

DIVISION OF DAIRY EXTENSION  
ICAR-National Dairy Research Institute, Karnal (Haryana)

Date: December 08, 2022



**“Swachchhta Pakhwada”**



**CIRCULAR**

As per the instructions received from ICAR, the Director, NDRI has approved the enclosed date-wise action plan along with responsibilities in connection with organising Swachhhta Pakhwada during 16-31 Dec., 2022 at NDRI, Karnal as well as Regional Stations. The Swachhhta pledge is attached for taking the pledge on 16.12.2022. Therefore, all the Heads of Divisions / Sections / Units of ICAR-NDRI, are requested to complete their respective actions in full cooperation of all faculty, staff and students and send a paragraph along with one good quality photograph to the nodal officer on the same day of the completed activity so that the report can be submitted daily to the Council.

*K. Ponnusamy*  
08.12.2022

(K. Ponnusamy)

Nodal Officer, Swachh Bharat Abhiyan

Copy to:

1. PS to the Director for his kind information please
2. The Joint Director (Research) for his kind information please
3. The Joint Director (Academic) for his kind information please
4. Joint Director (Admin) for his kind information please
5. All Heads / Sections / Units and chairpersons of MGMG villages for necessary action as mentioned against respective date.
6. I/c, KVK; Dr Gopal Sankhala, Dr B.S.Meena, Mr Biswajit Sen, Dr P.N.Raju, Dr P.Barnwal, Dr A K Dang for carrying out the respective activity as indicated in action plan.
7. I/c, Communication centre for covering the programme daily as enlisted
8. Estate Section with a request to supply necessary cleaning items and provide tractor trolleys to dispose the waste items collected during cleaning.
9. I/c, Computer Centre for uploading the circular and regularly posting the activities in website

**Date wise Action Plan for Swachhta Pakhwada 16-31 Dec., 2022 at ICAR-NDRI,  
Karnal and SRS, Bengaluru & ERS, Kalyani**

<b>Date</b>	<b>Activities</b>	<b>Responsible Officer for action and reporting</b>
16.12.2022	Display of banner at prominent places, taking Swachhata pledge, Stock taking & briefing of the activities to be organized during the Pakhwada, plantation of trees.	Dr K.Ponnusamy for banner; All Heads/Sections for pledge taking
17.12.2022	Basic maintenance: Stock taking on digitization of office records/ e-office implementation. Cleanliness drive including cleaning of offices, corridors and premises. Review of progress on weeding out old records, disposing of old and obsolete furniture's, junk materials and white washing/painting.	JD (Admn); I/c Computer section and e-office; Estate section
18.12.2022	Sanitation and SWM Cleanliness and sanitation drive in the villages adopted under the Mera Gaon Mera Gaurav Programme and/or other schemes by ICAR Institutes/KVKs.	I/c, KVK, NDRI, Karnal
19.12.2022	Sanitation and SWM Cleanliness and sanitation drive within campuses and surroundings including residential colonies, common market places. Stock taking of biodegradable and non-biodegradable waste disposal status and providing on the spot solutions.	All Heads/Sections; I/c, ME section Heads, SRS/ERS
20.12.2022	Stock taking of waste management & other activities including utilization of organic wastes/ generation of wealth from waste, polythene free status, composting of kitchen and home waste materials. Promoting clean & green technologies and organic farming practices in kitchen gardens of residential colonies and at least one nearby village and proving on the spot technology solutions.	Chief Hostel Warden Dr Gopal Sankhala, PI of Farmer FIRST project
21.12.2022	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.	I/c, KVK, NDRI
22.12.2022	Organising Workshops, exhibitions, technology demonstrations on agricultural technologies for conversion of waste to wealth, safe disposal of all kinds of wastes. Debate on Swachhata at the NDRI, Seminars, awareness camps, rallies, street plays and expert talks	Dr B.S.Meena, DX Division Dr Biswajit Sen, DESM
23.12.2022	Celebration of <u>Special Day</u> - KisanDiwas (Farmer's Day)-23 December inviting farmers. Experience sharing on Swachhata initiatives by farmers and civil society officials. Felicitating farmers/ civil society officials for exemplary initiatives on Swachhata.	I/c, KVK, NDRI; Heads, SRS/ERS
24.12.2022	Swachhta Awareness at local level (organizing Sanitation 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.	Dr K.Ponnusamy, Nodal Officer, SBA
25.12.2022	Cleaning of public places, community market places and/or nearby tourist/selected spots.	I/c, Estate section

26.12.2022	Fostering healthy competition: competition and rewarding best offices/ residential areas/ campuses on cleanliness. Quiz, essay & drawing competitions for school children, village youth.	Dr P.N.Raju, DT Division
27.12.2022	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.	I/c, KVK, NDRI
28.12.2022	Campaign on cleaning of sewerage & water lines, awareness on recycling of waste water, water harvesting for agriculture/ horticulture application/kitchen gardens in residential colonies. Outside campuses/ nearby villages with the involvement of local/ village communities.	Chairpersons of MGMG teams in one of their respective adopted villages
29.12.2022	Visits of community waste disposal sites/ compost pits, cleaning and creating awareness on treatment & safe disposal of bio-degradable/ non-bio-degradable wastes by involving civil/ farming community.	Dr P.Barnwal, Head, DE Division
30.12.2022	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 SwachhtaPakhwada.	Dr K.Ponnusamy Nodal Officer, SBA
31.12.2022	Organization of press conference for highlighting the activities of Swachh Bharat Pakhwada by involving all stake holders including farmers/ VIPs/ press and electronic media.	Dr A K.Dang, PRO, NDRI

**Besides, DARE/ ICAR has been specifically requested to accord special focus on the following aspects during the Swachhta Pakhwara (16-31 Dec., 2022).**

- i. Organise a “Webinar” on Swachhata
- ii. Organise a VC/meeting with field formations for the dissemination of information and to review the preparedness, in between and at the end of the Pakhwada
- iii. Display Swachhata message on the website (s)
- iv. Curb the use of Single-Use Plastic (SUP) and discourage the use of plastic in the office
- v. Organise online competitions
- vi. Develop Information, Education and Communication (IEC) dissemination on better hygiene related to COVID-19
- vii. Use of Social Media (Facebook, Twitter, Instagram, YouTube etc.) to generate awareness
- viii. Please tag the Swachh Bharat handles when posting over Social Media

**Twitter: @Swachhbharat;**

**Facebook: SBMGrain**

**Instagram: Swachhbharatgrameen**

- ix. Distribution of Mask, Sanitizers, Soap and other safety-related products.