



INDIAN COUNCIL OF AGRICULTURAL RESEARCH

Krishi Bhawan, New Delhi-110001

F. No. 7(1)/2025-Cdn tech

Dated: 22nd December 2025

Activity: Community Outreach: Shraamdaan activities in within surroundings including residential colonies, common market place, Public Health Centers (PHCs), Collages, Anganwadi's, Schools.

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..

Agricultural Education Division

As a part of **Swachhta Pakhwada**, community staff involvement, encouraging the community involvement across the campus at NAARM, Hyderabad, swachhta pledge was taken by the PGDM-ABM 2nd year students at conference hall of Admin Building. Sanitation and cleaning brochures also distributed for the awareness.

Photographs of the Activity



Swachhta Pledge taken by PGDM-ABM Students



Distribution of cleanliness and sanitation brochures

Natural Resource Management Division

Central Coastal Agricultural Research Institute, Goa

Summary of the Activity: As part of Swachhta Pakhwada 2025, ICAR–CCARI and KVK North, Goa launched a Signature Campaign across for the local community to promote cleanliness and sanitation awareness. Through direct interaction and discussions, awareness was created on the importance of clean farm environments, proper management of plant residues, and identification of useful weeds from plant waste for productive and eco-friendly utilisation.

No. of Participants: 17

Key Outcomes: Enhanced awareness among community member on maintaining clean surroundings along with improved understanding of plant waste management, including identification of useful weeds



ICAR Research Centre For Eastern Region, Patna

Report on the Swachhata activity undertaken at ICAR RCER, Patna, FSRCHPR, Ranchi, and its KVKs located in Buxar and Ramgarh

Summary of the Activity: A signature campaign was organized on 22.12.2025 at ICAR-RCER, Patna, as a part of Swachhta Pakhwada celebration.

No. of Participants: 51

Key Outcomes: The signature campaign enhanced awareness on Swachhta Pakhwada objectives and encouraged participants to pledge their commitment towards cleanliness and hygienic practices.



KVK Ramgarh

Summary of the Activity: Swachhta Community Mobilization Initiative: Community Involvement: Engagement of local celebrities to endorse and participate in Swachhata activities. It was conducted at Gargali, Mandu Block, Ramgarh District

No. of Participants: 54

Key Outcomes: Enhanced community participation in Swachhata activities through involvement of local celebrities. Increased awareness and positive behavioural change towards cleanliness and sanitation practices in the village.



KVK Buxar

Summary of the Activity: Cleaning performed behind the administrative building of KVK Buxar near the lychee and guava demo units.

No. of Participants: 12

Key Outcomes: Improved cleanliness and hygiene in the workplace environment. Enhanced awareness and participation of staff in maintaining cleanliness.



Directorate of Weed Research, Jabalpur

Summary of the Activity: Under the Swachhta Pakhwada 2025, on December 22, 2025, Dr. Jamaludheen A., Scientist from the Directorate, raised awareness about cleanliness among farmers and students of the unhen Primary School in Dungaria village, Mandla district, and encouraged them to participate in cleanliness activities. Additionally, officers and staff of the Directorate conducted cleanliness activities around the old guest house of the Directorate.

No. of Participants: 49

Key Outcomes: Through this activity, farmers and students were made aware of the importance of cleanliness.



Central Island Agricultural Research Institute, Sri Vijaya Puram

Activity 1.: Organizing Green Drives/Plantation Drives premises having green area

The ICAR–Central Island Agricultural Research Institute, located in Sri Vijaya Puram, conducted a Green Drive/Plantation Drive within its campus, which boasts significant green cover, as part of the Swachh Bharat Mission. This initiative was launched with the aim of bolstering environmental sustainability, increasing campus greenery, and raising awareness about the essential role of plantations in preserving a clean, healthy, and balanced ecosystem. During the drive, glove plantation was executed under the existing coconut plantations on the institute's organic plot. This strategy ensured the effective use of available green spaces while fostering biodiversity and enhancing soil health. The plantation efforts also sought to improve microclimatic conditions, elevate aesthetic appeal, and contribute to the long-term ecological stability of the campus environment. The program witnessed enthusiastic participation from the Director, Heads of Divisions, Administrative Officer, and Finance & Accounts Officer, showcasing a strong institutional commitment to environmental conservation and cleanliness. Their involvement fostered a sense of collective responsibility among staff members and underscored the significance of leadership engagement in sustainability initiatives. Through this plantation drive, the Institute underscored the close relationship between cleanliness and greenery, highlighting that a clean environment is best maintained through deliberate greening efforts.



Central Research Institute for Dryland Agriculture, Hyderabad

Theme: Awareness Campaign as part of Swachhta Pakhwada through Community Involvement

As per the action plan, the activities of Swachhta Pakhwada were implemented on 22nd December 2025. As per the action plan, organized awareness campaign in Gaddamalliahguda Village, Yacharam Mandal, Rangareddy District, Telangana by involving local community. The event aimed to promote sanitation and cleanliness in rural

areas, aligning with the broader objectives of Swachh Bharat Mission. Initially Dr. K. Ravi Shankar, Principal Scientist briefed about the programme by highlighting CRIDA activities in this direction. After that Dr. CN Anshida Beevi, Scientist administered *swacchta pledge*. Around 50 people including school children, farmers and farm women actively engaged in the program. Signature campaign also conducted to create awareness on cleanliness and sanitation.



Educating the School children and farmers about importance of keeping our surrounding clean

Indian Institute of Farming System Research, Modipuram, Meerut

Summary of the Activity: Organized a cleanliness drive cum Swachhata quiz

No. of Participants: 65

Key Outcomes: Research Scholars, Research Associates, Senior Research Fellows, Students and Young Professionals and other staff participated in this event. Oral questions were asked to participants related to hygiene, cleanliness, diseases and government policies and initiatives for enhancing the cleanliness at the personal and workplace level. Cleaning performed at Mustard research field and nearby farm road.



Indian Institute of Soil and Water Conservation Research Centre, Datia (MP)

Brief description of the activity:

1. Community Participation

Under the **Swachhata Pakhwada** being observed from **16 to 31 December**, the **ICAR – Indian Institute of Soil and Water Conservation, Research Centre, Datia** organized a **community-level sanitation awareness programme** on **22 December 2025** at **Village Murera, District Datia (M.P.)**. The programme was conducted with the objective of implementing sanitation activities in an effective, systematic, and sustainable manner while ensuring active public participation. The primary objective of the programme was to sensitize villagers about the importance of cleanliness and encourage them to become active partners in the creation of a clean, healthy, and self-reliant environment.

During the programme, residents of local habitations were actively involved in sanitation-related activities so that cleanliness could be promoted not merely as a formal campaign, but as a people's movement. Keeping in view the social structure of the village, the activities were carried out in a planned and participatory manner to ensure maximum community involvement. To disseminate the importance of cleanliness among all sections of society, active participation of various community groups such as women groups, youth, senior citizens, and other aware villagers was ensured. Villagers were provided detailed information on personal hygiene, household sanitation, community cleanliness, and the maintenance of cleanliness in public places. Emphasis was also laid on avoiding open dumping of waste, preventing diseases caused by unhygienic conditions, and understanding the health benefits of a clean environment. To further strengthen community participation, village-level interactions and counseling activities were organized, through which villagers were motivated to adopt cleanliness as an integral part of their daily lives. They were made aware that cleanliness is not the responsibility of any single institution or department, but a collective responsibility of every citizen. As a result, a positive change in attitude and behavior toward sanitation was observed among the villagers.

2. Signature Campaign

In this sequence, a **Signature Campaign** was launched to formally record the commitment of citizens toward cleanliness. Under this campaign, a **total of 60 villagers from Village Murera** took a pledge to

maintain cleanliness, keep public places clean, and motivate others to adopt hygienic practices. Through this initiative, villagers accepted their responsibility toward cleanliness in written form, which helped in developing a sense of ownership and accountability.

During the signature campaign, interactions were held with villagers to make them aware of waste management practices, segregation of wet and dry waste, use of safe drinking water, and the importance of maintaining a clean environment. This initiative enhanced awareness regarding sanitation and strengthened the collective resolve to keep the village clean through joint efforts.

The successful organization and implementation of the programme were made possible through the significant contributions of the officers and staff of **ICAR-IISWC, Research Centre, Datia**. **Dr. Kripa Shankar Maurya, Scientist**, provided conceptualization, planning, and technical guidance for the programme and sensitized villagers on the scientific, health, and environmental aspects of sanitation. **Shri Bhagwan Das Kushwaha, Senior Technical Officer**, played an important role in coordination, smooth execution of field activities, and ensuring community participation. **Shri Deepak Maurya, Senior Technical Assistant**, actively contributed to organizing the signature campaign, registration of villagers, conduct of awareness activities, and logistical support. **Shri Gautam Singh, Senior Technical Assistant**, played a key role in village-level outreach, mobilizing villagers, and effective dissemination of sanitation-related messages.

