

भा.कृ.अनु.प. - केन्द्रीय कृषिरत महिला संस्थान, भुवनेश्वर  
ICAR - CENTRAL INSTITUTE FOR WOMEN IN AGRICULTURE, Bhubaneswar

**Campaign on Swachhta Hi Sewa**

**Celebration of Sewa Diwas (17 September, 2017)**

As part of the ongoing "Swachhta Hi Sewa" campaign, "Sewa Diwas" was celebrated at ICAR - Central Institute for Women in Agriculture (ICAR-CIWA), Bhubaneswar between 10:00 to 12:00 hrs on 17<sup>th</sup> September, 2017. The celebration started with *Swachhta* pledge taken by all the staff and formation of human chain with placards highlighting clean environment.



Celebration of *Sewa Diwas*

Mass cleanliness drives were also organized around the farm lands of the Institute, in which all the staff actively took part and cleaned the weeds and debris around the farms and farm roads. Further, the total farm areas and the Institute premises have been earmarked for each staff in CIWA premises and cleaning and sanitation activities will be carried out in their respective plots, daily for one hour during the *Swachhta hi Sewa* period.

Further, the plan of activities for the period of campaign is given below;

<b>Date &amp; Time</b>	<b>Programmes/ Activities</b>	<b>Remarks</b>
17-09-2017 (10:00 to 12:00 Hrs)	Celebration of <i>Sewa Diwas</i>	<ul style="list-style-type: none"><li>➤ Sapath taking</li><li>➤ Human chain formation</li><li>➤ All employees shall devote 2 Hrs (10:00 to 12:00 Hrs) for cleaning/ sanitation activities in the Institute premises.</li></ul>
18-09-2017 to 02-10-2017 (4:00 to 5:00 PM)	Cleanliness drives in the area/ plot earmarked for each staff in CIWA premises. Those who have not been allotted any land area, may participate in the cleanliness drive in common areas or any plot areas of their choices.	
24-09-2017	Celebration of <i>Samagra Swachhta Diwas</i>	Every employee shall perform "Shramdaan" and contribute in the developing of a proper

		toilet facility in a disadvantaged area where such facility is needed.
25-09-2017	Celebration of <i>Sarwatra Swachhta</i>	Every employee shall contribute towards cleaning of public places.
27-09-2017 (03:30 PM)	Elocution competition on the theme "Swachh Bharat - Swasth Bharat".	<ul style="list-style-type: none"> <li>➤ Venue: Committee Room</li> <li>➤ Elocution: Duration will be three minutes/ participant</li> <li>➤ Language: Hindi/ English</li> <li>➤ Three prizes will be given for the winners of elocution competition</li> </ul>
28-09-2017	Plantation of trees	➤ Venue: Institute premises
01-10-2017	Swachhta of Nearby Tourist Spots	Every employee shall contribute towards cleaning of Nearby Tourist Spots.
02-10-2017 (08:00 to 10:00 Hrs)	Cleanliness drives in the area/ plot earmarked for each staff in CIWA premises. Those who have not been allotted any land area, may participate in the cleanliness drive in common areas or any plot areas of their choices.	
03-10-2017 (03:30 PM)	➤ Valedictory Programme/ Award Ceremony	➤ Distribution of awards to the winners of elocution competition and recognize the contribution of housekeeping staff

Further, the following action points will also be observed:

- Displaying the "Swachhta Hi Sewa" banners at appropriate places
- Sapath taking and launching of Swachh Monitoring System in the Institute
- Everyday Shramdaan by officials and plantation of trees and their maintenance
- Sanitation and hygiene related competition among the staff
- Comprehensive campaign through media/ publishing the reports in Institute website
- The Centres of AICRP on Home Science, shall conduct awareness campaigns and lectures on significance of hygiene and sanitation in their adopted villages involving farm women, farmers, school children and rural youth.