

Sub: Report of Swachhta Hi Sewa (SHS) 2025 dated 20th September 2025

**NDIAN COUNCIL OF AGRICULTURAL RESEARCH
Krishi Bhawan, New Delhi-110001**

Activity:- 20.09.2025

Advocacy Activities Programme was conducted at ICAR headquarters on the 4th day of the swachhata hi seva 2025 campaign. During this campaign, awareness was raised about the importance of cleanliness and this message was passed on to the schoolchildren, shopkeepers, and hawkers around Krishi Bhawan.

**भा.कृ.अनु.प. - राष्ट्रीय सोयबीन अनुसन्धान संस्थान
खण्डवा रोड, इंदौर - 452001
दिनांक 20 सितम्बर 2025 को आयोजित कार्यक्रम की रिपोर्ट**

भारतीय कृषि अनुसंधान परिषद् से प्राप्त दिशा निर्देशों के अनुपालन में राष्ट्रीय सोयाबीन अनुसंधान संस्थान, इंदौर में दिनांक 17 सितम्बर से 02 अक्टूबर, 2025 के दौरान स्वच्छता ही सेवा 2025 का आयोजन किया जा रहा है जिसके अंतर्गत आयोजित की गई विभिन्न गतिविधियों की रिपोर्ट निम्नानुसार है :

आज दिनांक 20 सितंबर 2025 को संस्थान में स्वच्छोत्सव 2025 के अर्न्तगत स्वच्छता पर संवाद किया गया एवं संस्थान के युवाओं से स्वच्छता के प्रति जागरूक रहने और हमेशा स्वच्छता अपनाने पर प्रेरणा प्रदान की ।