Number of participants - 60

Program Outcome: Overall, the coordinated efforts of all officers and staff resulted in a significant increase in sanitation awareness in Village Murera. A positive mindset toward cleanliness was developed among the villagers, and a meaningful and sustainable initiative was undertaken toward the creation of a clean, healthy, and hygienic environment.



अनुसंधान केंद्र, दतिया



अनुसंधान केंद्र, दतिया

Mahatma Gandhi Integrated Farming Research Institute

Summary of the Activity: Community involvement for swacchta activities

No. of Participants: 22

Key Outcomes: Organized swacchta pledge involving the local farmers and nearby community



Central Agroforestry Research Institute, Jhansi

Summary of the Activity: Swachhta Drive done at ICAR-CAFRI Jhansi

No. of Participants: 45

Key Outcomes: Swachhta awareness promoted among 40 farmers of chatarpur village



Indian Institute of Soil Science, Bhopal

As part of Swachhata Pakhwada, the ICAR–Indian Institute of Soil Science (ICAR-IISS), Bhopal organized a Swachhata awareness and community engagement programme on 22 December 2025. Under the guidance of Dr. Monoranjan Mohanty, Director, ICAR-IISS, Bhopal, Dr. Sangeeta Lenka and her team conducted an interactive campaign focusing on waste management, waste utilization, waste-to-wealth approaches, and organic farming practices. The programme actively involved local villagers, farmers, and community members, encouraging their participation through discussions, demonstrations, and experience sharing. Emphasis was laid on collective responsibility and community-led initiatives for converting agricultural and biodegradable wastes into valuable products such as compost, thereby promoting sustainable nutrient management in organic farming systems. The campaign aimed to strengthen community awareness, motivation, and participation in maintaining cleanliness, effective waste management, and environmental conservation. The initiative reinforced the spirit of Swachhata by fostering a sense of ownership among villagers, contributing to cleaner surroundings, improved human health, and overall social well-being.



Indian Institute of Water Management, Bhubaneswar

On Day-7 of the on-going Swachhta Pakhwada i.e., on 22nd December 2025, a swachhta programme involving community and village leaders was organized in Kulantira(sasan) Village in Balipatna block of Khordha district. At the outset, the participants were administered swachhta pledge and then sensitized about objectives of and progress under *Swachh Bharat Abhiyan* such as making Indian villages open defecation free, sharp decline in incidences of diarrhoea and other gastro-related diseases, converting wastes to wealth and plantation waste treatment, increased area under plantation and developing clean common/tourist places. The swachhta team also informed the participants about adverse effects of polythene and garbage dumping near residential houses and water bodies, and advised them reduce the use of polythene and not to resort to burning of polythene bags/plastics so as maintain village environment clean. Then all the participants went through the village for a stocking taking exercise on cleanliness and removed garbage from road sides. A signature campaign to gather pledges on Swachhta was launched. A total of fifty (50) participated in the programme and pledged their support to Swachhta. Some of the photographs of Day-7 are presented below.



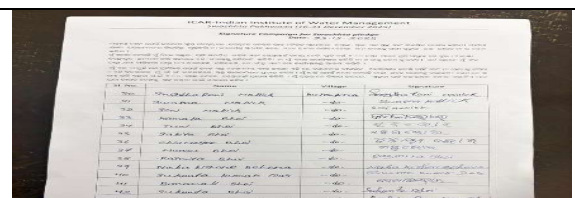
Swachhta Pledge being administered to the participants



Sensitization of participants



A snap of the cleaning activity around the pond



Plant debris being removed and dumped in compost pit

ICAR Research Complex for NEH Region, Umiam, Meghalaya.

Summary of the Activity: ICAR Research Complex for NEH Region, Umiam observed Swachhta Pakhwada 2025 during 16th to 31st December 2025. The Swachhta Pakhwada 2025 Community Involvement was started with a Signature Campaign on 22nd December 2025. The Swachhta Pledge, inspired by Mahatma Gandhi’s vision of a clean and developed India, was administered collectively. Participants pledged to maintain cleanliness, avoid littering, and devote 100 hours annually for voluntary cleanliness activities. A signature campaign was conducted to formally record individual commitments. The programme successfully enhanced awareness and collective responsibility towards cleanliness under the Swachh Bharat Mission.

Number of participants: Approx. **30 participants** actively participated in the programme.

Key Outcomes: The programme was successful and all the events received good response from the staff and participants regarding Swachhta Awareness.

Photographs of the activities conducted that day:



NATIONAL BUREAU OF SOIL SURVEY AND LAND USE PLANNING Nagpur

Summary of the Activity: Organized Swachhata Samvad and awareness programme in institute campus. Organized cleanliness drive in institute campus.Organized Signature campaign in institute campus

No. of Participants:15

ICAR-NBSS & LUP, Regional Centre Jorhat, Assam



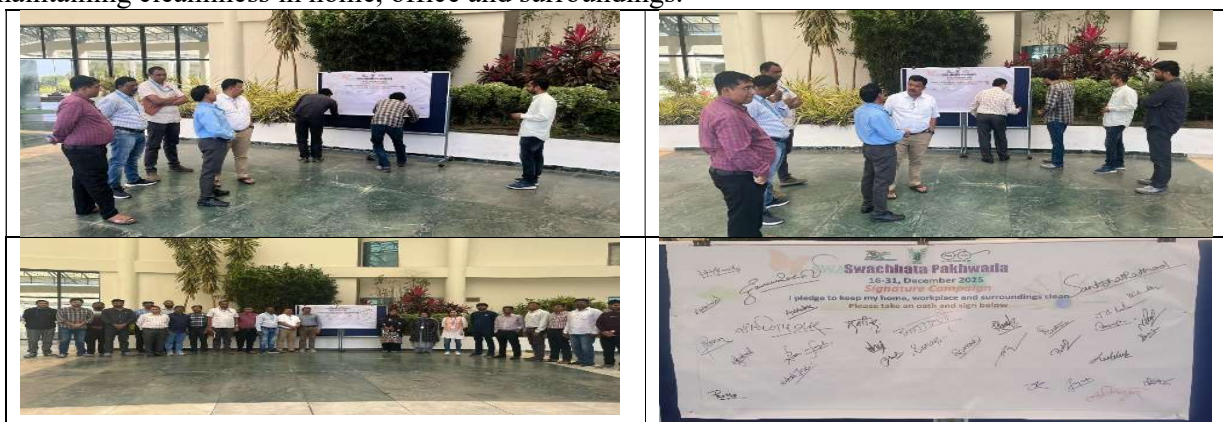
NBSS & LUP, Regional Centre, IARI Campus, New Delhi 110 012

ICAR–NBSS & LUP, Regional Centre, Delhi celebrated swachhta pakhwada under the direction of Dr. Jaya N. Surya, Head Regional Centre Delhi. The staff took initiative in cleanliness and sanitation practices in office campus. The parking area and sample collection room were cleaned and managed by all the staff members.



National Institute of Abiotic Stress Management, Baramati

As part of Swachhata Pakhwada (16–31 December 2025), a Signature Campaign was organized for all NIASM staff to pledge their commitment towards cleanliness. In this regard, a signature poster along with pledge was made and all NIASM staff members were invited to take a pledge towards cleanliness and cast their signature in support. More than 25 staff participated in the event and signed the pledge for maintaining cleanliness in home, office and surroundings.



CAZRI, Jodhpur

A community-focused environmental initiative held as part of the Swachhata Pakhwada (Cleanliness Fortnight) at the ICAR-CAZRI, Jodhpur.

Green Drive and Plantation Drive

Under the banner of Swachhata Pakhwada during 16 December to 31 December, 2025, one Green Drive and Plantation Drive campaign was organized on 20.12.2025 at ICAR-CAZRI Colony campus. The campaign was structured around two pillars: Waste Management and Resource Conservation. The goal was to shift environmental responsibility from a "government task" to a "household habit." Elimination of Single- Use Plastics: Educating residents on the long-term hazards of non-biodegradable waste.

