

Sub: Report of Swachhta Hi Sewa (SHS) 2025 dated 01st October 2025

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

Activity:- 01.10.2025 :- Religious Leader Engagement and Media Outreach.

Swachhata Hi Sewa (SHS)- 2025

VPKAS ALMORA

Report on the Activity “Involvement of religious leaders in cleanliness drives at religious places to promote community participation in Swachhata initiatives.” during “Swachhta hi Sewa Pakhwada” (with the theme of “*Swachhotsav*”) Programme

As part of the Swachhotsav initiative, a special cleanliness drives at religious places was organized on 1th October 2025 at Khakal Devi Temple near ICAR-VPKAS, Hawalbagh. Under this initiative, Student from Kumaun University, Scientist and farmers from nearby village were participated. This Khakal devi temple is a very old temple of goddess Durga and have a historical religious prospective. On this occasion, Dr. Ramesh Singh Pal, a senior scientist cum spiritual writer, delivered an awareness talk emphasizing the importance of cleanliness of body as well as mind. He emphasised that we should not indulge in unhealthy and unethical activities. The ethics and the spirituality are the core fundamental for a happy and blissful life.

The students and the other participant are motivated to clean the other religious places near to their homes and villages. Total 30 participants including stakeholders like students, farmers and media representatives attended the programme. The programme was successfully organized with the support and coordination of team members — Dr. R S Pal, Sh. Anand Ram and Sh. NandLal. The activity reflected the institute’s commitment to promoting sanitation, hygiene, and cleanliness at religious places under the national campaign of *Swachhta hi Sewa Pakhwada*.



**“Swachhata Hi Seva” (with the theme Swachhotsav – स्वच्छोत्सव) Report of 01.10.2025 at
ICAR-IIPR, Kanpur**

<u>SN</u>	<u>Date</u>	<u>Activities</u>
<u>1.</u>	<u>01.10.2025</u>	<p align="center"><u>Religious Leader Engagement and Media Outreach</u></p> <ul style="list-style-type: none"> <u>Involvement of religious leaders in cleanliness drives at religious places to promote community participation in Swachhata initiatives.</u> <p><u>Organisation of press conferences to highlight the activities of Swachhta Hi Sewa, engaging all stakeholders including farmers, VIPs, media representatives, and electronic media.</u></p>

निर्धारित कार्यक्रम के अनुसार आज दिनांक **01.10.2025** में संस्थान के सामाजिक विज्ञान विभाग के द्वारा आवासीय परिसर में मंदिर के पास सफाई का कार्य कराया गया तथा कार्यक्रम समापन के बाद कार्यक्रम से सम्बंधित आख्या रिपोर्ट मिडिया को भी भेजी गयी ।
कार्यक्रम से सम्बंधित फोटोग्राफ रिपोर्ट के साथ सलग्न की जा रही है ।



Swachhotsav

Swachhata hi sewa programme at ICAR-NIPB, New Delhi, on 1st October 2025

Under the aegis of Swachhotsav 2025, a team from ICAR-NIPB visited Shiv mandir in Chiriya colony, Pusa Campus. The lady priest completed morning pooja and gave prasada to devotees. She sensitized about the importance of cleanliness, relating it to God's presence only in a clean environment. She gave several mythological examples to impress upon the need to stay clean, keep the surroundings clean to the inhabitants of the colony. People listened to her sincerely and pledged to abide by Swachhata hi Sewa as a devotion to God.



ICAR-CRIJAF, Barrackpore, Kolkata

As part of the run-up to Swachh Bharat Diwas on 2nd October 2025, commemorating the birth anniversary of Mahatma Gandhi. A nationwide Swachhata Hi Seva (SHS) campaign was organised from 17th September to 2nd October 2025 to reaffirms the national commitment to a clean and garbage-free India. The theme for SHS 2025 was “Swachhotsav. As per the programme of Swachhata Hi Sewa 2025, a cleanliness drive and awareness campaign was organized on 01.10.2025 involving religious leaders, farmers, VIPs, press, and electronic media. The activity focused on promoting awareness and ensuring cleanliness in religious places.

The following religious places were chosen for the cleanliness drive so that the message of Swachhta could be spread effectively among the people visiting these temples:

Sani Mandir, near Matarangi Chowk

Cleaning of temple premises and surroundings.