कार्यक्रम के छायाचित्र:-



ICAR-Central Institute for Research on Cotton Technology

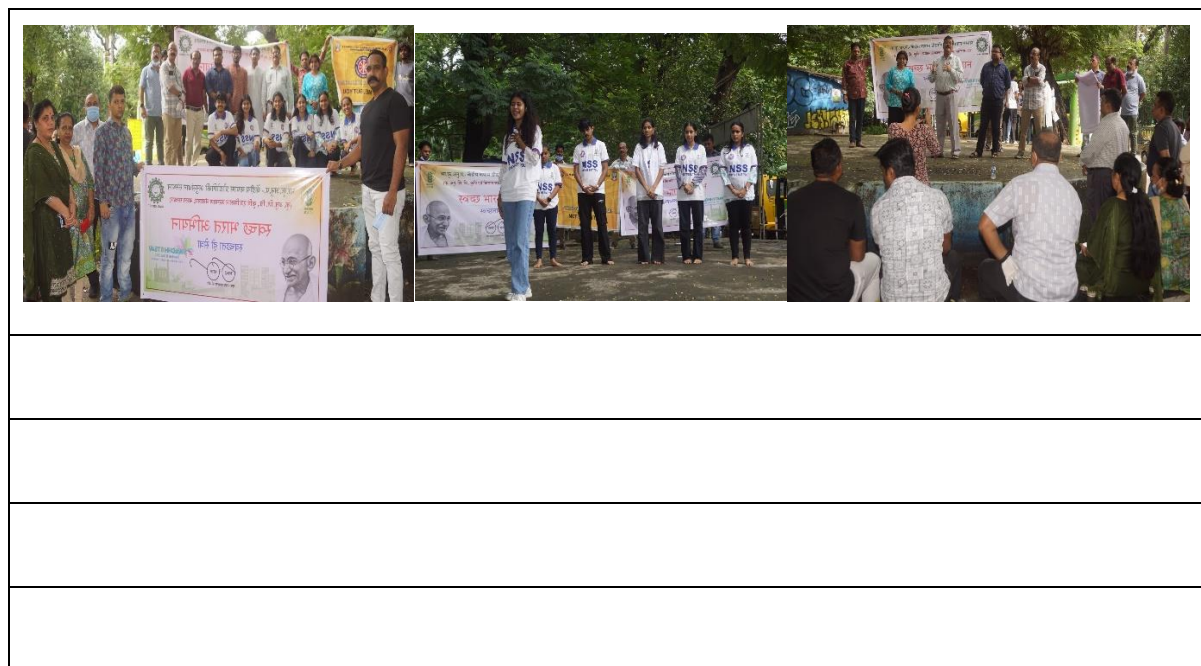
Adenwala Road, Matunga, Mumbai 400 019

Date: 20/09/2025

Report for 20.09.2025

Activity : Swachhata Samvad : street Play

As a part of the implementation of the Swachhata Hi Seva campaign, Swachhata Samvad : Street Play was performed by NSS students of Guru Nanak Khalsa College, Mumbai at Five Gardens to educate people about cleanliness and sanitation. All staff members of ICAR-CIRCOT, Mumbai attended the street play.



स्वच्छता ही सेवा अभियान (स्वछोत्सव)

ICAR-IIMR, LUDHIANA

Day-iv

On 20 September 2025, a cleanliness drive was undertaken in and around the office premises of ICAR-IIMR, Ludhiana. A **swachhata sanwad** was organized with the sanitation workers, labourers and other workers for creation of clean environment in and around office premises for the efficient working atmosphere. Street food vendors were also motivated to sell hygienic food in hygienic ways.





स्वच्छता ही सेवा अभियान (20 सितंबर 2025)

स्वच्छता ही सेवा अभियान के अंतर्गत, 20 सितंबर 2025 को जीनोमिक संसाधन प्रभाग, आईसीएआर-एनबीपीजीआर, नई दिल्ली के द्वारा जागरूकता गतिविधियाँ आयोजित की गईं। इस कार्यक्रम का उद्देश्य स्वच्छता और व्यक्तिगत साफ-सफाई के महत्व के प्रति जागरूकता उत्पन्न करना था। इस उद्देश्य से, प्रभाग के वैज्ञानिकों एवं कर्मचारियों ने पूसा परिसर, नई दिल्ली स्थित सर्वोदय कन्या विद्यालय की छात्राओं के साथ संवाद किया। इस अवसर पर छात्राओं को व्यक्तिगत स्वच्छता बनाए रखने और अपने आस-पास के वातावरण को स्वच्छ रखने की आवश्यकता के बारे में बताया गया। उन्हें स्वच्छता के सर्वोत्तम अभ्यासों और उचित कचरा प्रबंधन के तरीकों से अवगत कराया गया। इस पहल के तहत, भोजन से पहले हाथ धोने की आदत को प्रोत्साहित करने के लिए छात्राओं को हैंडवॉश वितरित किए गए। इसके अतिरिक्त, गीले और सूखे कचरे के पृथक्करण हेतु विद्यालय को क्रमशः नीले और हरे रंग के कूड़ेदान भेंट किए गए। छात्राओं को इन स्वच्छता संबंधी आदतों को अपनी दैनिक जीवनशैली में अपनाने तथा इस जागरूकता को अपने परिवार और समुदाय में फैलाने के लिए प्रेरित किया गया, जिससे समाज में स्वच्छता की संस्कृति को बढ़ावा मिल सके।

Swachhata Hi Seva Campaign (20 September 2025)

On 20th September 2025, the Division of Genomic Resources, ICAR-NBPGR, New Delhi, conducted advocacy activities as part of the Swachhata Hi Seva Campaign. The event aimed to increase awareness about cleanliness and hygiene. With this aim, the scientists and staff from the Division engaged with the students of Government Sarvodaya Kanya Vidyalaya, I.A.R.I. Campus, PUSA, New Delhi. The focus was on educating the students about the importance of personal hygiene and maintaining cleanliness in their surroundings. The students were introduced to best practices for personal hygiene and proper waste management. As part of the initiative, handwash bottles were distributed to encourage the habit of washing hands before meals to prevent the spread of infections. Additionally, blue and green dustbins were donated to the school for the segregation of wet and dry waste. The students were encouraged to adopt these hygiene practices in their daily lives and to share this awareness with their families and communities, thereby contributing to the development of a culture of cleanliness.