Water Stewardship: Promoting the dual strategy of harvesting rainwater and recycling "grey-water" (household wastewater) for functional use. Biodiversity: Enhancing the local ecosystem through physical plantation. On this occasion CAZRI employees, residential of CAZRI colony gathered in the morning at 9.00 am in the park of the CAZRI Colony. The programme started with welcome by Dr. Aman Varma, Scientist. Dr. Reena Rani, Scientist gave detailed talk about how we can minimize the use of plastic in our day to day life, social functions and celebrations otherwise which creates tonnes of plastic wastes. Dr. Reena Rani introduced a specific version of the 3R principle tailored for plastic waste 1. Reduce: Minimizing intake by choosing alternatives (e.g., cloth bags, glass bottles) during social functions and daily life., 2. Recollect: Ensuring that plastic already in use doesn't enter landfills or oceans, but is instead gathered for processing. And 3. Recycle: Transforming collected waste into new products to reduce the need for "virgin" plastic production. This framework is essential for moving toward a "Circular Economy" where materials never become trash. by which we can make our planet green. Dr. Aman Varma emphasized to reduce use of water and recycle of waste water to be used in various activities like gardening, flushing and washing. It was also suggested That Rain water should also be collected and used in kitchen gardens. The event transitioned from theory to practice through high-level endorsements and physical activity: The "Home-First" Philosophy: Dr. P. Santra (Acting Director) emphasized a bottom-up approach. He

argued that national cleanliness is an aggregate of individual household habits. If a drive starts at home, it naturally scales to the colony and eventually the nation. After this awareness programme a plantation drive was also launched in CAZRI Colony campus by planting a tree in the corner of CAZRI Park. This serves as a "living" reminder of the commitment made by the residents and adds to the green cover of the CAZRI campus. The programme ended with thanks to Director, CAZRI, and all participants.

Horticulture Division

Directorate of Cashew Research, Pune

As a part of the Swachhta Pakhwada campaign, a cleanliness drive was organized at the Kemminje and Shantigodu Farm of ICAR–Directorate of Cashew Research (ICAR-DCR), Puttur. The activity was undertaken to promote hygiene, environmental awareness, and responsible waste management. The drive aimed to spread the message of cleanliness as a shared responsibility and to encourage sustainable practices in agricultural areas. The farm surroundings, pathways, and storage areas were thoroughly cleaned. Awareness was also created about avoiding plastic use and keeping the farm clean regularly. The scientists, technical officers, administrative staff, farm staff and contractual staff actively participated in the cleanliness drive.

The activity stands as a meaningful contribution of ICAR-DCR towards creating a healthy and sustainable environment. Such initiatives contribute to a clean, safe, and sustainable agricultural research environment and align with commitment to social responsibility.



Directorate of Medicinal & Aromatic Plants Research, Anand

Under the Swachhta Pakhwada organized at ICAR-DMAPR from 16th to 31st December, 2025, a cleanliness drive in the crop protection laboratory was undertaken on 22.12.2025 to reduce contamination risks, chemical spills, and cross-contamination, thereby ensuring a safer work environment and preventing accidents and injuries. All working scientists in the Crop Protection section, Dr. Govind Kumar, Dr. Samadhan Yuvraj Bagul, and Dr. Divija S D, have participated in the drive by taking proper care. Cleanliness work includes disinfecting all surfaces, including benches, counters, and shelves. Mr. Sanjay, Mr. Bharat, Mr. Kamlesh, and Mr. Arvind have also participated in

the

cleanliness

drive.



Cleaning of instruments, lab, and working bench in the plant pathology and entomology lab

Indian Institute of Spices Research, Kozhikode

As part of swachhta pakhwada, cleaning of soil science laboratory was carried out by the staff and students of ICAR – IISR by dusting equipment, organizing workspaces, and properly disposing of waste materials. This initiative not only enhanced the cleanliness of laboratory but also promoted a sense of responsibility towards swachh Bharat, ensuring a safer and more efficient space for scientific experiments.

A Swachhata awareness programme was conducted for the students of the College of Agriculture by the scientists of ICAR–IISR, Regional Station, Appangala, as part of the Swachhata Pakhwada activities. The programme aimed to sensitize students about the importance of cleanliness, hygiene, and environmental sustainability in academic and agricultural settings. During the programme, the scientists interacted with the students and delivered informative talks on Swachh Bharat Abhiyan, emphasizing clean surroundings, proper waste management, segregation of biodegradable and non-biodegradable waste, and the responsible use of plastics. The role of cleanliness in promoting a healthy environment and sustainable agricultural practices was also highlighted.



Before cleaning



After cleaning



Swachhta awareness programme at ICAR – IISR Regional Station, Appangala

ICAR- Indian Institute of Oil Palm Research, Pedavegi

Number of participants	30
Details of the activity:	As part of Swachhta Pakhwada, Swachhata activities have been conducted at Lakshmipuram Village, Pedavegi Mandal Informed about the cleanliness and swachh Bharat initiatives of GoI on the programme and events going on at Pedavegi. Awareness programmes like waste management and use of dust-bins, etc. have been done and distributed safety masks to the Housekeeping workers at ICAR-IIOPR, Pedavegi



ICAR- NRC on Pomegranate, Solapur

No. of participant: 55

Nukkad Natak is performed in the Chhatrapati Shivaji Sankul Muktagan School Solapur with the involvement of school students, teachers and other staff.

A Swachhta Awareness is created among the students and participants. Prize distribution is done to encourage the school students about swachhta activities in their daily routine life.



Fig: Performance of Nukkad Natak in the Chhatrapati Shivaji Sankul Muktagan School Solapur.



Fig: Creation of Swachhta Awareness in Nukkad Natak in the Chhatrapati Shivaji Sankul Muktagan School Students Solapur.

Animal Science



केंद्रीय बकरी अनुसंधान संस्थान
Central Institute for Research
on Goats



मखदूम, फरह, मथुरा, उत्तर प्रदेश, 281122




स्वच्छता पखवाड़ा

16 - 31 दिसम्बर 2025

स्वच्छता ही सेवा अभियान 2025, 16 से 31 दिसम्बर 2025 तक “स्वच्छ भारत दिवस उत्सव” थीम के साथ पूरे देश में मनाया जा रहा है। इसी क्रम में आज दिनांक 22.12.2025 को केंद्रीय बकरी अनुसन्धान संस्थान के होर्टिकल्चर ऑफिस के आस पास की घास काटाई का काम किया गया एवं झाड़ू लगा कर उक्त साफ सुथरा बनाया, जी और इस अवसर पर संस्थान के श्री वी के शर्मा (तकनीकी अधिकारी) एवं संस्थान के कर्मचारियों, तकनिशियन, यंग प्रोफेशनल ने भाग लेकर कार्यक्रम को सफल बनाया।



NRC on Yak

Sl. No	DATE	Activities	Photographs
1	22-12-2025	<p>Today was a special day regarding Swachhta Pakhwada event. ICAR-NRC on Yak coordinated with several departments such as 4TH ITBP battalion, 30 BN SSB, Zoological Survey of India, State Medical department and State Forest department to conduct one day workshop on “Integrated Disease surveillance”. This topic was very much related to Swachhta Pakhwada and Officers from various departments emphasized on cleanliness so that we can prevent ourselves from various diseases like Dengue, Malaria etc.</p>	  

DPR, Hyderabad

I am directed to send the daily report on the activities conducted by DPR staff during " Swachhata Pakhwada 2025".

Signature campaign across the locality (Budvel Village, Rajendranagar).

Today organised Swachhta activities to encourage community involvement as a responsibility to maintain cleanliness in colonies and also at homes. In this regard signature campaign organised for awareness in nearby villages.



National Institute of High Security Animal Diseases (NIHSAD), Bhopal

As part of the ongoing *Swachhta Pakhwada-2025*, ICAR–NIHSAD organized a series of awareness and community-engagement activities on **22.12.2025** with the objective of promoting cleanliness, hygiene, and public participation in the Swachhata movement.

To encourage wider community involvement, **public figures from the nearby area were engaged** to endorse and actively participate in the Swachhata activities. Their presence and interaction with the public helped in spreading the message of cleanliness effectively and motivated citizens, especially youth and local residents, to adopt clean and hygienic practices in their daily lives.

A **Signature Campaign** was also launched across the nearby locality, wherein residents voluntarily signed pledges committing themselves to maintain cleanliness in their homes, workplaces, and public spaces. The campaign received an encouraging response, reflecting positive public awareness and collective responsibility towards Swachh Bharat.

The activities conducted on the day contributed significantly to enhancing public awareness and reinforcing the objectives of Swachhta Pakhwada–2025 through participatory and creative outreach approaches.



