institutions Public transport hubs, major roads, highways, and railway tracks	ICAR-CPCRI, Kasaragod
11.	Division of Crop Improvement Division of Crop Production Project Coordinator's Cell Farm Section Cash & Bill Section	27.09.2026	Clean Tourist Sites: World Tourism Day Swachh Tourist Spots - Cleaning high footfall areas/tourist Destinations including tourist-centric beaches, establishments & pilgrim centers including public toilets - Cleanliness of Community Sanitary Complex /Public toilets. - Lighting up of the ASI Sites with Key Monuments with SHS Message - Advocating and promoting responsible tourism and good civic behavior at these sites, wherever possible	ICAR-CPCRI, Kasaragod
12.	The Head, CPCRI, RS, Kayamkulam	28.09.2026	Swachhata Se Samriddhi Advocacy about sustainable habits of Reduce, Reuse and Recycle, Say No to Single Use Plastics, and inculcate importance and value of the waste <i>i.e</i> 'Waste is Wealth' - Kabaad Se Jugaad - Kabaad Se Kala - Plastic Recycling Mela - BWGs - Recycler Connect at common place - Reuse and Recycling Orives	ICAR-CPCRI, RS, Kayamkulam
13.	The Scientist Incharge CPCRI RC Kidu	29.09.2026	<u>Waste to Art Initiatives</u> 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 Human Chain Organization of symbolic human chain events where people join hands to raise awareness and demonstrate commitment to cleanliness and sanitation.	ICAR-CPCRI, Kidu

			• Conduct of 'Reduce, Reuse, Recycle' activities aligned with Mission LiFE (Lifestyle for Environment) to promote sustainable practices.	
14.	Division of Crop Protection Division of PB&PHT Library Section & AKMU PME Section Audit & Accounts Section Farm Section SCSP & TSP	30.09.2026	SafaiMitra Suraksha Evam Samman Shivir • Conduct single window health checkups for SafaiMitras & their dependents • Facilitating the linkage of eligible beneficiaries to social welfare and social protection schemes; providing protective gear to SafaiMitras • SafaiMitras Shivirs to be a continuous & recurring activity in the States throughout the year • A day with Safairnitras: Felicitate sanitation workers, interaction/ charcha/games, challenges/Thank You Signboards/Banners at key locations • Organization 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.	ICAR-CPCRI, Kasaragod
15.	The Scientist Incharge, CPCRI RC Kahikuchi	01.10.2026	Ek Din, Ek Ghanta, Ek Saath • Collective Action for Voluntary Shramdaan - All Ministers, MPs/ MLAs, Mayors, Deputy Mayors, Ward Councillors, Chief Secretaries, Commissioners, Eminent Personalities, Swachhata Ambassadors to participate across the country. • Political leadership to lead the initiative and join from respective constituencies/site of their choice. • Organization of simultaneous nationwide Shramdan, encouraging citizens to contribute one hour of voluntary Swachhata service. • Mobilization of participants at lakhs of sites across the country, following the tradition of previous years when crores of people voluntarily joined the cleanliness drive.	ICAR-CPCRI, RC, Kahikuchi

			• 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.	
16.	Division of Social Science & KVK Nodal and Co-Nodal Officer (Swachhta) Farm section Establishment section SAO	02.10.2026	Swachh Bharat Diwas Celebrations As part of the annual Swachh Bharat Diwas celebrations, simultaneous events are proposed on 2nd October 2026 across villages and cities. Key activities include: • Special Gram Sabha in Rural Areas • Awareness generation on Swachh Seva Aankalan for Rural Areas • Plant Trees, planters, shrubs etc., at the cleaned CTUs to nature urban green under Ek Ped Maa KeNaam • 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. At the local level: • Highlighting, showcasing, and celebrating transformation of Cleanliness Target Units (CTUs). • Felicitation of local sanitation workers and citizen influencers to acknowledge their contribution to the mission. • Recognition of best-performing volunteers and partners for SHS 2026 initiatives. Special Initiatives: On-ground Shramdaan and plogging drives by citizens, political leadership, SBM Ambassadors, youth 1rroups, NGOs, CSOs, partner organizations, and influencers.	ICAR-CPCRI, Kasaragod

The Heads of the concerned Divisions/Sections may take necessary initiatives to identify suitable personnel to lead and coordinate the day-to-day Swachhta activities, and ensure maximum participation and effective implementation of the Swachhta Hi Sewa Programme.

The identified lead team may forward the day-to-day activity reports, along with photographs, to Dr. Prathibha, PS, Senior Scientist & Nodal Officer (Swachh Bharat), through email at prathibhaspillai007@gmail.com, for compilation and onward submission to the Council for necessary action. This issues with the approval of the Competent Authority.

! Swachhata Mein Sahbhag, Swachh Bharat, Viksit Bharat !



(A. Neil Vincer)
AAO (Estt.)

Distribution:

1. The Project Coordinator (PC) & all HODs, CPCRI, Kasaragod
2. The Head, CPCRI Regional Station, Kayangulam & Vittal
3. The SICs, CPCRI Research Centre, Mohitnagar/Kidu/Kahikuchi
4. The Programme Coordinator, KVK, CPCRI, Kasaragod/Kayamkulam
5. The SIC (Farm), CPCRI Kasaragod
6. Dr. Prathibha, PS, Sr. Scientist & Nodal Officer (Swachh Bharat), CPCRI Kasaragod.
7. Dr. Shilpa S. Selvan, Scientist & Co-Nodal Officer (Swachh Bharat), CPCRI Kasaragod.
8. The Comptroller, CPCRI Kasaragod
9. The SAO/SFAO, CPCRI, Kasaragod
10. The AAOs (Estt./P&IM/E&M/C&B), CPCRI, Kasaragod
11. The AFAO's, CPCRI Kasaragod
12. PPS to Director, CPCRI, Kasaragod
13. The Administrator, CPCRI Website & e-Office Notice Board (for uploading the same)

(This Office Order may kindly be circulated among all staff members of the concerned Division/Section. No separate orders will be issued in this regard.)