ICAR-IIAB, Ranchi

On 20th September 2025, ICAR–Indian Institute of Agricultural Biotechnology (IIAB), Ranchi, observed the 4th day of Swachhta Hi Sewa – 2025 with a series of awareness activities aimed at advocating cleanliness, hygiene and environmental responsibility.

As part of the programme, We, IIAB team, visited Rajkiya Utkramit Madhya Vidyalaya, Ranchi and conducted an interactive Swachhta Samvad with the students. The session emphasized the importance of keeping surroundings clean and strengthening the spirit of the Swachh Bharat Abhiyan. The students participated with great enthusiasm—sharing ideas on sanitation, waste reduction, pollution control, and sustainable practices. The contribution of girl students was particularly noteworthy, as they expressed thoughtful perspectives on how small efforts can lead to big changes in society.

In continuation, another Swachhta Samvad focussing on zero waste awareness was held at the Institute Mess, engaging the mess workers and cleanliness staff. They shared their experiences and suggestions on waste segregation, proper use of dustbin and collective responsibility in maintaining a clean and healthy campus. The foodservice workers in mess were sensitized that they should always use suitable utensils, properly wash the vegetables, follow healthy cooking practices, practice personal hygiene and follow strict cleanliness protocols throughout their shifts. The cleaning staff should also work in coherence with the mess staff to ensure that the mess area stays tidy and hygienic on a daily basis.

These activities not only deepened awareness but also inspired participants to act as Swachhta Ambassadors, spreading the message of cleanliness and responsibility within their schools, workplaces, and communities. The programme reflected the true spirit of the campaign—“Ek Kadam Swachhta Ki Or”—encouraging everyone to contribute towards building a cleaner, greener, and healthier India.



Briefing the students about Swachh Bharat Abhiyan

UNDERTAKEN IN ICAR-NBAIR BENGALURU on 20.09.2025

01.	Date:	20.09.2025
02.	Event Conducted:	Advocacy Activity: Organisation of Swachh Sujal Gaon, Waste to Art, Clean Street Food, etc.
03.	Brief Description of the event	<p>With the initiative to raise awareness and promote best practices for clean street food, a campaign was conducted in local shops in and around Ganganagar, Bangalore, on 20.09.2025.</p> <p>Local shops close to the Government schools campus, Hebbal, and Veterinary campus were selectively chosen to ensure hygiene and clean food to school children and college students.</p> <p>An educational public demonstration was done by practical demonstration on hygiene, waste management, and advocating for the limited use of plastic covers to shop vendors, school children, their parents, and college students.</p>



**ICAR-Indian Institute of Rapeseed-Mustard Research
Sewar,Bharatpur)-303 321Rajasthan**

Swachhta Hi Seva 17 September to 2 October, 2025

Date	Activity
20.09.2025	ICAR-IIRMR, Bharatpur, Rajasthan organized a drawing competition on Swachhta and also discuss different issues of a school regarding waste management. The program was organized at Government Senior Secondary School, Murwara, Bharatpur. Total 50 school students were participated in for Swachhta Abhiyan competition.
	 
	 

7.

Swachchha Bharat Campaign (17th Sept-2nd Oct 2025)

Name of the Institute: ICAR-Directorate of Onion and Garlic Research, Pune

Date	Activity	Photo
17-09-2025	The Swachchhata Pledge was administered by all the scientific, technical, administrative and supportive staff of the institute. The research scholars and young professionals also participated in the pledge.	
18-09-2025	A poetry competition was organized at ICAR-DOGR. All the staff as well as research scholars recited poems related to Swachchhata.	
19-09-2025	A symbolic human chain was made highlighting the theme of cleanliness and to create awareness regarding cleanliness in the daily life.	
20-09-2025	A cleanliness drive was organized and the campus road was cleaned with the participation of office staff and research scholars.	

8.