केन्द्रीय भेड़ एवं ऊन अनुसन्धान संस्थान, अविकानगर

भारतीय कृषि अनुसंधान परिषद के दिशा-निर्देशों के अनुपालन में स्वच्छता पखवाड़ा-2025 के अंतर्गत आज दिनांक 22 दिसंबर 2025 को केन्द्रीय भेड़ एवं ऊन अनुसंधान संस्थान, अविकानगर में निर्धारित कार्यक्रमानुसार स्वच्छता गतिविधि का आयोजन किया गया।

इस कार्यक्रम के अंतर्गत पशु आनुवंशिकी एवं प्रजनन विभाग के पीछे स्थित क्षेत्र में संस्थान की समस्त प्रयोगशालाओं से उत्पन्न अपशिष्ट पदार्थों का संग्रहण, पृथक्करण एवं सुरक्षित निस्तारण स्वच्छता कार्यक्रम के तहत सुव्यवस्थित एवं वैज्ञानिक पद्धति से किया गया। अपशिष्ट निस्तारण की यह प्रक्रिया पर्यावरण संरक्षण, स्वच्छ कार्य वातावरण तथा स्वास्थ्य सुरक्षा के दृष्टिगत की गई।

उक्त स्वच्छता अभियान डॉ. राजीव एवं डॉ. मलिक के मार्गदर्शन में संपन्न हुआ। कार्यक्रम में श्री सीताराम मीना, श्री हरकेश, श्री महाराम, श्री अभय कुमार, श्रीमती मिनाक्षी, श्रीमती पिया चौधरी सहित पशु आनुवंशिकी एवं प्रजनन विभाग तथा फार्म अनुभाग के समस्त अधिकारियों एवं कर्मचारियों द्वारा श्रमदान करते हुए सक्रिय सहभागिता प्रदान की गई।

अभियान के दौरान प्रयोगशालाओं से निकलने वाले अपशिष्ट, अनुपयोगी सामग्री एवं अन्य अवशेषों को निर्धारित मानकों के अनुरूप एकत्र कर सुरक्षित रूप से निस्तारित किया गया। इस स्वच्छता कार्य से संस्थान परिसर की स्वच्छता व्यवस्था में सुधार हुआ तथा स्वच्छ एवं सुरक्षित कार्य परिवेश सुनिश्चित किया गया।



Agricultural Engineering

CIRCOT, Mumbai

Activity : Community Involvement: Engagement of local celebrities 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.

As a part of the implementation of Community Involvement, shramdan activity organised by ICAR-CIRCOT, Mumbai with the help of NGO at Dadar Chowpaty. Nukkad : Street Play was performed by NSS students of Guru Nanak Khalsa College, Mumbai at ICAR-CIRCOT, Mumbai campus.



Shramdan activity with the help of NGO at Dadar Chowpaty



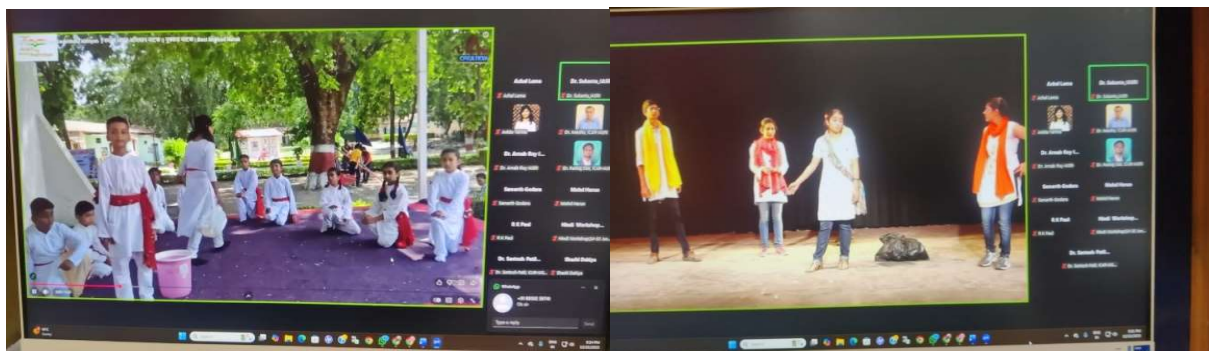
Street Play performed by NSS students of Guru Nanak Khalsa College, Mumbai

CIPHET, Ludhiana

Under the **Swachhta Pakhwada**, as part of the **Swachh Bharat Abhiyan**, organized activities on **22 Dec. 2025** to raise awareness about cleanliness and promote community involvement in **Swachhta Abhiyan**. As part of the initiative, a signature campaign was launched to gather pledges from residents of the surrounding locality, encouraging them to commit to cleanliness and hygiene in their daily lives. To spread awareness in an engaging manner, the staff also performed a Nukad Natak (street play) highlighting the importance of swachhta and responsible civic behavior. In addition to awareness activities, a cleaning drive was carried out in the nearby locality, including the PAU fields, where waste was collected and the area was cleaned. Team members Dr. Ranjeet Singh, Dr. Leena Kumari; Sh. Lakhwinder Singh; Sh. Satwinder Singh worked diligently to promote community involvement and reinforced the message of maintaining a clean and healthy environment.

		
Signature Campaign	Cleaning Drive	Nukkad Natak

IASRI, New Delhi



As a part of the **Swachhata Pakhwada activities**, a **video show on Swachhata** was organized on **22 December 2025** with the objective of spreading awareness about cleanliness, hygiene, and responsible civic behavior among staff members.

The video show focused on key themes of the **Swachh Bharat Mission**, including the importance of personal and community cleanliness, proper waste segregation, reduction of single-use plastics, sanitation practices, and the role of citizens in maintaining a clean and healthy environment. Informative and motivational audio-visual content was screened to reinforce the message of cleanliness as a collective responsibility.

Staff members actively participated in the programme and showed keen interest in the subject matter. The visual medium proved to be effective in sensitizing participants and reinforcing good practices related to cleanliness, hygiene, and environmental sustainability. The programme also encouraged discussions on adopting eco-friendly habits both at the workplace and in daily life.

The activity contributed positively towards strengthening awareness and commitment among staff members towards the objectives of **Swachhata Pakhwada**. Overall, the video show was conducted successfully and aligned well with the guidelines issued for observance of Swachhata Pakhwada.

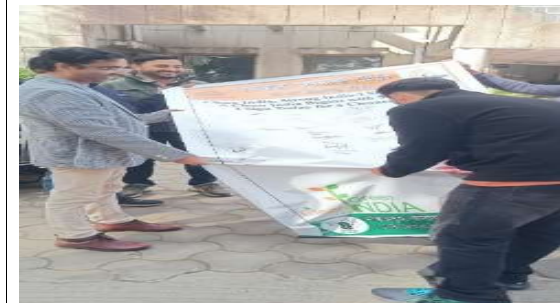
CIAE, Bhopal

As part of the ongoing **Swachhata Pakhwada** activities, ICAR-Central Institute of Agricultural Engineering (CIAE), Bhopal organized a **Signature Campaign and Community Awareness Drive on Cleanliness** on **22 December 2025**. The programme was conducted across the institute premises, residential colony, student hostels, security points, guest house, nearby surroundings, and other common areas, with the objective of enhancing awareness on hygiene, sanitation, and collective responsibility towards maintaining a clean and healthy environment.

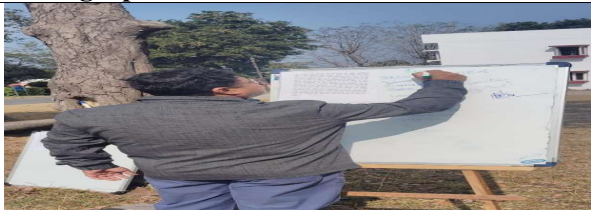

The campaign focused on sensitizing participants through impactful *Swachhata* slogans, interactive engagements, and awareness messages emphasizing waste segregation, personal hygiene, and cleanliness in public spaces. The signature campaign and cleanliness pledge encouraged participants to adopt cleanliness as a regular practice and uphold it as a shared social responsibility.

The drive witnessed enthusiastic participation from **over 130 individuals**, including institute staff, postgraduate students, residents and their families, guests staying in the guest house, security personnel, and people from nearby areas, reflecting strong community involvement and collective commitment towards the objectives of Swachhata Pakhwada. The programme highlighted the importance of sustainable cleanliness practices, behavioural change and civic responsibility.

The activity was successfully coordinated by **Dr. M. K. Tripathi, Dr. Sandip Mandal, Dr. Mukesh Kumar, Dr. Adinath Kate, Dr. Gopal Carpenter** along with other staff members of ICAR-CIAE, whose dedicated efforts contributed to the successful execution and wide outreach of the programme.