Awareness messages delivered to devotees regarding hygiene and waste management.



Shiv Temple, inside CRIJAF Office Campus

Active participation of staff and volunteers in cleaning the temple premises. Removal of waste materials and restoration of a clean environment.



By choosing these religious places, the campaign aimed to reach a wider section of society, as temples are regularly visited by local people. The involvement of religious leaders further encouraged devotees to adopt cleanliness as a spiritual and social responsibility.

Media representatives were invited to cover the event and highlight the message of Swachhata Hi Sewa.

Outcome

Successful cleaning of two identified religious places.

Increased community awareness through participation of stakeholders.

Devotees and local residents sensitized on cleanliness and hygiene.

Media coverage amplified the campaign's impact.

The initiative reinforced the message that cleanliness is a collective responsibility

NRM Division

ICAR-National Institute of Abiotic Stress Management, Baramati

Activity conducted: Transformation, Beautification, and Maintenance of the Farm Pond Bund

Details of the Event:

Under the SHS program, the farm pond bund area has undergone a remarkable transformation over the past two years. In SHS 2024, NIASM staff successfully uprooted the invasive Parthenium weeds that had overrun the pond space. Building on that effort, in SHS 2025, the area was further enhanced by planting lush and vibrant Rhoeo Live Plants, effectively replacing the previously weed-infested site with ornamental greenery. As part of their elective course in Landscaping, undergraduate students actively participated on 01.10.2025 in maintaining the plants through gap-filling and weeding activities, contributing significantly to the ongoing beautification and upkeep of the farm pond.



Students maintaining the plants by gap filling and weeding



Before (2024: uprooting parthenium)	After (2025: Planted with ornamental plants)
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ICAR-Central Soil Salinity Research Institute, Karnal-132001, Haryana

On 30th September, 2025, a team of 4 members Drs. Jogendra Singh, Madhu Chaudhary, Vijayata Singh and Er. Zeetendra Singh, ICAR-CSSRI, Karnal conducted activity on "**Social Welfare Linkage and Registration of Sanitation Workers**" under **Swachhta Hi Sewa Abhiyaan-2025**. Programme was initiated by Dr. Jogendra Singh and discussed broader perspectives to identify, register, and link sanitation workers with relevant social welfare schemes to ensure their financial security, dignity of sanitation workers, and overall well-being as part of the ongoing Swachhta Hi Sewa Abhiyaan. Dr. Madhu Chaudhary and Dr. Vijayata Singh conducted Awareness Drive and short orientation to inform sanitation workers about various central and state-level social welfare schemes and required necessary documents such as Aadhaar, mobile numbers, and bank details. These schemes are:



- Pradhan Mantri Awas Yojana (PMAY)
- AMRUT and Jal Jeevan Mission
- PM Ujjwala Yojana,
- Pradhan Mantri Ayushman Bharat (health insurance), PM JAY
- PM Shram Yogi Maandhan Yojana (pension)
- E-Shram Portal (national database)
- Jan Dhan Yojana (bank accounts)

Er. Zeetendra Singh provided detailed documents and guidelines of these schemes to sanitation workers in Hindi. About 28 sanitation workers became aware of their entitlements and the process to avail of them. It was a meaningful step toward ensuring the welfare and empowerment of sanitation workers.








ICAR-Indian Institute of Soil Science, Bhopal

Date	Activity: cleanliness drive at religious place involving the religious priest of the temple.
01.10.2025	<p>As part of the date-wise action plan for "Swachhta Hi Sewa" with the theme "Swachhotsav (स्वच्छोत्सव)" a cleanliness drive was undertaken at religious place involving the religious priest of the temple. The event was organized under the guidance of Dr. M. Mohanty, Director of ICAR–IISS, Bhopal, to promote cleanliness and hygiene as part of the national Swachhta campaign. The activities were conducted at the temple and surrounding areas of Karond (Puja Colony), Bhopal, engaging local community members and raising awareness about the importance of maintaining a clean and healthy environment</p> <p>On this occasion, cleanliness drive was conducted inside the temple premises as well as the temple area to create awareness among the people coming to temple and the priest to maintain the basic cleanliness and keep the temple premises tidy. The waste materials in temple includes flowers, garlands, coconut shells, incense sticks etc. We informed the people coming to temple that go for the preparation of compost from the trash instead of throwing it here and there. This will be further used for manuring the plants. The people actively participated in this event, and they were told to keep the cleanliness as a regular feature. Further, the temple premises were cleaned with the help of staff of the institute, people, priest, nearby shopkeepers etc. The Priest assured to upkeep the temple free from garbage, polythene, waste material etc. as far</p>

	as healthy life of the people is concerned. This campaign was successfully conducted by keeping in view the “Swachhta Hi Seva Campaign” (SHS 2025).	
		