Swachhata Samvad held on 20.09.2025

The ICAR-National Research Centre on Seed Spices, Ajmer organized “Swachhata Samvad ” at Government Senior Higher Secondary School in Saradhana on September 20, 2025, as a part of the "Swachatta Hi Sewa 2025". Students from 11th and 12th class were motivated to embrace cleanliness

and the values associated with it. In this program, Dr. Mahesh Mahatma, Dr. Chetan Jangid, and Shri Giriraj Tripathi encouraged students to maintain cleanliness within the school premises and surrounding areas and to manage plastic waste properly. They highlighted the importance of proper plastic waste management by encouraging students to adopt the principles of Reduce, Reuse, and Recycle. This approach aims to minimize plastic consumption and prevent waste from harming the environment. They also emphasized that maintaining a clean environment and personal habits is crucial for preventing diseases and ensuring overall well-being. Shri Meghraj Paroda, a school lecturer, emphasized that cleanliness begins with an individual and extends outward to the home and eventually the entire village. Employees of ICAR-National Research Centre on Seed Spices, Ajmer, also visited "Gramin Seva Shivir" arranged by the Government of Rajasthan for "Swachhata Samvad". The Sarpanch of Sardhana village, Shri Harikishan Mundadiya, and Wardpanch Shri Yashpal Mundadiya briefed the villagers on the importance of cleanliness.



NRM Division

ICAR-Central Island Agricultural Research Institute, Sri Vijaya Puram

Activity 1. : Advocacy Activities

Awareness for Sabai Karmachari (Sanitation Workers):

An awareness program was conducted for sanitation workers at ICAR-CIARI, Sri Vijaya Puram on September 20, 2025. A total of 10 workers participated in the event. Shri D. Karunakaran, a scientist, provided a briefing on the precautions necessary while performing their duties. He also emphasized the importance of being aware of health, hygiene, and safety practices, such as the use of gloves, masks, and the necessity of regular health check-ups. Additionally, they were advised to consistently wear gloves, masks, boots, and uniforms while on duty.



Activity 2. : Promoting Clean India: Student Engagement at KVK South Andaman”

As part of the Swachhta Hi Sewa initiative, a group consisting of 147 students and 7 faculty members from Govt. Senior Secondary School, Port Mout, Sri Vijaya Puram visited KVK South Andaman. During the visit, Dr. Y. Ramakrishna, Head & Principal Scientist, provided an overview of their roles in upholding a clean environment, the goals of the Swachhta mission, and practical methods to contribute to a cleaner India. The session highlighted how both individual and collective efforts in cleanliness can aid in realizing Mahatma Gandhi’s vision of a clean and healthy nation, motivating students to engage actively in promoting hygiene, waste management, and sustainable practices within their communities.



ICAR-Indian Institute of Water Management, Bhubaneswar


On Day-4 of SHS 2025 programme (20.9.2025), competitions on the theme ‘*Swachh Bharat Mission and its impact on Health, Environment and Society*’ were organized among students at Government High School, Chandrasekharapur (Phase-1). Total 40 students participated in the event.

While 22 students from class VI & VII took part in drawing competition, 18 students mostly from class VIII took part in the essay competition. At the beginning, students were briefed about the objectives of the mission and importance of the flagship programme initiated in 2014 by Hon'ble Prime Minister of India Sri Narendra Modi Ji. This was followed by a briefing on the theme and rules of the competitions. The enthusiasm of the students was quite high as evident from the fact that despite the exams starting on Monday, students turned up in good numbers. The winning students will be felicitated on 2nd October 2025 during the closing function.

A cleanliness drive was organized in Sailesh Vihar staff colony of the institute. The premises and surroundings of quarters were cleaned with the participation of IIWM staff.

Some of the action photographs of Day-4 are presented below.



SI. No	DATE	Activities	Photographs
1	20-09-2025	For today's activity regarding SHS programme officers from ICAR-NRC on Yak had a discussion with local people and shared the views regarding this SHS programme. Problem related to dumping of waste and its recycling process was deeply discussed.	