NISA, Ranchi

1.	Summary of the Activity:	<p>A team of the Institute, constituted for undertaking activities on 22.12.2025 under Swachhata Pakhwada (16–31 December, 2025), carried out the activities scheduled for the day. The details are as under:</p> <ul style="list-style-type: none"> • A signature campaign pertaining to the Swachhata Sapath was organized among the staff members of the Institute as well as residents of the nearby locality to promote awareness about cleanliness. • A video presentation of a Nukkad Natak based on the theme of Swachhata to engage the community and local residents was screened with the objective of spreading awareness regarding cleanliness and hygiene
2.	Number of participants:	90 (Approx.)
3.	Key Outcomes:	<ul style="list-style-type: none"> • Enhanced awareness among staff and local residents about the importance of cleanliness, hygiene, and maintaining a clean environment. • Increased sense of responsibility and ownership towards Swachhata initiatives due to active participation in the signature campaign. • Positive behavioural change leading to adoption of better sanitation and hygiene practices in daily life. • Stronger community engagement and participation, as the Nukkad Natak show effectively conveyed messages in an engaging and relatable manner. • Promotion of collective action for cleanliness, motivating participants to support and sustain Swachhata activities beyond the campaign period.
4.	Photographs:	<div>   </div> <p>A Signature campaign pertaining to the Swachhata Sapath by ICAR-NISA, Ranchi</p>



FISHERIES SCIENCE DIVISION

Central Institute of Freshwater Aquaculture, Bhubaneswar

Krishi Vigyan Kendra -Khordha, ICAR-Central Institute of Freshwater Aquaculture (CIFA), Bhubaneswar organized Swachhta Pakhwada at Dhanahara village, Balipatna Block of Khordha District on 22 December 2025. The programme was conducted with the objective of creating awareness on cleanliness, hygiene and sanitation for improving community health and environmental sustainability. An awareness programme on **“Role of Hygiene and Sanitation in Promoting Public Health”** was organized. The importance of personal hygiene, clean surroundings, safe waste disposal and their role in preventing diseases were highlighted. As part of the cleanliness drive the village roads, community places and surrounding areas were thoroughly cleaned. Proper segregation and disposal of waste materials were carried out to promote scientific and sustainable waste management practices. As part of the Swachhta Pakhwada, the Swachhta Pledge was administered and awareness was created through placards highlighting key Swachhta activities across the village. The programme witnessed the participation of about 70 participants, including farmers, women members of Self-Help Groups (SHGs) from Dhanahara village, along with scientists and staff of KVK-Khordha, ICAR-CIFA, Bhubaneswar. The programme taught a sense of collective responsibility among villagers, highlighting that consistent hygiene, sanitation and cleanliness practices are vital for promoting public health and maintaining a clean environment.



Central Institute of Coldwater Fisheries Research, Bhimtal

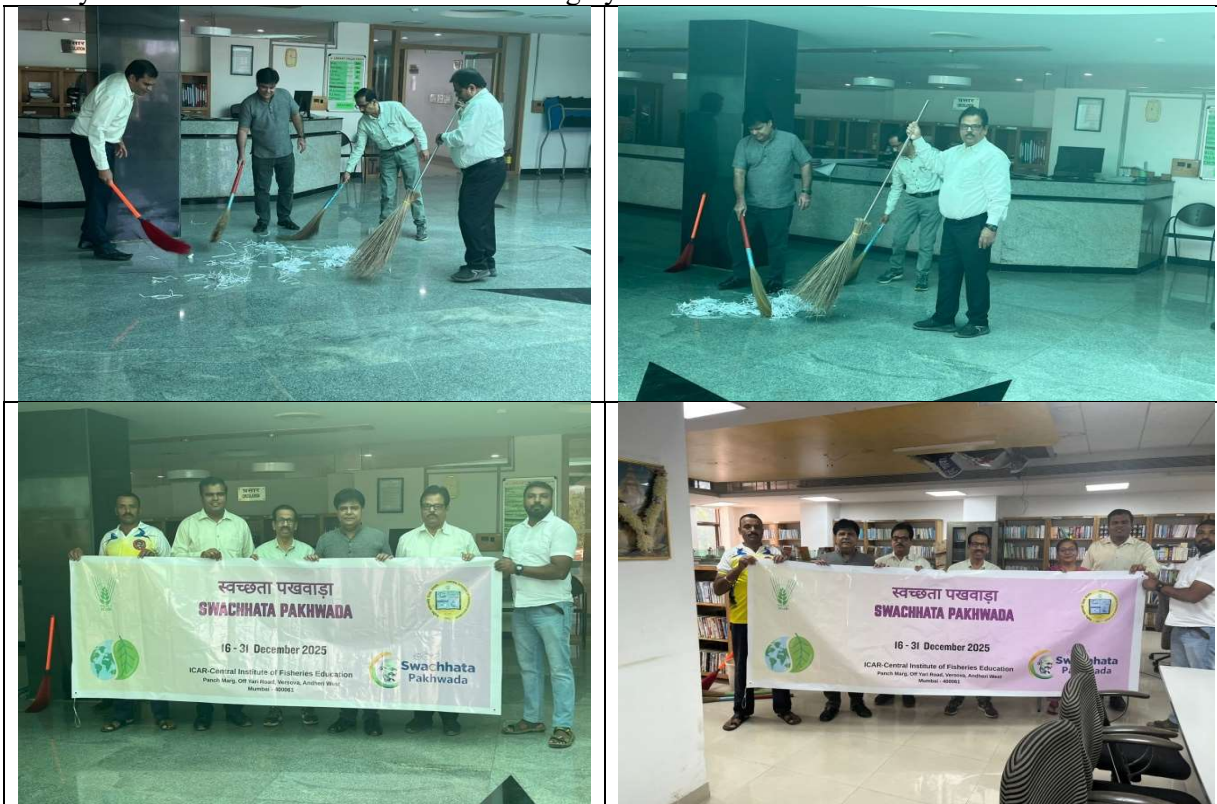
The swachhta activities continued with the involvement of the local body responsible for maintaining and monitoring cleanliness in Bhimtal. On this occasion, ICAR-CICFR organized a programme in collaboration with Nagar Palika Parishad, Bhimtal. In this event Shri Rahul Kumar Singh, Executive Officer and Shri Bhupendra Singh Yadav, Swachh Bharat Mission Consultant alongwith other staffs of the Nagar Palika and the local residents were present. The programme was coordinated by Dr. D.Thakuria and Dr. Kh.Victoria Chanu (Senior Scientists) alongwith other staff members of the Institute. During the programme, a pledge was taken by the participants to maintain cleanliness in the nearby localities. Further, discussions were also held for future plan to encourage more participation and community involvement in Swachhta activities to keep the town neat and clean.



Central Institute Fisheries Education, Mumbai

भा.कृ.अनु.प.- केंद्रीय मात्स्यिकी शिक्षा संस्थान, मुम्बई के केंद्रीय पुस्तकालय एवम हिंदी अनुभाग द्वारा स्वच्छता अभियान (16-31 December 2025) के तहत दिनांक 22.12.2025 को सफाई अभियान चलाया गया। इस कार्यक्रम को सफल बनाने के लिए पुस्तकालय और हिंदी अनुभाग से डॉ. कपिल सुखधाने, श्री सुभाष चंद, श्री जगदीशन ए.के., श्री पी. के. दास, श्रीमती रेखा नायर और अन्य सभी कर्मचारियों ने पूरे दिल से भाग लिया। इस दौरान केंद्रीय पुस्तकालय और हिंदी अनुभाग की अच्छी तरह से सफाई की गई।

The Central Library and Hindi Section of ICAR-Central Institute of Fisheries Education, Mumbai has organized a cleanliness drive on 22.12.2025 to celebrate Swachhata Abhiyan (16-31 December 2025) programme of the Institute. The staff of Library and Hindi Section Dr. Kapil Sukhdhane, Mr. Subhash Chand, Mr. Jagadeesan, A.K., Mr. P. K. Das, Rekha Nair and all other staff of Central Library and Hindi Section participated wholeheartedly to make the event successful, during which the Central Library Section and Hindi Section have thoroughly been cleaned.



National Bureau of Fish Genetic Resources, Lucknow

Swachhta Pakhwada (Dec. 16-31, 2025) program at ICAR-NBFGR, Lucknow on 22.12.2025 a **Community Involvement:** Participation in Swachhta activities, encouraging community involvement, launch a Signature Campaign across the locality to gather pledges from residents for maintaining cleanliness was conducted with working staffs at research farm. The community involvement activity undertaken with total participation of 30-staffs at research pond.



