

ICAR-Directorate of Weed Research, Jabalpur (M.P.)

Consolidated Swachhata Hi Seva Campaign, 2024 Report during 17 – 02 October, 2024.

A documentary of Swachhata Hi Seva Campaign during 17 – 02 October, 2024. Programme has been made our Directorate please watch this documentary:-

Google drive link:-

<https://drive.google.com/file/d/1wBeYZD1xQJTMQlvrZrx2F1SO7n3vggH0/view?usp=sharing>

Focus on core messages of ‘Swabhav’ (behaviour), ‘Sanskar’ (values), ‘Zimmedari’ (responsibility) & ‘Bhaagidari’ (collective participation) on 17.09.2024 Under Swachhta Hi Seva Campaign, 2024

SN	Date	Activities	Venue/Remarks
1.	17.09.2024	Special Plantation Drive under Global Campaign "Ek Ped Maa Ke Naam"	ICAR-DWR Campus at 9.30 AM
2.	17.09.2024	Swachhata awareness rally	Maharajpur, Housing Board Colony, Jabalpur at 10.30 AM

1. Special Plantation Drive on 17th September 2024 under Global Campaign "Ek Ped Maa Ke Naam" : ICAR-Directorate of Weed Research, Jabalpur organized a special one day special plantation drive programme on 17th September, 2024 under “एक पेड़ माँ के नाम” (Plant4Mother) today. In this programme, employees of the Directorate planted tree each paying respect to their mothers and mother earth. Total 45 saplings of Mango were planted on this occasion. **Photographs of the activity are given below:-**



2. Under the Swachhata Hi Seva-2024 campaign, as per the guidelines received from the Council, a Swachhata awareness rally was organized by the officers and employees of the Directorate and the residents of the colony located in Maharajpur were made aware about cleanliness & Swabhav Swachhata-Sanskaar Swachhata theme on 17.09.2024.

Photographs of the activity are given below:-





**Engagement with school children programme on 18.09.2024 under
'Swachhata Hi Seva Campaign, 2024'**

SN	Date	Activities	Venue/Remarks
3.	18.09.2024	<p>Engagement with school children (Poetry, essay, painting, and poster competitions in educational institutions/Schools/AWCs, and organize slogan writing, quizzes, and jingles related to SBM to engage younger audiences and spread awareness Wall painting & beautification of parks and high footfall tourist points, roads and flyovers Swachhata Quizzes at Schools: Interactive competitions testing students' knowledge and awareness about cleanliness and sanitation Swachhata Class/Swachhata Ki Pathshaala at schools: Educational sessions and workshops teaching students about cleanliness, sanitation, and hygiene practices.</p>	Govt. High School, Block Sehora, Dist, Jabalpur M.P.

Under Swachhata Hi Seva Campaign, 2024, on 18.09.2024, a Swachhata Class / Swachhata Ki Pathshaala educational session and workshop was organized in schools regarding cleanliness to the students of the school at **Government Higher Secondary School, Block Sihora, District Jabalpur** and the students were given information about cleanliness, hygiene and sanitation practices.

Swachhata Quiz and interactive competitions were organised in the school to test the knowledge and awareness of students about sanitation and hygiene.

About 55 students and teachers participated in the above activities. Pictures of the above activities are given below:-





**Swachhata Samvad, Street Plays & Nukkad Natak on 19.09.2024 under
'Swachhata Hi Seva Campaign, 2024'**

SN	Date	Activities	Venue/Remarks
4.	19.09.2024	<p>Swachhata Samvad: Dialogues and discussions promoting awareness and community involvement in cleanliness initiatives</p> <p>Street Plays/Nukkad Nataks: Street plays may be performed in local areas to educate and entertain while promoting cleanliness and sanitation</p> <p>Educational Public Demonstrations : Zero Waste Events: NGO and SHG Mobilization: Outreach for Swachhata:</p>	ICAR-DWR & Maharajpur, Jabalpur

Under the Swachhata Hi Seva Campaign, 2024, a **Swachhata Samvad activity** was held with men and women in the local village Maharajpur at 9:00 am in the Directorate and the general public was made aware of various aspects of cleanliness in detail. Along with this, the importance of cleanliness was explained through small sentences and idioms and cleaning work was also done for an hour. In which effective dialogues like Swachh Bharat, Swachh Aangan, Swachh Premises, Khushhal Parivar etc. were presented during the activity.

