



भारत सरकार
कृषि मन्त्रालय
कृषि अनुसंधान एवं शिक्षा विभाग
कृषि भवन, नई दिल्ली-110001
GOVERNMENT OF INDIA
MINISTRY OF AGRICULTURE
DEPARTMENT OF
AGRICULTURAL RESEARCH AND EDUCATION
KRISHI BHAVAN, NEW DELHI - 110001

F. No.27(4)/2014-Cdn(Tech)
Dated, the 23rd September, 2014

To

All Directors of ICAR Institutes.

Subject: Prime Minister's call for 'Swachh Bharat' as a mass movement.

Reference: (i) Prime Minister's Office ID No.490/31/C/12/2014-ES-2 dated 19.9.2014.

(ii) Cabinet Secretary, Government of India DO letter No.CS-14771/2014 dated September 20, 2014.

(iii) Secretary, DARE & DG, ICAR DO No.27(4)/2014-Cdn(Tech) dated 23rd September, 2014.

Sir,

I am to forward herewith copies of the above cited communications and request you to go through them carefully with a view to taking following action:

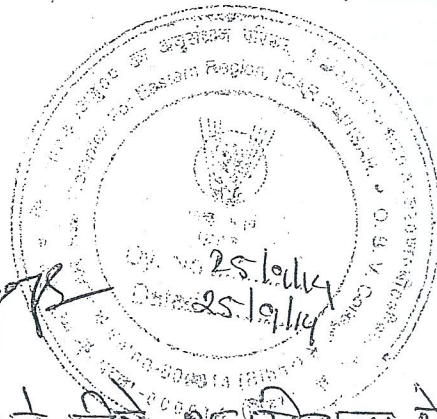
- i. Intensive cleanliness campaign covering the institute premises, other areas of work and residential colonies may please be undertaken beginning with 25th September, 2014.
- ii. Innovative activities may be thought of and implemented to spread the message of cleanliness within and outside your organization.
- iii. Appropriate messages may be carried on your website and Facebook page to spread awareness about cleanliness.
- iv. All employees may be administered a pledge, 'Swachhta Shapath' on 2nd October, 2014. Text of the pledge will be sent separately. You may also find it publicized in mass media.
- v. Please incorporate messages and contents about the Swachh Bharat in public contact programmes that you may organize in next three months. Also consider making this a standing component of such programmes.

2. I would urge that senior management of the Institute may take a lead in activities connected with the cleanliness campaign with a view to making 'Swachh Bharat' a mass movement.

3. A report on the activities undertaken as part of this drive may please be forwarded to the ICAR Headquarters by 17th October, 2014.

Yours faithfully,

(Arvind Kaushal)
Additional Secretary, DARE &
Secretary, ICAR



स्वच्छता सप्ताह मनाने के लिये 25 सितम्बर से 2 अक्टूबर तक का कार्यक्रम बनाया जाये जिसमें सबकी सह भागीता सुनिश्चित हो।
25.9.2014