	Swachhta activities done at the temple premises	

ICAR-NATIONAL BUREAU OF SOIL SURVEY AND LAND USE PLANNING, Nagpur

Sr. No.	Date	Activities
	01/10/2025	<ul style="list-style-type: none"> Organized cleanliness drive and beautification of gardens in institute campus
		 
		<ul style="list-style-type: none"> Organized cleanliness drive in Administration block audit section, finance and account section, store section
		  

ICAR – CENTRAL COASTAL AGRICULTURAL RESEARCH INSTITUTE, GOA

Cleanliness Drive at Vadeshwar Temple, Old Goa under #SHS2025

As part of the *Swachhta Hi Seva* 2025 campaign, ICAR–CCARI, Goa organised a cleanliness drive at the Vadeshwar Temple, Old Goa. Staff members actively participated in cleaning the temple premises and surrounding areas, spreading the message of maintaining cleanliness at religious places and preserving their sanctity for devotees and visitors. Officials from Canara Bank, Old Goa also joined this awareness programme.



ICAR-Central Institute of Freshwater Aquaculture, Bhubaneswar

ICAR-Central Institute of Freshwater Aquaculture (ICAR-CIFA), Bhubaneswar, organized a Swachhta Hi Seva Campaign at Bairageswara Shiva Temple, Dhauli, Khordha District, Odisha. As part of the nationwide campaign under the Swachh Bharat Mission, a cleanliness drive was conducted in the temple premises to promote hygiene and encourage community participation in creating a cleaner environment.

The programme was led by Dr. J. K. Sundaray, Head, Fish Genetics and Biotechnology Division (FGBD), ICAR-CIFA. A total of 50 participants, including divisional scientists, technical officers, research scholars, and contractual staff, actively cleaned the temple surroundings. During the activity, the team also interacted with temple visitors and sensitized them about the necessity of maintaining cleanliness around holy and religious places. This reinforced the message that cleanliness is both a responsibility and a service to society.

The programme concluded with participants reaffirming their commitment to uphold the objectives of the Swachhta Hi Seva Mission and to inspire others towards building a cleaner, greener, and healthier nation.



Fig. 1. Gathering of FGBD staff of ICAR-CIFA for the Swachhta drive at Bairageswara Shiva Temple, Dhauli



Fig. 2. Cleanliness drive and collection of waste



Fig. 4. Collection and segregation of waste

ICAR-Central Institute of Coldwater Fisheries Research, Bhimtal

As a part of the Swachhta Hi Sewa campaign with the theme “Swachhotsav”, sanitation activities were organized in the campus of a temple inside the Vikas Bhawan, Bhimtal premises. The pujari of the temple also participated in the campaign. A group of students from the Lakes International School, Bhimtal also took part in the campaign alongwith their teachers, hostel warden of the school. Staff members of the institute including job contract staff, young professionals, students were present in the event. The campaign being carried out by this institute both at the headquarter, Bhimtal as well at the Experimental Fish Farm & Field Centre, Champawat for the entire period of Swachhta Hi Sewa has also been highlighted in the local newspapers.



डीसीएफआर ने चलाया स्वच्छता जागरूकता अभियान

भीमताल। भारतीय कृषि अनुसंधान परिषद एवं केंद्रीय शीतजल मात्स्यिकी अनुसंधान संस्थान भीमताल की ओर से चलाये गये स्वच्छता पखवाड़े के तहत विविध कार्यक्रम आयोजित किये गये। संस्थान के वैज्ञानिकों व कर्मचारियों ने अलग-अलग टोलियों में लोगों को स्वच्छता के प्रति जागरूक किया गया। वैज्ञानिकों ने नगर के विकास भवन परिसर समेत ग्रामीण क्षेत्रों में जाकर ग्रामीणों को स्वच्छता का महत्व समझाया गया। साथ ही सरकार की विभिन्न सरकारी योजनाओं की जानकारी दी गयी। संस्थान के निदेशक डा. अमित पांडे ने बताया 17 सितंबर से दो अक्टूबर तक स्वच्छता पखवाड़ा चलाया गया है। जिसके तहत संस्थान द्वारा स्वच्छता अभियान समेत अन्य कार्यक्रम चलाये गये हैं। बताया संस्थान के चम्पावत सेंटर द्वारा भी पखवाड़े के तहत क्षेत्र में वृहद स्वच्छता जागरूकता अभियान चलाया गया।