The local public was made aware about Swachhata through **street plays** and templates in Maharajpur village by the employees of the Directorate. Around 41 persons were attended the above activities. Photographs of the above activities are pasted herewith:





Waste to Art at Sanitation Parks/ Selfie points at village activities on 20.09.2024 under 'Swachhata Hi Seva Campaign, 2024'

SN	Date	Activities	Venue/Remarks
5.	20.09.2024	<p>Waste to Art at Sanitation Parks/Selfie points at villages: Creative initiatives transforming waste into art and promoting community pride.</p> <p>SWM assets beautified with Wall Paintings: Decorative murals enhancing waste management facilities and promoting community engagement</p>	ICAR-DWR, Vermicompost Unit Jabalpur

Under the Swachhata Hi Seva Campaign, 2024, the Directorate made the residents of the local village Khairi aware about waste management including composting and the harm caused by burning waste. Through dialogue and discussion, the method of making vermicompost using crop and non-crop weeds was explained. The use of different types of waste was explained and cleaning work was done with the help of people, in which the role of local people was commendable.

Around 35 persons were attended the above activities. Photographs of the above activities are pasted herewith:





Human Chain activities on 21.09.2024 under 'Swachhata Hi Seva Campaign, 2024'

SN	Date	Activities	Venue/Remarks
6.	21.09.2024	Human Chain: Symbolic events where people join hands to raise awareness and demonstrate commitment to cleanliness and sanitation Reduce, Reuse, Recycle' activities aligned to Mission LiFE (Lifestyle for Environment)	ICAR-DWR, Jabalpur

Under the Swachhata Hi Seva Campaign 2024, on 21.09.2024, the officers and employees of the Directorate made the local people aware about cleanliness through a human chain and the residents of the local village Khairi made the local people aware about swachhata by forming a human chain.

Around 56 persons were attended the above activities. Photographs of the above activities are pasted herewith.





Mega Cleanliness Drives with citizen participation & partner mobilization activities on 22.09.2024 under 'Swachhata Hi Seva Campaign, 2024' with the theme of Sampoorna Swachhata through Shramdaan including Swachhata Lakshit Ekayi

SN	Date	Activities	Venue/Remarks
7.	22.09.2024	<p>Mega Cleanliness Drives with citizen participation & partner mobilization</p> <p>By integrating citizen participation with partner mobilization, these Mega Cleanliness Drive aim to tackle general swachhata challenges across local bodies through active involvement of citizens and partners from various sectors. cleaning activities are as follows:</p> <ol style="list-style-type: none"> i. Offices & institutional buildings ii. Commercial and Market areas iii. Educational institutions iv. Public transport hubs, major roads & highways, railway tracks v. Sanctuaries, zoo areas, trekking and camping sites 	Bhole Ke Rasoee Adhartal & ICAR DWR, Jabalpur

Under the Swachhata Hi Seva Campaign 2024, as per the theme of Sampoorna Swachhata or Swachhata Lakshit Ekayi set by the Council, on 22.09.2024, the officers and employees of the Directorate went to a place called Bhole Ki Rasoee at Aadhartal, Jabalpur and organized swachhata activities with citizen participation and partnership, as well as cleaning work was done around the Aadhartal pond. approx 42 persons were attended the above activities. Photographs of the above activities are pasted herewith.



Tourist spots, religious & spiritual places activities on 23.09.2024 under 'Swachhata Hi Seva Campaign, 2024' with the theme of Sampurna Swachhata through Shramdaan including Swachhata Lakshit Ekayi

SN	Date	Activities	Venue/Remarks
8.	23.09.2024	Tourist spots, religious & spiritual places (Coordinate with government departments, tourism bodies, and educational institutions for comprehensive participation)	Gwarighat, Jabalpur

In accordance with the theme of **Sampoorna Swachhata or Swachhata Lakshit Ekayi under Swachhata Hi Seva Campaign 2024, on 23.09.2024**, the officers and employees of ICAR-Directorate of Weed Research, Jabalpur went to Gwarighat, a tourist, religious and spiritual place of Jabalpur and cleaned the ghats for about 1 hour and made the people present in the tourism body aware about cleanliness. approx 24 persons were attended the above activities. Photographs of the activity are given below:

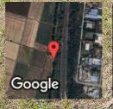


Time bound transformation of difficult & dirty spots (black spots) with focus on partnerships black spots activates on 24.09.2024 under 'Swachhata Hi Seva Campaign, 2024' with the theme of Sampoorna Swachhata through Shramdaan including Swachhata Lakshit Ekayi