Central Institute Fisheries Technology, Kochi

Summary of the Activities

The Institute recently partnered with the **Department of Fisheries** and **NFDB (Guwahati)** to assess quality standards at the **Jagiroad Dry Fish Market**, a vital trade hub in Assam and one of the largest in Asia. Given the market's role in ensuring food security and supporting livelihoods across Northeast India, the visit focused on maintaining the integrity of this essential supply chain. **Dr. Martin Xavier**, Senior Scientist held discussions with market authorities regarding infrastructure improvements and quality control. By identifying current gaps, the team suggested specific interventions to enhance hygiene and marketing practices in line with **Swachhata** goals.

Number of Participants: 10 officials and 10 Jagiroad marketing functionaries

Key Outcomes:

1. Hygiene & Sanitation Mapping: The meeting successfully pinpointed specific areas where the "Swachhata" (cleanliness) standards were lacking, particularly in the storage and open-air display of dried fish.

Suggestions

- Improved **raised platforms** for display to prevent floor-level contamination.
- Enhanced **ventilation and moisture control** in storage warehouses.
- Implementation of **better packaging solutions** to increase the shelf life of the dry fish.

2. Logistical Assessment: Officials and scientists identified bottlenecks in the current supply chain that lead to physical damage or contamination of the products during transit and marketing.

3. Policy Support: The discussion paved the way for potential funding or technical support from the NFDB (National Fisheries Development Board) to implement these infrastructural upgrades.



Central Inland Fisheries Research Institute, Barrackpore

On the 7th day of Swachhata Pakhwada 2025, ICAR–Central Inland Fisheries Research Institute (ICAR-CIFRI), Barrackpore, organized swachhata awareness at Rishra Ghat. Residents, shopkeepers and commuters were sensitized about better sanitation practices lower the water borne diseases. Staff of CIFRI also promoted to boycott Single-Use Plastics and adopt the mantra “Na Gandegi Kareng, Na karne Denge”.



Central Institute of Brackishwater Aquaculture, Chennai

ICAR-CIBA observed Community involvement and Plantation Drive

As part of ongoing **Swachhata Pakhwada**, a tree plantation drive was conducted during which saplings were planted in the office premises. Staffs, including Scientific, Technical, Administrative, Skilled supporting staffs, YPs and research scholars (**total number of participants: 35**) actively participated in the plantation drive and pledged to take care of the plants. Special efforts were made to discourage the use of single-use plastic within the office. Employees were encouraged to use eco-friendly alternatives such as cloth bags and reusable items. Community involvement was encouraged through **shraamdaan** activities in nearby areas. Overall **Swachhata Pakhwada** activities helped strengthen the message of cleanliness, sustainability, and collective responsibility.



Central Marine Fisheries Research Institute, Kochi

As part of **Swachhta Pakhwada 2025** and in line with the theme of **community involvement and public awareness**, the **Veraval Regional Station of ICAR–CMFRI** organized an outreach activity on **22 December 2025** at **Bhidiya**, a major residential area of the fisherfolk community. The programme featured a **street play (Nukkad Natak)** on the theme of **cleanliness and waste management**, performed by students of the **Government School, Bhidiya**. The performance effectively conveyed messages on sanitation, responsible waste disposal, and the role of the community in maintaining clean surroundings, drawing active attention from local residents. The street play was followed by a **mass cleanliness pledge**, where community members, students, and staff committed themselves to adopting hygienic practices and keeping their surroundings clean. The activity witnessed enthusiastic participation from the local community and students and successfully strengthened public awareness on cleanliness and waste management. The programme reflected ICAR–CMFRI's commitment to promoting Swachhta through community engagement and participatory approaches. A **cleanliness drive was conducted at residential quarters** and other the residential areas near **Visakhapatnam Regional Centre of ICAR-CMFRI**.

Calicut Regional Station organised a **beach walk and Swachhata campaign at Paravanna Beach, Malappuram**, in collaboration with the **Fisheries Department, Coastal Police, college students, fishermen community members, and local body representatives**. An awareness talk on cleanliness, environmental responsibility, and community participation in Swachhata activities was delivered during the event by scientists from CMFRI, reinforcing collective responsibility for maintaining clean and healthy coastal environments. In addition a **Signature Campaign at the Konad Beach** area, a residential locality near the office area in Kozhikode, to gather pledges from residents for maintaining cleanliness as part of the Swachhata initiative. Interactions were held with the fishermen community and local residents on the importance of Swachhata. **Participants were encouraged to read the Swachhata Pledge, following which signatures were collected** as a mark of commitment to cleanliness.



ICAR-CMFRI, RS Veraval organized Street Play and Mass at Bhidiya



ICAR-CMFRI, RC Visakhapatnam organized cleanliness drive at Residential Quarters



ICAR-CMFRI, RS Calicut conducted Signature Campaign at Konad Beach, Kozhikode



ICAR-CMFRI, RS Calicut organized Beach Walk at Paravanna Beach, Malappuram

Crop Science Division

Central Rice Research Institute, Cuttack

In continuation to organization of “Swachhata Pakhwada-2025 from 16-31 December, 2025 at ICAR-Central Rice Research Institute, Cuttack; **“Community involvement: Launching of Signature Campaign across the locality to gather pledges from residents for maintaining cleanliness”** was conducted on 22.12.2025. In this Swachhata drive, the Institute Swachh Committee members and residents of village Kanheipur, Bidyadharpur were actively involved. The village residents were made awareness on maintaining cleanliness of their households and village surroundings. They accepted the important objectives of Swachha Bharat Abhiyan by putting their signature on a large cloth attached on the wall on the meeting site of this village. Total forty participants were involved in today’s Swachhata drive namely, “Signature Campaign”.



Indian Institute of Rice Research (IIRR), Hyderabad

As part of the Swachhata Pakhwada celebrations, a Community Outreach programme was conducted on 21 December 2025 at 10:00 AM to 12.30 PM, in the surrounding areas of the Kismatpur, including residential colonies, common marketplaces, Public Health Centres, colleges, Anganwadi's, and schools. The programme focused on cleanliness and sanitation awareness among the village and local community. The outreach activities aimed to educate the public on maintaining hygiene, proper waste disposal, sanitation practices, and cleanliness in public spaces, thereby promoting community participation in achieving the objectives of Swachh Bharat Mission. Institute scientists and staff actively interacted with residents and stakeholders to Create awareness on cleanliness and sanitation, encourage adoption of hygienic practices, motivate community members to maintain clean surroundings, educational interactions and discussions were held to emphasize the importance of clean public spaces for health and well-being. The programme was actively supported and coordinated by institute scientists including: Dr. Chinna Babu Naik, Devi, Uma, Swathi, Akhil, and Rakesh. Together, the local police officer Shri. Bhagwan Das and reporter Bhanu Prasad. The team effectively engaged with the local community and facilitated smooth conduct of the outreach programme. The nodal officer for Swachhata Pakhwada programme, Dr. Chinna Babu Naik V, graced the event and overlooked the activities. He has appreciated the efforts of the organizing team and congratulated them for making the Swachhata Pakhwada celebrations a resounding success. The key outcomes included improved awareness on cleanliness and sanitation among community members; enhanced participation of local residents in maintaining clean public spaces; strengthened institute–community linkage through outreach activities; and promotion of sustainable sanitation practices at the grassroots level.



Indian Institute of Wheat and Barley Research, Karnal

As part of the Swachhata Pakhwada 2025 (16–31 December 2025), an initiative to promote cleanliness, hygiene, and public responsibility under the Swachh Bharat Mission, the ICAR-Indian Institute of Wheat and Barley Research (ICAR-IIWBR), Karnal, organized a Nukkad Natak (street play). The street play aimed at raising awareness on cleanliness, hygiene, and civic duties was performed by BSc. (Agriculture) students. The Swachhata pledge and signature campaign was also organized for the residents of ICAR-IIWBR, Karnal. The event witnessed enthusiastic participation from all staff members of ICAR-IIWBR, residents of Gehoon Vihar, and their family members. Scientists, administrative and technical staff, Young Professionals, students, and other personnel are actively engaged in the program. The event was graced by Dr Ratan Tiwari, Director, ICAR-IIWBR, Karnal. The activity was coordinated by Dr Umesh R. Kamble, Dr Rinki, and Sh. Ambrish Patel of ICAR-IIWBR, Karnal. Such initiatives, through engaging street plays, play a vital role in fostering community awareness and supporting the vision of a cleaner India. The key outcomes included enhanced awareness among residents and staff about cleanliness, hygiene, and responsible civic behaviour; active community engagement through an interactive and relatable medium (Nukkad Natak); strengthened commitment towards maintaining a clean and hygienic living environment through the Swachhata Pledge; encouraged participation of students and young professionals in social outreach and national cleanliness initiatives; and reinforced the objectives of the **Swachh Bharat Mission** at the institutional and community level.