ICAR- National Bureau of Fish Genetic Resources, Lucknow

- **Press release** containing information about activity-wise celebration along with some representational 8-quality photos were submitted to the print media (Fig.1-8). Swachhta Hi Sewa organized at ICAR-NBFGR, Lucknow simultaneously at three sites i. NBFGR- HQ, Lucknow, ii. ARTU Centre, Chinhat, Lucknow, iii. PAGR Centre, Kochi, Kerala.
- **Swachhta** Pledge with Secretary DARE & DG, ICAR by NBFGR HQ-Staffs (Fig.1) along with, ARTU, Centre (Fig.3), and PAGR-Centre (Fig.5). Swachhta activity undertaken such as Ak Ped Maa Ke Nam-plantation drive by Director, Dr. Kajal Chakraborty (Fig.2) and some swachhta activity (fig.7, 8), human chain formation ARTU Chinhat (Fig.4) and Swachhta activity at PAGR Centre, Kochi, Kerala (Fig.6).






ICAR-CIRG, Mathura

स्वच्छता ही सेवा अभियान 2025, 17 सितंबर से 1 अक्टूबर 2025 तक पूरे देश में "स्वच्छोत्सव" थीम के साथ मनाया जा रहा है, इसी क्रम में आज दिनांक 01.10.2025 आज केंद्रीय बकरी अनुसन्धान संस्थान में केन्द्रीय सभागार के आस पास स्वच्छता अभियान चलाया गया जिसके अंतर्गत वहाँ पर झाड़ू लगा कर अपशिष्ट और कूड़ा कर्कट को साफ किया पूरे रास्ते स्वच्छ बनाया। जिसका नेतृत्व श्री रोहन (तकनीकी) द्वारा किया गया जिनके साथ ही , अन्य कर्मचारियों और अधिकारियों ने भाग लिया और कार्यक्रम को सफल बनाया।



Sl. No	DATE	Activities	Photographs
1	01-10-2025	As per today's programme of swachhta hi seva the officers from ICAR-NRC on Yak visited the religious place of Buddhist community called monestry. Officers visited the religious guru known as Lama in Buddhist culture. He shared his view regarding swachhta and assured that he will give this message to all the visitors also.	

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

परिषद से प्राप्त परिपत्र संख्या 7(5)2025-CDN (Tech.) दिनांक 11.09.2025 द्वारा प्रेषित पेयजल एवं स्वच्छता विभाग (DDWS), 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।

आज दिनांक 01.10.2025 को केन्द्र के वैज्ञानिकों, अधिकारियों एवं कर्मचारियों ने उष्ट्र अनुचरों सहित उष्ट्र डेयरी बाड़े में स्थित उष्ट्र प्रजाति संबद्ध पाबूजी देवता मंदिर परिसर पर स्वच्छता अभियान चलाया जिसके तहत विशेष रूप से ऊँटपालक समुदाय एवं श्रद्धालुओं को इस पवित्र स्थल के बारे में जानकारी देते हुए स्वच्छता के महत्व पर प्रकाश डाला गया ।

इस अवसर के दौरान बताया गया कि उष्ट्र प्रजाति के धार्मिक एवं ऐतिहासिक परिप्रेक्ष्य में पाबूजी एवं उष्ट्र वाहिनी देवी का विशेष महत्व है, पाबूजी प्रदेश के लोकदेवता माने जाते हैं, तथा इन्हें ऊँटों के रक्षक और ऊँटपालक समुदाय के संरक्षक के रूप में पूजा जाता है।

“स्वच्छता ही सेवा” गतिविधियों के तहत उष्ट्र बाड़े में स्थित पाबू जी मंदिर परिसर में आयोजित इस गतिविधि के दौरान **ऊँटपालकों** ने उत्साही सहभागिता निभाते हुए स्वच्छता को एक संकल्प के रूप में अपनाने की बात कही।



