



भारतकृषि अनुसंधान मसाला फसल अनुसंधान संस्थान

ICAR - INDIAN INSTITUTE OF SPICES RESEARCH

(भारतीय कृषि अनुसंधान परिषद Indian Council of Agricultural Research)

पी.बी.संख्या: Post Bag No: 1701, मेरिकुन्नु पोस्ट Marikunnu PO, Kozhikode-673 012, Kerala
(ISO 9001 : 2015 Certified Institute)

PME/IISR/30(29)2026

9th September, 2026

CIRCULAR

Ref: ICAR Circular F. No. 7(1)/2026-Cdn (Tech) dated 25th August, 2026

In pursuant to the above reference, a committee with the following Officers have been nominated by the Director for undertaking Swachhta Pakhwada related activities at the respective Centres from 16-31 December 2026 including 'Kisan Diwas' on 23rd December, 2026 and communicating a daily report to the Council.

Dr. C Sarathambal is identified as the Chairperson and Dr. P P Shameena Begum as the Member Secretary. The personnel identified shall organize the programmes and daily report to be forwarded to the Member Secretary, Swachhta Committee (shameena.pht@gmail.com) before 12.00 noon daily for compilation and submission to the Council.

Sl.No.	Officers identified	Centre
1.	Dr. C Sarathambal, Dr. B Manimaran, Mr. V A Muhammed Nissar, Dr. P P Shameena Beegum, Dr. Madhu Tippannanavar, Mr. K S Ajith, Dr. I P Vijesh Kumar, Mr. E S Sujeesh, Mr. Rakesh M Raghavan, Ms. N Karthika, Mr. Amaan Usmani, Mr. Debayan Banerjee	ICAR - IISR Headquarters
2.	Dr. Rajanna G A, Dr. G N Gayathri, Mr. N Choturappa, Mr. K P Sachin	ICAR - IISR Regional Station, Appangala
3.	Dr. T P Muhammed Azharudheen, Dr. M Pavan Gowda, Mr. Vijesh Kumar, Mr. K Faisal	ICAR - IISR Experimental Farm, Peruvannamuzhi
4.	Dr. K K Aiswariya, Mr. C K Jayakumar	ICAR- IISR Krishi Vigyan Kendra, Peruvannamuzhi

Sd/-

(वि.श्रीनिवासन V. Srinivasan)

प्रभारी अधिकारी Officer in Charge, पी एम ई सेल PME Cell

Copy to: All concerned / INTRANET

Spicing up the Nation's Progress

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ATIC cell: 0495-2730704, Fax : 0091-495-2731187

Project Coordinator: 0495-2731794

IISR Experimental Farm, Peruvannamuzhi : 0496-2249371

Krishi Vigyan Kendra, Peruvannamuzhi : 0496-2662372

Email: directorspices@gmail.com

Website : www.spices.res.in



Indian Council of Agricultural Research
Dr. Rajendra Prasad Road, Krishi Bhawan, New Delhi 110001

F. No. 7(1)/2026-Cdn (Tech)

Dated 25th August 2026

CIRCULAR

As per the correspondence received from the Cabinet Secretariat, the Swachhta Pakhwada is to be organized during 16-31 December, 2026 including 'Kisan Diwas' on 23rd December, 2026.

In this regard, a date wise action plan for Swachhta Pakhwada has been prepared and attached herewith. It is requested to kindly take necessary action as per the Action Plan to organize/celebrate Swachhta Pakhwada and Kisan Diwas (Farmer's Day). It is also requested to collect/compile daily reports (prepared by **SMD only in Word Format**) of the activities undertaken by the institutes under the respective divisions and forward the same to the undersigned at (sotccoordination@gmail.com). A consolidated report of the Pakhwada may also be furnished after the conclusion of the Pakhwada – 2026 by 01st January, 2027.

The Directors of ICAR Institutes/ATARIs and KVKs are requested to submit their daily reports through their respective SMDs only so that the consolidated report (by SMDs only) is arranged for uploading on Swachhta Pakhwada portal on daily basis.