SN	Date	Activities	Venue/Remarks
9.	24.09.2024	<p>Time bound transformation of difficult & dirty spots (black spots) with focus on partnerships black spots: Generally neglected garbage points, Difficult to clean as part of regular Swachhata / cleanliness drives, Posing environmental, health & hygiene risk</p> <p><i>Step 1: Identification of black spots</i></p> <p><i>Step 2: Mapping on SHS 2024 Portal</i></p>	Adhartal, Ricchai Industrial Area, Jabalpur

In accordance with the theme of **Sampoorna Swachhata or Swachhata Lakshit Ekayi under Swachhata Hi Seva Campaign 2024**, on **24.09.2024**, the officers and employees of ICAR-Weed Research Directorate, Jabalpur visited Aadhartal Ricchai Industrial Area and identified the dirty places (black spots) and took geo-photograph of the identified places. During the above activity officers / employees of the Directorate were present and the identified black spots were mapped on the SHS Portal and further action will be taken according to the guidelines for implementation of the same. Photos of the activity are given below:-





Jabalpur, Madhya Pradesh, India
 6XMF+4RC, Richhal Industrial Area, Richhal, Jabalpur, O.F.Khamaria, Madhya Pradesh 482010, India
 Lat 23.232943°
 Long 79.972319°
 23/09/24 10:42 AM GMT +05:30



Jabalpur, Madhya Pradesh, India
 167, Industrial Area, Richhal, Jabalpur, O.F.Khamaria, Madhya Pradesh 482010, India
 Lat 23.233137°
 Long 79.972294°
 23/09/24 10:41 AM GMT +05:30



Jabalpur, Madhya Pradesh, India
 6XM8+C78, Maharajpur, Jabalpur, GCF Jabalpur, Madhya Pradesh 482004, India
 Lat 23.233056°
 Long 79.967804°
 10/09/24 04:45 PM GMT +05:30

Best Innovation under SBM Cultural Fests Programme on 25.09.2024 under 'Swachhata Hi Seva Campaign, 2024' with the theme of Sampoorna Swachhata through Shramdaan including Swachhata Lakshit Ekayi

SN	Date	Activities	Venue/Remarks
10.	25.09.2024	Best Innovation under SBM Cultural Fests To recognize the most unique and inspiring initiatives taken by local bodies to integrate citizens with Swachhata, local art, music & culture	Bhole ke Rasoee Adhartal, Jabalpur

Under the Swachhata Hi Seva Campaign 2024, on 25.09.2024, the officers and employees of ICAR-Directorate of Weed Research, Jabalpur, gave dustbins and other essential materials used in cleanliness to an institution named Bhole Ki Rasoee located at Aadhartal, which, along with providing food to the hungry people in the city, also makes people aware about **swachhata under the Swachh Bharat Mission Cultural Festival**, and through the said program, people were made aware about cleanliness. During the above activity approx 23 persons were present. Photographs and Video of the activity are attached.



Preventive Health Check-ups on 26.09.2024 under 'Swachhata Hi Seva Campaign, 2024' with the theme of SafaiMitra Suraksha Shivirs

SN	Date	Activities	Venue/Remarks
11.	26.09.2024	Preventive Health Check-ups are to be organized as part of the Shivirs/Camps to benefit sanitation workers & their families.	ICAR-DWR Campus, Jabalpur

In accordance with the theme of SafaiMitra Suraksha Shivirs under Swachhata Hi Seva Campaign 2024, a free medical checkup camp was organized for the sanitation workers

working in the Directorate and their family members on 26.09.2024 at the guest house of the Directorate, by the courtesy of Baderia Metroprime Multispeciality Hospital, Jabalpur, in which about 147 persons got their health checked.. Photographs of the activity are attached.