I.C.A.R.- NATIONAL RESEARCH CENTRE ON CAMEL, BIKANER

“स्वच्छता ही सेवा अभियान) ”2025 SHS(

परिषद से प्राप्त परिपत्र संख्या 7(5)2025-CDN (Tech.) दिनांक 11.09.2025 द्वारा प्रेषित पेयजल एवं स्वच्छता विभाग 1/4DDWS/2 जल शक्ति मंत्रालय और आवास एवं शहरी मामलों के मंत्रालय से प्राप्त निर्देशों

की अनुपालना में इस केन्द्र पर **“स्वच्छता ही सेवा अभियान” 2025 SHS** (का आयोजन दिनांक **17.09.2025 से 01.10.2025** के मध्य **स्वच्छोत्सव** थीम के साथ आयोजित किया जा रहा है।

दिनांक 20-09-2025 : “स्वच्छता ही सेवा अभियान” 2025

Organized cleanliness drives in the campus and distributed steel bucket in order to promote hygiene to the camel herd keepers for clean milk production. The programme conducted at “ICAR-National Research Centre on Camel campus, Bikaner, on 20/9/2025, with the theme of Swachhotsav “स्वच्छोत्सव” and Swachh Bharat Diwas.



ICAR-NRCP, Solapur, Maharashtra

(Period: 20.09.2025)

ICAR-NRCP Organized Swachh Sujal Gaon , Clean Street Campaign at Solapur city.



ICAR - National Academy of Agricultural Research Management
Rajendranagar, Hyderabad – 500 030, Telangana, India
September 20, 2025

Date: 20 September, 2025

Name of the Institute: भारतीय कृषि अनुसंधान परिषद-केंद्रीय मात्स्यिकी शिक्षा संस्थान, मुंबई

Name of Activity: Cleanliness Drive in Versova Beach and Landing Centre, Mumbai



Fig 1: The team of faculty and students of CIFE who participated in the cleanliness drive at Versova beach



Fig 2: CIFE Team at the inaugural venue of Swachhta Abhiyan



Fig 3: A rally through Versova with Shri. Nitesh Narayan Rane, Hon. Minister of Ports Development of Maharashtra to create awareness among the residents near landing center and beach to minimize litter and plastic pollution.



Fig 4: Cleaning by collection of litter and plastic

Fourth Day (20th September 2025) Report on Swachhta Hi Seva Campaign-2025

As part of Swachhta Hi Seva Campaign 2025 a Cleanliness activities were taken up at Bandlaguda Jagir by ICAR-National Academy of Agricultural Research Management, Rajendranagr, Hyderabad on 20th September 2025 by involving the community people of Padmasri Hillls Colony, Bandlaguda Jagir. A total of 75 residents from colony, Technical / outsourcing staff of NAARM Farm Unit were taken part in this event. This program was organized under the leadership of Dr Gopal Lal, Director, ICAR-NAARM as



Fig 5 Honorable minister with staff and students of CIFE during cleanliness drive



Fig 6: CIFE staffs and students during the awareness programme

स्वच्छता HI सेवा दिनांक अंतर्गत के २०२५-20.09.2025 को सुबह 7 बजे की सफाई के लिए केंद्रीय मात्स्यिकी शिक्षा संस्थान, मुंबई के 6 संकाय और 20 छात्रों की एक टीम ने वर्सोवा लैंडिंग सेंटर और समुद्र तट का दौरा किया, टीम कार्यक्रम स्थल पर पहुंची, पंजीकृत हो गई और स्वच्छता अभियान में महाराष्ट्र राज्य मत्स्य विभाग में शामिल हो गई। इस कार्यक्रम का उद्घाटन माननीय **नितेश नारायण राणे**, मंत्री, बंदरगाह विकास, महाराष्ट्र राज्य के द्वारा किया गया। कई स्थानीय स्वयंसेवक ड्राइव में शामिल हुए। भारी बारिश के बीच कूड़े और प्लास्टिक प्रदूषण को कम करने के लिए लैंडिंग सेंटर और समुद्र तट के पास के निवासियों के बीच जागरूकता पैदा करने के लिए वर्सोवा गांव के साथ एक जागरूकता रैली का आयोजन किया गया था। यह ड्राइव अंतर्राष्ट्रीय तटीय सफाई दिवस के साथ मेल खाता था जो इसे भव्य बना दिया। ICAR-CIFE के कार्यक्रम समन्वयक डॉ मुकुंडा गोस्वामी, डॉ सनाथ कुमार एच, डॉ मंजुशा एल, डॉ कुंदन कुमार और डॉ जीना के थे। स्वच्छता अभियान 9.00 बजे के आसपास समाप्त हुए।