Anil Kumar
25.08.2026

(Anil Kumar)

Assistant Director General (TC)

Ph. 011-23073124

Distribution :-

1. All SMDs with the request to circulate date wise Action Plan for Swachhta Pakhwada among all the Institutes under their respective division.
2. DS (GAC), Nodal officer, ICAR Hqrs. with the request to collect and compile the daily report in r/o ICAR Hqrs. and submit to sotccoordination@gmail.com
3. PD, DKMA with request to kindly upload on the website of ICAR.
4. E-office Notice Board.

Note :- All concerned may download/print the copy of this circular as per requirement as physical copies of circular is not being distributed.

Anil Kumar



भारतीय कृषि अनुसंधान परिषद
डा. राजेन्द्र प्रसाद रोड, कृषि भवन, नई दिल्ली 110001

मि.स. 7(1)/2026-स.त.

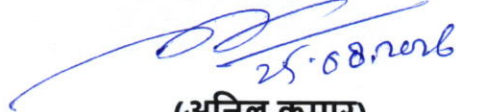
दिनांक : 25 अगस्त 2026

परिपत्र

कैबिनेट सचिवालय से प्राप्त पत्रानुसार दिनांक 16-31 दिसंबर, 2026 के दौरान स्वच्छता पखवाड़ा आयोजित किया जाना है, जिसमें 23 दिसंबर, 2026 को 'किसान दिवस' भी शामिल है।

इस संबंध में स्वच्छता पखवाड़ा की तिथिवार कार्य योजना संलग्न की है। अनुरोध है कि स्वच्छता पखवाड़ा और किसान दिवस आयोजित करने/मनाने के लिए कार्य योजना के अनुसार आवश्यक कार्रवाई करें। यह भी अनुरोध किया जाता है, कि संबंधित प्रभागों के तहत संस्थानों द्वारा की गई गतिविधियों की दैनिक रिपोर्ट (केवल वर्ड फ़ारमैट में विषय वस्तु प्रभाग (SMDs) द्वारा तैयार) एकत्र/संकलित करें और उसे नीचे हस्ताक्षरकर्ता (sotccoordination@gmail.com) को अग्रेषित करें। स्वच्छता पखवाड़ा-2026 के समापन के बाद पखवाड़ा की एक समेकित रिपोर्ट, दिनांक 01 जनवरी 2027 भी प्रस्तुत करें।

भा.कृ.अ.प. के संस्थानों/ATARIs और KVKs के निदेशकों से अनुरोध किया जा सकता है कि वे अपनी दैनिक रिपोर्ट केवल अपने संबंधित विषय वस्तु प्रभाग (SMDs) को प्रस्तुत करें, ताकि 16 से 31 दिसम्बर 2026 की अवधि के दौरान दैनिक आधार पर समेकित रिपोर्ट (through SMDs only) को स्वच्छता पखवाड़ा पोर्टल पर अपलोड करने की व्यवस्था की जा सके।


(अनिल कुमार)

सहायक महानिदेशक (समन्वय)

वितरण:

1. सभी विषय वस्तु प्रभाग(SMDs) को अपने-अपने संबंधित प्रभाग के अंतर्गत सभी संस्थानों के बीच स्वच्छता पखवाड़ा के लिए तिथिवार कार्य योजना प्रसारित करने के अनुरोध के साथ।
2. उप सचिव (सामान्य प्रशासन और समन्वय (GAC) कृपया भा.कृ.अ.प. मुख्यालय के संबंध में स्वच्छता पखवाड़ा को तिथि-वार कार्य योजना के अंतर्गत आयोजित करें और पखवाड़ा की दैनिक रिपोर्ट एकत्र/संकलित करके (sotccoordination@gmail.com) पर अग्रेषित करें।
3. परियोजना निदेशक (DKMA) को भा.कृ.अ.प. की वेबसाइट पर अपलोड करने के अनुरोध के साथ।
4. ई-ऑफिस नोटिस बोर्ड।

नोट: सभी संबंधित व्यक्ति आवश्यकतानुसार इस परिपत्र की प्रति डाउनलोड/प्रिंट कर सकते हैं क्योंकि परिपत्र की भौतिक प्रतियां वितरित नहीं की जा रही हैं।

Date wise Action Plan for Swachhta Pakhwada 16-31 December 2026 to be undertaken across all ICAR Institutes/ KVKs etc., and establishments.