**Access to Health Facilities & Services Programme on 27.09.2024 under
'Swachhata Hi Seva Campaign, 2024' with the theme of SafaiMitra
Suraksha Shivirs**

SN	Date	Activities	Venue/Remarks
12.	27.09.2024	Access to Health Facilities & Services to ensure better quality of life for SafaiMitras/Sanitation workers and their dependents	ICAR-DWR Campus, Jabalpur

Under the Swachhata Hi Seva Campaign 2024, on 27.09.2024, in accordance with the theme of SafaiMitra Suraksha Shivir, information about the health facilities being provided by the Directorate to ensure a better standard of living to the Sanitation workers working in the Directorate was given by Mr. R.S. Upadhyay, Chief Technical Officer and Mr. G.R. Dogre, Assistant Chief Technical Officer. Along with this, Mr. Upadhyay gave information about the common health problems faced by the families of SafaiMitras and their solutions and which hospital available in Jabalpur should be selected so that they can get proper treatment. Around 26 Sanitation workers were attended the above activities. Photographs of the above activities are pasted herewith:



**Distribution of PPE Kits & safety gear Programme on 28.09.2024 under
'Swachhata Hi Seva Campaign, 2024' with the theme of SafaiMitra
Suraksha Shivirs**

SN	Date	Activities	Venue/Remarks
13.	28.09.2024	Distribution of PPE Kits & safety gear to safeguard the sanitation workers from occupational hazards, the sanitation workers are to be provided PPE kits and protective gear Celebration of 28 th September (World Maritime Day) Special drive on walkathons, cycle rallies	ICAR-DWR, Jabalpur

Under Swachhata Hi Seva Campaign 2024, on 28.09.2024, in accordance with the theme of SafaiMitra Suraksha Shivir, PPE kits and other essential instruments were distributed in a program organized in the auditorium of the institute to protect the cleaning staff working in the Directorate from occupational hazards, which will be very useful to the SafaiMitra while doing cleaning work and after this, through a special campaign walkathon, all the officers and employees of the institute did cleaning work with the SafaiMitra in the campus for 2 hours. About 46 employee were present in the above activities. Photographs of the above activities are given below:-



Social welfare linkages activities on 29.09.2024 under 'Swachhata Hi Seva Campaign, 2024' with the theme of SafaiMitra Suraksha Shivirs

SN	Date	Activities	Venue/Remarks
14.	29.09.2024	<p>Social welfare linkages & registration of sanitation workers and their families to benefit them with various social schemes must be ensured by local bodies. This shall include but not be limited to the following:</p> <ul style="list-style-type: none"> • Housing: Pradhan Mantri Awas Yojana (PMAY) • Toilet: Atal Mission for Rejuvenation & Urban Transformation (AMRUT), Jal Jeevan Mission (JJM), any State scheme • Electricity: PM Sahaj Bijli Har Ghar Yojana (Saubhagya) • LPG : PM Ujjwala Yojana ; Health cards & Health Insurance : Ayushman Bharat • Health Insurance:PM Jan Arogya Yojana (PM-JAY), Immunisation-Mission Indradhanush • Credit access-Swachhata Udyami Yojana (SUY) & bank financing linkage • Banking-PM Jan Dhan Yojana , One Nation One Ration Card, MGNREGA Job Card, Pension Schemes, Aadhar Card – as required 	ICAR-DWR, Jabalpur

In the program organized at the Directorate on 28.09.2024 under Swachhata Hi Seva Campaign 2024, Mr. Sandeep Dhagat informed the SafaiMistra and their families about Pradhan Mantri Awas Yojana, Toilet, Pradhan Mantri Sahaj Bijli Har Ghar Yojana, Ujjwala Yojana, Health Insurance and Ayushman Bharat schemes and the officers from Suhagi Gram Panchayat Zone 15 informed the Safai workers working in the Directorate about how they can avail the benefits of the said schemes and some workers were also registered for making Ayushman cards. About 32 sanitation workers and their family were present in the above activities. Photos of the above activities are given below:-



Involve Religious Leaders Programme on 30.09.2024 under ‘Swachhata Hi Seva Campaign, 2024’ with the theme of SafaiMitra Suraksha Shivirs

SN	Date	Activities	Venue/Remarks
15.	30.09.2024	Involve Religious leaders - cleanliness drives in religious places Organization of press conference for highlighting the activities of Swachhta Hi Seva by involving all stakeholders including farmers/ VIPs/ press and electronic media.	ICAR-DWR & Gwarighat Jabalpur

Under Swachhata Hi Seva Campaign 2024, a program was organized by the Directorate on 30.09.2024 involving religious leaders, in which information was given about the Swachhata Hi Seva related activities done by the Directorate from 17.09.2024 to 29.09.2024 by involving press and electronic media and stakeholders. Along with this, through a presentation on the subject of Swabhaav Swachhata and Sanskar Swachhata by Shri G.R. Dongre, Assistant Chief Technical Officer, detailed information was given about