Indian Institute of Millets Research (IIMR), Hyderabad

As part of Swachhata Pakhwada, a Community Involvement Programme was organized on 22nd December 2025 at Gandhinagar, Rajendranagar, Hyderabad, with the theme “Say No to Plastic.” The programme was designed to promote cleanliness, environmental awareness, and responsible community behaviour through active public participation. The primary objectives of the programme were to create awareness on the ill effects of plastic pollution, encourage reduction in the use of single-use plastics, promote eco-friendly alternatives, and foster a sense of collective responsibility towards maintaining clean and plastic-free surroundings. During the programme, participants were sensitized on the environmental and public health impacts of plastic waste and the need for adopting sustainable practices in daily life. A Signature Campaign was conducted as a key activity, wherein community members took a pledge to avoid plastic usage and support cleanliness and environmental protection initiatives in their locality. About 20 community members actively participated in the programme, showing keen interest and enthusiasm towards the theme and activities conducted. The programme successfully strengthened community awareness and involvement in cleanliness drives. It reinforced the message of “Say No to Plastic” and motivated participants to adopt sustainable practices, contributing towards a cleaner, healthier, and more environmentally responsible community.



India Institute of Maize Research, Ludhiana

As part of the Swachhata Abhiyan activity, an awareness campaign on cleanliness along with a signature campaign was organized by ICAR-IIMR, Delhi Unit, Pusa, across the locality to collect pledges from residents. The objective of the campaign was to promote awareness about cleanliness and encourage active community participation in maintaining a clean and hygienic environment. The campaign was conducted at various locations within the IARI campus, New Delhi, including Chidiya Colony, Narmada Shopping Complex, the cycle repair shop, and the tea and snack shop. During the activity, a total of 30 signatures were collected from residents and shopkeepers, reflecting their commitment to support and practice cleanliness in their surroundings. The activity was successfully conducted and contributed to strengthening public awareness and community involvement under the Swachhata Abhiyan initiative.



Indian Institute of Groundnut Research, Junagadh

Under the Swachhata Pakhwada Activities, a Signature Campaign was organized to reaffirm commitment towards maintaining cleanliness and waste-free surroundings in the campus and residential colony. All IIGR staff members enthusiastically signed the pledge, showing collective responsibility towards a cleaner environment. The initiative strengthened public awareness, inspired behavioral change, and enhanced community participation in long-term cleanliness efforts. The initiative successfully increased community participation and strengthened long-term commitment to maintaining cleanliness within the IIGR campus and residential colony.





Indian Institute of Rapeseed-Mustard Research, Bharatpur

ICAR-IIRMR, Bharatpur, celebrated "Swachhata Pakhwada" on **22st December 2025** with a series of activities aimed at promoting cleanliness and hygiene awareness. Today we organized a training programme with the household key persons to encourage the community involvement for better execution of Swacha Bharat activities. Woman farmers of different villages shared their views in Swachha and its positive impact on social relationship development.



Indian Institute of Pulses Research, Kanpur

संस्थान में आज दिनांक 22.12.2025 में पूर्व में निर्धारित कार्यक्रम के अनुसार संस्थान के मुख्य प्रक्षेत्र व आवासीय परिसर में सफाई का कार्यक्रम आयोजित किया गया | जिसमे संस्थान के तकनीकी अधिकारी श्री लखन वर्मा व श्री शिव शरण सिंह, प्रभारी सफाई व गाँव से आये महिला व पुरुष किसानों तथा अन्य आधिकारियों एवं कर्मचारियों ने इस विशेष सफाई अभियान में भाग लिया | इसके साथ ही साथ Nukkad Natak के माध्यम से आये हुए किसानों व कर्मचारियों को स्वच्छता के बारे में जागरूक किया गया | सम्बंधित कार्य क्रम में collect की गयी फोटोग्राफ सलंग की जा रही है |



Indian Sugarcane Research Institute, Lucknow

As part of Swachhata Pakhwada (16–31 December 2025), Community Involvement Programme conducted by the staff and students of ICAR–ISRI to promote cleanliness and public participation on 22 December 2025. The activity focused on engaging the local community through interactive and awareness-based initiatives, which helped motivate residents and enhance public outreach. In addition, **Nukkad Natak** performances were organized at public places outside the institute's main gate by ISRI staff and students to spread awareness about sanitation, waste management, and responsible civic behavior in an engaging and impactful manner. Overall, the activity successfully strengthened community participation, increased awareness about Swachhata, and reinforced the message of collective responsibility toward a clean and healthy environment. The activity was coordinated by **Dr. A. K. Dwivedi**, the team. In addition, the staff of ICAR–ISRI, Regional Station, KVK also participated in the activities at their respective places. The key outcomes included Enhanced awareness among local residents about cleanliness, sanitation, and proper waste management practices. Active participation of the community, leading to increased public engagement in Swachhata-related activities. Effective use of Nukkad Natak as a communication tool to convey messages on responsible civic behaviour in an impactful manner. Reinforcement of the importance of collective responsibility in maintaining a clean, healthy, and sustainable environment.



Sugarcane Breeding Institute, Coimbatore & its Regional Stations at Karnal & Kannur

Focusing on making hygiene a "lifestyle rather than a habit", an interactive engagement was held with college students. Director of the Institute addressed the students and made them realize the need to create a clean India and vested them the responsibility of sanitation and hygiene to be healthy and create a better tomorrow. Inculcating cleanliness awareness requires a combination of practical habit-building and systemic behavioural change for the public.

Creating awareness about cleanliness in the minds of college students and youth and public



Central Research Institute for Jute & Allied Fibres, Barrackpore

As part of the Swachhata Pakhwada activities, the ICAR-CRIJAF, Barrackpore organized community-oriented cleanliness and awareness programmes at Nilgunj Market, Mattarangi Market, Saheb Bagan Bus Stand and Auto Stand. Active community participation was witnessed during the event. Local community leader Mr. Dulal Ghosh played a key role in mobilizing local people and creating awareness about the significance of Swachhata for public health and environmental sustainability. To enhance public engagement, CRIJAF staff members. Mr. Sankalp Singh, Mr. Rakesh Roshan and Mr. Sourav Medya performed a small **Nukkad Natak** near the auto stand. The performance attracted commuters and local residents, generating positive interaction and awareness. Overall, the Swachhata activity was successful in creating awareness, strengthening community participation and reinforcing the importance of cleanliness in public spaces. The street plays effectively conveyed messages related to cleanliness, avoidance of littering, segregation of waste and collective responsibility towards maintaining a clean environment.



National Institute for Research on Commercial Agriculture, Rajahmundry

As part of the **Swachhata initiative**, ICAR–NIRCA involved Local Leaders and community key influencers to endorse and actively participate in Swachhata activities, thereby motivating residents and enhancing community ownership of cleanliness initiatives. In addition, **Community Programmes were organized** by ICAR–NIRCA to effectively communicate messages on sanitation, waste management, and public hygiene in a culturally engaging manner, ensuring wider outreach and active public participation. They helped to draw public attention and encourage wider community engagement. To strengthen community participation and enhance the visibility of Swachhata initiatives, ICAR–NIRCA proposed to engage **local celebrities and well-known public figures** such as sportspersons, artists, cultural icons, academicians, and social influencers. Their involvement served as a powerful motivational tool to inspire citizens and reinforce positive behavioral change toward cleanliness and hygiene. Such collaborative efforts are expected to foster a sense of collective responsibility, promote sustainable cleanliness practices, and strengthen the institute’s role in advancing the objectives of the **Swachh Bharat Mission**. The **Key outcomes**:

- **Enhanced Public Awareness:** Increased visibility and reach of Swachhata messages among local communities through celebrity endorsement and participation.
- **Improved Community Participation:** Greater involvement of residents, students, and staff in cleanliness drives, pledges, and related activities.
- **Strengthened Institutional Image:** Reinforcement of ICAR–NIRCA’s role as a socially responsible and community-oriented research institute.
- **Media and Social Media Outreach:** Wider dissemination of Swachhata initiatives through print, electronic, and social media coverage.

- **Sustainability of Swachhata Practices:** Creation of long-term impact by motivating the community to adopt and maintain cleanliness practices beyond the campaign period.