S.No.	Date	Activity
1.	16.12.2026	Swachhta Pledges: Mass Administration of Swachhta Pledge, Swachhta awareness message to be posted on the website of the Department/Organisation, Display of Swachh Bharat Anthem and other relevant Information, Education & Communication (IEC) material at various strategic locations. Set up a Selfie Booth with Swachhta-themed props and backgrounds.
2.	17.12.2026	Swachhta Awareness Day: Mass awareness activities on Swachhta Theme, Conducting Swachhta Seminars, Workshops, training, technology demonstrations and exhibitions on "converting waste to wealth" and "safe disposal of all kinds of wastes"
3.	18.12.2026	Review and Weeding out of old records as per the rules, disposal of scrap items/equipment's and e-office implementation/digitalization of office records. Cleanliness drive including cleaning of offices, corridors and premises. Review of progress on maintaining housekeeping service with high cleanliness standards, weeding out/ disposal old records/ furniture/ junk materials.
4.	19.12.2026	Cleanliness and sanitation drive within campuses and surroundings including residential colonies, common market places. Motivate communities and institutions to adopt sustainable sanitation practices and facilities through awareness creation and health education.
5.	20.12.2026	Organizing Green Drives /Plantation Drives in the Premises having green area. Water Resource Management: Campaigns on Discarding the use of Single Use Plastics and awareness on recycling of waste water, water harvesting for agriculture/ horticulture application/kitchen gardens in residential colonies using harvested rainwater, establishing wastewater recycling setup.
6.	21.12.2026	Voluntary Shramdaan/Community Outreach: Shraamdaan activities in within surroundings including residential colonies, common market place, Public Health Centers (PHCs), Collages, Anganwadi's, Schools, Public places, nearby schools etc., Cleanliness and sanitation drive in the villages adopted under the Mera Gaon Mera Gaurav Programme and/or other schemes by ICAR Institutes/KVKs involving village community.
7.	22.12.2026	Community Involvement: Engagement of local celebrities, SHG, NCC/NYKS volunteers as deemed appropriate to endorse and participate in Swachhata activities, encouraging community involvement, Launch a Signature Campaign across the locality to gather pledges from residents for maintaining cleanliness and organize Nukkad Natak performances in public spaces.
8.	23.12.2026	Kisan Diwas (Farmer's Day)- Celebration of Kisan Diwas by inviting farmers. Conduct interactive workshops focusing on

Anil Kumar

		practical solutions and best practices for maintaining cleanliness in agricultural settings. Experience sharing on Swachhata initiatives by farmers and civil society officials. Felicitating farmers/ civil society officials for exemplary initiatives on Swachhata.
9.	24.12.2026	Creative competitions: Organizing Webinar, VC meetings, competition and rewarding best offices/ residential areas/ campuses on cleanliness. Swachhata thematic paintings, Quiz, essay & drawing competitions for school children, village youth.
10.	25.12.2026	Signature Campaigns: Swachhta Awareness at local level (organizing Signature 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.
11.	26.12.2026	Recycling the waste water: 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
12.	27.12.2026	Cleaning of Ponds, Rivers, Beaches etc., Cleaning of public places, community market places and/or nearby tourist /selected spots. Mobilize teams to clean riverbanks, ponds and beaches. Stock taking of biodegradable and non-biodegradable waste disposal status and providing on the spot solutions. Shraamdaan on roadside to clean up surroundings.
13.	28.12.2026	Massive community mobilization for Plastic Waste Shramdaan: Awareness on waste management & other activities including utilization of organic wastes/ generation of wealth from waste, polythene free status. Curb the use of Single Use plastic (SUP) and discourage the use of plastic in the office/any places. Composting of kitchen and home waste materials, promoting clean & green technologies and organic farming practices in new area.
14.	29.12.2026	Organizing mega "Plogging" event, Special drive on walkathons, Swachhta raths /rallies led by VIP/VVIPs. Use of Social media platforms to amplify the message, with videos from the rallies and addresses.
15.	30.12.2026	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 Swachhta Pakhwada.
16.	31.12.2026	Organization of press conference for highlighting the activities of Swachh Bharat Pakhwada by involving all stake holders including farmers/ VIPs/ press and electronic media. The Swachh Bharat Anthem and other relevant IEC material will be displayed at various strategic locations.