ICAR-Central Citrus Research Institute, Amravati Road, Nagpur, Maharashtra – 440033
Theme: Religious Leader Engagement and Media Outreach

Name of the Institute: ICAR Central Citrus Research Institute

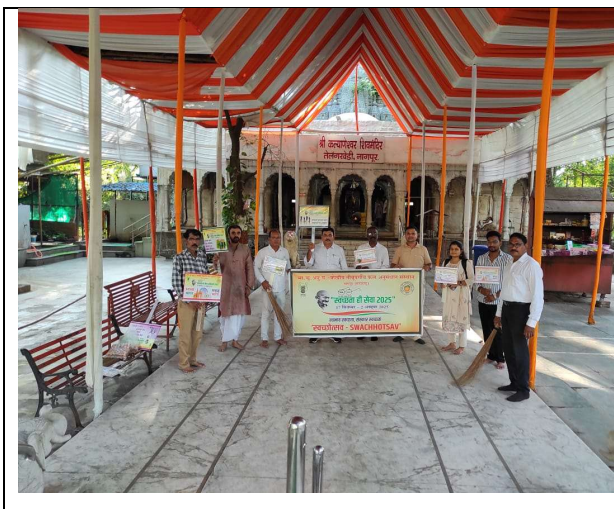
Date of activity	Name of the Nodal Officer	No of staff member participated	No of Dignitaries	Farmer	Member of civil society	School Children	Total
01/10/2025	Dr U.R. Sangle	05	NIL	NIL	66	NIL	71

On the day of 01/10/2025 (Theme: Religious Leader Engagement and Media Outreach) in continuation of the Special Swachhata Campaign 5.0 during 17th September to 2nd October, 2025;

we organised Social Welfare Linkages and Registration of Sanitation Workers where, we reached nearby spiritual places like temples etc and clean the temple and nearby areas and all permanent and temporary staff of Institute join hands to participate in cleanliness drive and raise awareness and demonstrate commitment to cleanliness and sanitation. Total 71 members participated in this organisation of simultaneous nationwide social welfare schemes on 01.10.2025. Also Dr U.R. Sangle, Nodal officer, Er. Santosh Khaire (Technical Officer) and Mr. Vikas Bhaladhare (Sr. Technical Officer/ GS Farm) Shri Gorale were organised a Call to action for citizen participation, fostering community involvement and collective responsibility for the nation's cleanliness in whole Office premises and nearby places .

Total No. of 71 participated on Special "Swachhta Campaign 5.0" 2025 on dated 01/10/2025.





ICAR-Central Potato Research Institute, SHIMLA 171 001, HP

भा.कृ.अनु.प.-केंद्रीय आलू अनुसंधान संस्थान, शिमला एवं संस्थान के क्षेत्रीय केन्द्रों पर "स्वच्छता ही सेवा" अभियान-2025
"स्वच्छोत्सव" थीम के अंतर्गत दिनांक 01 अक्तूबर, 2025 की स्वच्छता रिपोर्ट

भा.कृ.अनु.प.-केंद्रीय आलू अनुसंधान संस्थान, क्षेत्रीय केंद्र, मोदीपुरम, मेरठ पर स्वच्छ भारत अभियान के अंतर्गत, स्वच्छता ही सेवा के थीम "स्वच्छोत्सव" (17 सितंबर-2 अक्टूबर, 2025) के तहत दिनांक 1 अक्टूबर, 2025 को ग्राम-समसपुर सुरानी के शिव मंदिर की स्वच्छता का कार्य श्री मुरारी लाल (सहायक मुख्य तकनीकी अधिकारी) की देख-रेख एवं डा. मेही लाल (प्रधान वैज्ञानिक) के समन्वय से स्टाफ सदस्यों द्वारा किया गया। इस कार्यक्रम में मंदिर के आस-पास साफ सफाई का कार्य किया गया। डा. ध्रुव कुमार (प्रधान वैज्ञानिक), श्री रोहित कुमार एवं श्री अजय कुमार का विशेष सहयोग रहा।





Daily Report for Swachhta Hi Sewa for 01st October 2025 under ATARI ZONE-VII,Umiam