Swabhaav Swachhata and Sanskar Swachhata to all the officers and employees present. After this, the employees of the Directorate carried out cleaning work at Gwarighat and the religious place (temple) located at the Directorate. About 65 persons were present in the above activities. Photos of the above activities are given below:-



SafaiMitra Samman Programme on 01.10.2024 under 'Swachhata Hi Seva Campaign, 2024' with the theme of SafaiMitra Suraksha Shivirs

SN	Date	Activities	Venue/Remarks
16.	01.10.2024	<p>SafaiMitra Samman</p> <p>Talent Showcase: Organize dedicated segments where SafaiMitras/sanitation workers, their families, children and dependants can perform or display skills relating to local music, dance, or art.</p> <p>This will provide them with a platform to share their talents and contributions & will help integrate them with local communities.</p> <p>Storytelling Sessions: Feature stories from SafaiMitras/sanitation workers about their experiences and the importance of their work in maintaining cleanliness. This can be done through interviews, live storytelling, or dramatized performances at the Swachh Bharat Cultural Fest.</p> <p>Waste to Wealth workshops: To train SafaiMitras/sanitation workers on creating products made of upcycled materials to champion the principles of 'Reduce, Reuse, Recycle'</p>	ICAR-DWR, Jabalpur

In the program organized on 01.10.2024 under Swachhata Hi Seva Campaign 2024, the sanitation works working in the Directorate were honored and the family members of Safai Mitras were included in the program and information about the cleanliness related programs organized in the Directorate was given through presentation and film. Chairman of Swachhata Samiti Dr. V.K. Chaudhary, Pr. Scientist appreciated the work of Safai Mitras and Director of Directorate Dr. J.S. Mishra gave detailed information to the officers and employees of the Directorate regarding Swabhaav Swachhata-Sanskar Swachhata. About 61 employee and sanitation works were present in the above programme. Photographs of the above activities are attached below:-

**Celebration of Swachh Bharat Diwas on 2nd October 2024 under
'Swachhata Hi Seva Campaign, 2024'**

SN	Date	Activities	Venue/Remarks
17.	02.10.2024	<p>Swachhta Bharat Diwas</p> <p>'As part of the annual Swachh Bharat Diwas celebrations, simultaneous celebration events are proposed on 2nd October across villages and cities. The general guideline for the same is as follows:</p> <p>At the local level</p> <p>Highlighting, showcasing and celebrating transformation of CTUs (स्वच्छता लक्षित इकाई)</p> <p>Felicitation of local sanitation workers citizen influencers to acknowledge their contribution to the Mission</p> <p>Distribution of welfare benefits to SafaiMitras/ sanitation workers</p> <p>Celebrating achievements of SHS 2024 – Swachh Food Streets Initiative, SBM Cultural Fests etc.</p> <p>Recognition to best performing volunteers/partners etc. for SHS 2024</p> <p>Inauguration of waste management projects and key announcements</p> <p>On ground <i>shramdaan</i> and plogging drives can be carried out by citizens, political leadership, SBM Ambassadors, youth groups, NGOs, CSOs, partner organization representatives, influencers.</p> <p>Swachhata Sabha at villages: Conduct special Gram Sabhas where the village will be declared ODF Plus / ODF Plus Model</p>	ICAR-DWR, Jabalpur

On 02.10.2024, the closing ceremony of Swachhata Hi Seva Campaign was organized as **Swachh Bharat Diwas** under the chairmanship of Director Dr. J.S. Mishra in the auditorium of the Directorate. At the beginning of the program, the Chairman of the Swachhata Samiti, Dr. V.K. Choudhary welcomed everyone and gave information about the various activities to be completed from 17 October to 1 October, 2024 under Swachhata Hi Seva Campaign, 2024 through film and documentary film. He also told that cleanliness is very important in human life.

As the next speaker of the program, Dr. J.S. Mishra, Director, Weed Research Directorate, Jabalpur said that swachhata should be in our Swabhav and Sanskar. On one hand, cleanliness reduces the spread of diseases in society and the world, on the other hand, it also makes the environment pollution free and brings prosperity in human life. Therefore, due to the awareness towards cleanliness by the Central Government, awareness is increasing among

the people and India is constantly moving towards cleanliness. The efforts being made by the government in this regard are commendable. The program was efficiently conducted by Shri G.R. Dongre and the vote of thanks was given by Shri R. Hadge, Administrative Officer.

On this occasion, the sanitation workers working in the Directorate were also honored for their excellent work. All the officers/employees of the Directorate participated in this program. Photographs related to the above activities are attached below:-