Pratima

- ❖ Use of social media (Facebook, Twitter, Instagram, YouTube etc.) to generate awareness.
- ❖ Display Swachhta message on the website (s)

At the conclusion of the Swachhata Pakhwada, SMDs are required to submit the **consolidated report for submission to DDWS** and onward submission to **Cabinet Secretary and PMO**:

- Report containing a detailed account of activities undertaken during Pakhwada. **(SMD wise only)**
(ICAR Institutes/ATARIs/KVKs and establishments etc., submit their report to concerned respective SMD only for their compilation and onward submission)

Swachhta Award:

At the end of Pakhwada, three awards/ranks would have to be given as per the guidelines issued by the Ministry of Drinking Water and Sanitation. These awards/ranks are given to those who have contributed the maximum to the cause of Sanitation based on rating and ranking. Emphasis while giving the awards would be given to innovative/creative activities initiative, mass mobilization for Swachhta, engagement of various sections outside the organization etc., which have deep and sustainable impact countrywide.

All the establishments of DARE/ICAR (Institutes/ATARIs/KVKs and establishments etc.,) are requested to submit the consolidated report through your concerned SMDs (DDGs) for award/rank of Swachhta Pakhwada-2026. (Guidelines attached)

Without the recommendations of SMDs, the report/application will not be entertained, latest **by 1.1.2027** (Evening).

All the SMDS are requested to kindly submit the Consolidated report after the conclusion of the Pakhwada on the activities undertaken by the Institutes under their respective divisions on 1.1.2027 by evening positively.



Swachhata Pakhwada-2025

Consolidated Guidelines

- Every Ministry/Department should nominate a Joint Secretary as Nodal Officer for Swachhata Pakhwada related activities, if not already nominated.
- Every Ministry/Department to ensure that all their line Departments, PSUs, attached offices, organizations and Institutions under them to plan and implement in detail Swachhata Pakhwada.
- The Swachhata Pakhwada Action Plan must be communicated to the DDWS **two months** prior to the commencement of their Pakhwada and the same is to be uploaded in the designated on Swachhata Samiksha (<http://swachhbharatmission.gov.in/SwachhSamiksha/Home.aspx?Ty=se>)
- Swachhata Pakhwada plans are required to contain detailed date wise activities. Further, the Ministries/Departments should ensure that the activities during the Swachhata Pakhwada are in accordance with their plans and discussion.
- Secretary of the Ministry/Department concerned may organise a VC/meeting with their field formations for the dissemination of information and to review the preparedness, before the Pakhwada begins.
- Senior Officers in the Ministry/Department may provide leadership in implementing Swachhata Pakhwada activities effectively.
- Parliamentary Committee and other MP Committees may be convened on Swachhata.
- Ministries/Departments need to involve **Union Ministers, MPs and other dignitaries** in Pakhwada activities.
- **Ministries/Departments may take steps to undertake innovative initiatives during the campaigns so that few stories are generated daily.**
- It may be ensured that departmental canteens, if any are being run by the Ministry/Department, be taken up for priority Swachhata makeover and preparations may also be done for a Swachhata Audit atleast one month beforehand, which could then be prioritized for makeover in the Swachhata Pakhwada.
- Divyang access to the toilets to be reviewed and ensured in the Central and State offices of Ministries/Departments during Pakhwada.
- Ministries/Departments may consider setting up a permanent mechanism through new programmes and Schemes for the sustainability of Swachhata, in addition to cleanliness drives during the Pakhwada.
- Curbing Single Use Plastic (SUP) and discourage use of Plastic.
- **There needs to be a daily reporting of the activities during the Pakhwada on Swachhata Samiksha portal** (<http://swachhbharatmission.gov.in/SwachhSamiksha/Home.aspx?Ty=se>) and myGov portals.
- **Activity pictures of High Resolution of 2mb-5mb to be uploaded on the portal.**
- During the Pakhwada, Ministries/Departments may initiate Swachhata Awards/ranking among organisations under their fold (**Detail guidelines are mentioned as Annexure-I**).