Central Institute for Cotton Research, Nagpur & its Regional Stations at Sirsa and Coimbatore

As part of the ongoing Swachhata Pakhwada (16–31 December 2025), a series of Community Involvement and was conducted at Nagpur Rural Villages (Parsodi and Jamta) on 22 December 2025 under the guidance of Dr. V.N. Waghmare, Director, ICAR-CICR, Nagpur. Further, swachhata committee-initiated signature campaign. Further, Mahila Diwas program was organized at Jamta where, games and cultural activities conducted. In this program, both village resident's male and female, and kids were participated.



National Research Institute for IPM, New Delhi

A special Workshop on Swachhata was organized on 22 December 2025 as part of the ongoing Swachhata Pakhwada initiative. The program aimed to raise awareness among staff members about the importance of cleanliness, hygiene, and sustainable practices within the institute.

During the session, Dr. S. M. Haldhar delivered an insightful address highlighting key issues related to Swachhata. He emphasized the collective responsibility of maintaining a clean and healthy environment in the workplace. Dr. Haldhar also engaged in an interactive discussion with the staff, encouraging them to share their experiences and ideas on improving cleanliness standards.



National Bureau of Agricultural Insect Resources, Bengaluru

A Community Involvement Programme was conducted at the ICAR–NBAIR, Yelahanka Campus, to promote awareness on the *Swachh Bharat Abhiyan* among the local community. Kannada film actor Smt. Archana Muralidhar participated as the Chief Guest and addressed the gathering on the importance of cleanliness and hygiene. The programme was convened by Dr. Gundappa, with coordination support from committee members, and concluded with a vote of thanks by Dr. Satender. Scientists and students of ICAR–NBAIR actively participated in the programme. Around 50 participants attended the activity, contributing to its successful implementation and community outreach.

A Community Involvement Programme was organized at the ICAR–National Bureau of Agricultural Insect Resources (NBAIR), Yelahanka Campus, to create awareness about the *Swachh Bharat Abhiyan* among the local community. The programme emphasized the importance of cleanliness, hygiene, and community participation in maintaining a clean environment. A Kannada film actor **Smt. Archana Muralidhara** graced the occasion as the Chief Guest and delivered an inspiring speech highlighting the significance of cleanliness and its role in promoting public health and social responsibility. The programme was convened by Dr. Gundappa, Senior Scientist, Convener of the Committee. Dr. Satender Kumar, CTO, Member of the Committee, proposed the vote of thanks and expressed gratitude to all participants for their active involvement. Other committee members effectively coordinated the programme and related activities. Scientists and students of ICAR–NBAIR actively participated in the event. Overall, about 50 participants took part in the programme, contributing to its successful organization and effective outreach to the local community.



National Institute of Biotic Stress Management, Raipur

Community Involvement: Engagement of local celebrities to endorse and participate in Swachhata activities, encouraging community involvement, as part of Swachhata Pakhwada, a comprehensive community-based cleanliness and awareness programme was successfully organized at Baronda village, with the objective of promoting public participation, strengthening community ownership, and reinforcing the importance of cleanliness and hygiene in everyday life. The programme witnessed active engagement of local community members along with the participation of technical from ICAR-NIBSM namely Shri Shah Alam, Shri Shivam Pathak, Shri Deepak Kumar, and Shri Milind, who extended their support by endorsing and participating in various Swachhata-related activities.

The initiative focused on community involvement as a key pillar of Swachh Bharat Abhiyan, recognizing that sustainable cleanliness can only be achieved when people from all sections of society actively participate and take responsibility. In this regard, representatives from every segment of the Baronda village community, including youth, women, elders, and Panchayat members, were encouraged and involved in the programme. Their enthusiastic participation reflected a strong sense of collective responsibility towards maintaining a clean and healthy village environment.

A cleanliness drive was carried out in and around the village, covering important public locations such as streets, community spaces, and the Gram Panchayat premises. Villagers actively participated in sweeping, removal of litter, segregation of waste, and cleaning of common areas. The cleaning of the Panchayat premises was given special emphasis, as it serves as the administrative and social hub of the village and symbolizes collective governance and civic responsibility. The activity helped in creating visible cleanliness while also sending a strong message about the importance of maintaining public spaces.



Vivekanand Parvatiya Krishi Anusandhaan Sansthan, Almora

Under Swachhata Pakhwada (December 16–31, 2025), on 22nd December 2025 about 270 students and 15 teachers and staff of Gyan Vigyan Children Academy, Hawalbagh (Almora) were sensitized on maintaining and promoting cleanliness and hygiene by noted author and spiritual motivator Dr RS Pal. On this occasion, Swachhata Pledge was also administered to the students and staff of the school. Swachhata pledge was also administered to 19 officers of district Amroha (UP) who are attending a training programme at the institute. In addition, a Signature Campaign was undertaken to sensitize general public on the importance of keeping their surroundings clean and maintaining hygiene. A total of 100 citizens read the Swachhata Pledge and participated in the Signature Campaign.

Key outcomes: The initiative contributed to educating and sensitizing students and general public about importance of observing daily cleanliness and hygiene for maintaining good personal and environmental health as a way to contribute to nation building.



Indian Institute of Agricultural Biotechnology, Ranchi

A Signature Campaign and Community Participation programme was organized at ICAR–IIAB, Ranchi on the occasion of Swachhata Pakhwada–2025. Field workers, farmers and daily workers, along with staff members, actively participated in the event (Fig. 1.). A Swachhata Pledge was administered and a signature campaign (Fig. 2.) was conducted to promote cleanliness and reinforce the core values

of Swachhata Pakhwada. The programme emphasized collective responsibility towards maintaining hygiene and cleanliness, with active community participation supported by field workers, farmers and daily workers. The **key outcomes included** enhanced awareness among field workers, farmers, daily workers and staff about the importance of cleanliness and hygiene. Active community engagement through collective participation in the Swachhata Pledge and signature campaign. Reinforcement of the core values and objectives of **Swachhata Pakhwada–2025** at the institutional and community levels.



National Institute of Seed Science & Technology, Mau

The signature campaign was initiated in the campus to create awareness among the staff members and the residents of the campus under Swachhata Pakhwada 16-31 December, 2025 on 22.12.2025. The campaign was started by the Director, NISST. All staff members and local residents participated actively in the campaign. About 46 people signed and pledged to create awareness regarding cleanliness.



National Institute of Plant Biotechnology, New Delhi

Community involvement activities were organized at ICAR-Pusa, opposite the Govt. school, New Delhi to strengthen public participation in Swachhata initiatives under the coordination of **Dr. Kishor Gaikwad**, with active support from **Dr. Joshitha Vijyan** and **Mr. Lakshay Singh** as well as administrative staff and students from NIPB along with sanitation worker as members. Team were engaged to endorse and actively participate in Swachhata activities, creating awareness and motivating citizens. A Signature Campaign was also launched across the **ICAR-Pusa** campus to create awareness and pledges from residents for swachhata as a practice to be adopted in daily routine.

Key outcomes:

- Increased community engagement and ownership towards cleanliness initiatives.
- Successful collection of cleanliness pledges through the Signature Campaign, reflecting public commitment to Swachhata.
- Strengthened collaboration between the institution and the local community for sustained Swachhata practices.



National Bureau of Plant Genetic Resources, New Delhi

Activities under the *Swachhata hi Sewa* Campaign were organized at Shahid Captain Amit Verma Government Sarvodaya Vidyalaya, Inder Puri, New Delhi, on 22 December 2025. Students were sensitized about the objectives of the campaign through interactive discussions highlighting the importance of cleanliness and ways in which they can promote hygienic practices both at home and in school.

To encourage student engagement, quiz and painting competitions were conducted on the theme “*Swachhata hi Sewa.*” A total of 60 students participated enthusiastically. The paintings were evaluated on parameters such as understanding of the theme, presentation, and artistic skill. The quiz competition tested the students’ knowledge of cleanliness and the values promoted by the campaign.

Three best performances were recognized and awarded in each competition, while all other participants received a token of encouragement in recognition of their active participation.



Indian Agricultural Research Institute, Assam

Visited the Missing Autonomous Council leaders and official. They were briefed about the Swachhata Pakhwada and importance of cleaning and sanitation. They assured maximum participation in future cleaning drives.



AGRICULTURAL EXTENSION DIVISION

Consolidated Report on Celebration of Swachhta Pakhawada during 22 December 2025 - Swachhta Hi Suraksha'.

S.No.	Date	Activities	ATARI, Zone-I to XI & CIWA		
			No. of KVKs involved	No. of Participants (Farmers/ Staffs/ other Participants)	No. of VIPs attended the program
1	22.12.2025	Community Involvement: Engagement of local celebrities 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.	539	7855	27

Photographs (Swachhta Pakhawada during 22nd December, 2025)