A team of 6 faculty and 20 students from ICAR-CIFE, Mumbai, visited the Versova landing centre and beach for cleaning under the Swachhotsav, Swachhata Hi Seva-2025 on 20.09.2025 at 7 AM. The team reached the venue, registered and joined the Maharashtra State Fisheries Department in the cleanliness drive. The programme was inaugurated by the Hon. Minister of Ports Development of Maharashtra. Many of the local volunteers joined the drive. An awareness rally was organized along the Versova village to create awareness among the residents near landing center and beach to minimize litter and plastic pollution, amidst heavy rains. The drive coincided with the International Coastal Cleanup Day which made the event even grand and fulfilling of an essential move. The programme coordinators from ICAR-CIFE were Dr. Mukunda Goswami, Dr. Sanath Kumar H., Dr. Manjusha L., Dr. Kundan Kumar, Dr. Sikendra Kumar and Dr. Jeena K. The cleanliness drive concluded around 9.00 am.

well guided by Dr Damodar Reddy, Chairman Swachhta Hi Seva Committee and the cleanliness activities carried out by Dr Laxman M Ahire, Member Secretary of the Swachhta Hi Seva Committee. The Swachhta Hi Seva activities were on September 20, 2025 successfully taken up with the Help of Padmasri Hills Colony Residents of Bandlaguda Jagir. On this occasion Swachhta Pledge was administered by Dr Laxman M Ahire to all the members present during the Swachhta Activities.



ICAR – KVK, North Goa, ICAR – CCARI, Goa activities on Advocacy Activities – Swachhata Samvad

A Swachhata Samvad activity was organized at ICAR - Krishi Vigyan Kendra, North Goa, under ICAR - Central Coastal Agricultural Research Institute, Goa, on 20th September 2025. The event witnessed active participation from 45 individuals, including 11 male and 34 female participants. Dr. N. Bommayasamy, Senior Scientist and Head, ICAR - KVK, North Goa, addressed the gathering with a compelling talk on the significance of cleanliness. He emphasized the vital role of Swachhata (cleanliness) in ensuring a healthy and sustainable environment in our daily lives. Participants were sensitized about individual responsibilities in maintaining hygiene at home, workplace, and in public spaces. The session also highlighted the link between cleanliness, public health, and agricultural productivity. The interactive discussion encouraged community involvement and behavioral change towards a cleaner India.



Krishi Vigyan Kendra Handiaya (Barnala)

Guru Angad Dev Veterinary and Animal Sciences University, Krishi Vigyan Kendra, Handiaya, Barnala conducted Swachhta activities at village Handiaya, Barnala dated 20-09-2025



Daily Report for Swachhta Hi Sewa for 20th September 2025 under ATARI ZONE-VII,Umiam

S.No.	Date	Activities	No. of KVKs involved	No. of Participants (Farmers/ Staffs/ other Participants)	No. of VVIPs/VIP s attended the program
1	20.09.2025	Organisation of Swachh Sujal Gaon, Waste to Art, Clean Street Food, etc. – Initiatives to raise awareness and promote best practices in cleanliness and hygiene. <ul style="list-style-type: none"> Arrangement of Swachhata Samvad – Dialogues and discussions to engage communities and enhance participation in cleanliness initiatives. 	18	668	Nil

		<ul style="list-style-type: none"> • Organisation of Street Plays / Nukkad Nataks – Performances in local areas to educate and entertain promoting sanitation and cleanliness • Arrangement of Educational Public Demonstrations -Practical demonstrations on hygiene, waste management,and sustainable practices. • Organisation of Zero Waste Events – Activities to encourage minimal waste generation and sustainable practices. • Mobilisation of NGOs and SHGs – Engaging local NGOs and Self-Help Groups to support Swachhata initiatives. • Organisation of Outreach Campaigns for Swachhata –Community engagement activities to increase awareness and participation at the grassroots level. 			
		TOTAL	18	668	Nil