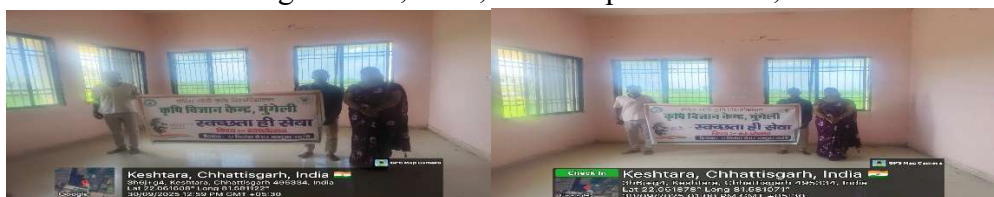
S.No	Date	Activities	No. of KVKs involve d	No. of Participant s (Farmers/ Staffs/ other Participant s)	No. of VVIPs/VI Ps attended the program

1	01.10.2025	<p>Religious Leader Engagement and Media Outreach</p> <ul style="list-style-type: none"> • Involvement of religious leaders in cleanliness drives at religious places to promote community participation in Swachhata initiatives. • Organisation of press conferences to highlight the activities of Swachhta Hi Sewa, engaging all stakeholders including farmers, VIPs, media representatives, and electronic media. 	20	796	Nil
		TOTAL	20	796	Nil



Religious Leader Engagement and Media Outreach

- Involvement of religious leaders in cleanliness drives at religious places to promote community participation in Swachhata initiatives.
- Organisation of press conferences to highlight the activities of Swachhta Hi Sewa, engaging all stakeholders including farmers, VIPs, media representatives, and electronic media.



ICAR-NISA, Ranchi

In response to the directive to organize Swachh Bharat Abhiyan drives involving religious leaders to promote community participation in cleanliness initiatives, a cleanliness drive was conducted at Satakshi Devi Mandapam, ICAR-NISA, Ranchi, on 01.10.25. The drive was conducted with the active involvement of a respected religious leader, which added greater significance and encouraged the local community to participate with enthusiasm. During the program, the premises of the Mandapam were thoroughly cleaned, and awareness was created among the devotees present about the importance of maintaining cleanliness at religious and public places. The drive successfully combined spiritual influence with civic responsibility, making it an impactful initiative under the Swachhta Abhiyan.



ICAR-Central Institute for Research on Cotton Technology, Adenwala Road, Matunga, Mumbai 400 019

Activity : Religious Leader Engagement and Media Outreach.

As a part of the implementation of the Swachhata Hi Seva campaign, under religious leader engagement and media outreach a lecture was organized to highlight the various activities conducted by ICAR-CIRCOT under Swachhata Hi Seva campaign. Also cleanliness drive carried out at Shree Hanuman Mandir, Wadi, Nagpur by GTC- Nagpur with the help of local religious leader. Also report was uploaded on the website and social media accounts.



ICAR-Central Institute of Agricultural Engineering, Bhopal

Activities: Press Conference

Action: A press conference was organized at ICAR-Central Institute of Agricultural Engineering, Bhopal to highlight the activities of Swachhata Hi Seva. Certificates were distributed to sanitation workers during the press conference. Mr. Dinesh Sharma (Senior Editor, Dainik Din Bandhu)

appreciated the cleanliness activities undertaken by the institute. Dr. C.R. Mehta, Director, ICAR-Central Institute of Agricultural Engineering, Bhopal, emphasized the importance of cleanliness for better health and stressed on conducting cleanliness activities in mission mode throughout the year. Dr. Manoranjan Mohanty, Director, ICAR-Indian Institute of Soil Science, Bhopal, highlighted the importance of a plastic-free campus, composting of agricultural waste, wastewater treatment, adopting a citizen-centric approach, and increasing environmental awareness for cleanliness. Dr. Ch. Srinivasa Rao, Director, ICAR-Indian Agricultural Research Institute, New Delhi emphasized the importance of 'Vasudhaiva Kutumbakam' (One World, One Family) for cleanliness. Emphasis was placed on creating plastic-free zones and reducing food waste. A total of 150 staff members and students participated in the program.




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awareness programme at various locations

Swachhata activities and awareness spreading campaignn

Day 4 of SHS campaign

Hon,Die minister of Maharashtra taking inswachhata activities by ICAR

Swachhata activities at versova Beach on 4th day of the shs