Arif Khera

- Ministries/Departments are advised to encourage communities for their active involvement and to ensure cleanliness and awareness drives in their locality along with cleanliness of their premises/attached offices. Some suggestive Community engagement activities are given in the **Annexure-II**.
- Ministries/Departments should ensure better branding and publicity of Pakhwada activities in electronic and print media platforms at both field and central level. They need to make use of social media such as myGov., Twitter and Facebook extensively for the purpose.
- Ministries/Departments in coordination with Mol&B, will ensure that adequate publicity is received by the Swachhata Pakhwada initiatives in both electronic and print media. Mol&B to also broadcast inspiring Swachhata initiatives on their coverage.
- A press release should be issued highlighting major outcomes of Swachhata Pakhwada.
- A press conference needs to be organised by the Ministry/Department at the culmination of their Pakhwada to highlight the activities and initiatives undertaken. This may be addressed at the level of the Union Ministers and Secretaries.
- At the conclusion of the Swachhata Pakhwada, the Ministries/Departments are required to submit the following to DDWS for onward submission to Cabinet Secretary and PMO:
 1. Report containing a detailed account of activities undertaken during Pakhwada.
 2. Related picture album, **newspaper clippings, press notes**, audio-visual clips.
 3. Any special document that Ministry/Department may have issued during Pakhwada
 4. Name and details of the three Swachhata Pakhwada awardees.

for Kumar

Annexure-I

Swachhata Pakhwada Awards – Guidelines

1. Each Ministry/Department observing the Pakhwada will be provided three awards from the Department of Drinking Water and Sanitation. However, Ministries/Departments may encourage to introduce a large number of awards at their level to encourage Swachhata Pakhwada activities.
2. The awards would be given to those who have contributed the maximum to the cause of sanitation based on rating and ranking. Emphasis while giving the awards would be given to innovative/creative activities & initiatives, mass mobilization for Swachhata, engagement of varied sections outside the organization etc. which have deep and sustainable impact countrywide.
3. Each Ministry/ Department would carry out the selection process overseen by the concerned Secretary and select the final three (First, Second and Third) awardees and intimate DDWS within the two days of ending of their Pakhwada.
4. These awards would be handed over to the winning sections/ attached offices/ field formations/ Institutions/ PSUs/ organizations at the end of Pakhwada Press Conference or similar events.
5. Ministries and Departments are requested to send the list of the selected winners to DDWS along with a brief note mentioning the basis for the same to Shri Sanjay Kumar Sinha, Director, (sanjay.sinha67@nic.in).

Sanjay Kumar

Annexure-II

Swachhata Pakhwada Suggestive activities on Community Engagement

Following are the suggestive Swachhata Pakhwada Activities to be taken up by the Ministries and Departments during the observance of their Swachhata Pakhwada:

1. Shraamdaan activities in the nearby locality.
2. Repair and renovation of Public Toilets, Schools, Anganwadis Toilets.
3. Mass awareness activities on Swachhata Theme.
4. Cleaning of nearby Villages, Schools, Anganwadis, PHCs, Collages or any Public Places.
5. Engagement of local celebrities.
6. Swachhata Seminars, Trainings, Workshops.
7. Exhibition on Waste to Wealth.
8. Swachhata Raths, Rallies.
9. Mass Swachhata Pledge.
10. Cleaning of Ponds, Rivers, Beaches.
11. Plantation drives.
12. Selfy Booth.
13. Signature Campaigns.
14. Swachhata thematic paintings.
15. Press Conference.
16. Use of Social Media.
17. Campaign on discarding the use of Single Use Plastic.
18. Organising Nukad Natak on Swachhata theme.
19. Nationwide mega "Plogging" event during the Pakhwada
20. The Swachh Bharat Anthem and other relevant IEC materials may be displayed at various strategic locations.

