

F. No. 7(5)/2025-Cdn tech
2025

Dated: 26th September

Sub: Report of Swachhta Hi Sewa (SHS) 2025 dated 26th September 2025

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

Activity:- 26.09.2025 :- Best Innovation under Swachh Bharat Mission (SBM)- Cultural Fest.

Swachhata Hi Sewa (SHS)- 2025

Agricultural Education Division

26.09.2025:

As a part of SHS-2025, the Academy organizes several Swachhta activities time to time and several outsourcing workers are involved in keep the campus neat, clean and green. In continuation with this activity of Swachhta Hi Seva the health **Checkup Camp** was organized at ICAR-NAARM Health Center on 26th September 2025.



Swachhata Hi Sewa (SHS)- 2025
Swachhta Pakhwada (September 17-October 02, 2025)

Report for 26.09.2025

1. CIRCOT, Mumbai

Activity : Best Innovation under Swachh Bharat Mission (SBM) – Cultural Fest.

As a part of the implementation of the Swachhata Hi Seva campaign, conducted **Best Innovation under Swachh Bharat Mission (SBM) – Cultural Fest** with Guru Nanak Khalsa College Teachers and NSS Student. They interacted with citizens and promoted Swachhata Hi Seva through folk art at Mt. Vilas Rao Nagar Marg, Nadkarni Park, Wadala, Mumbai.



2. NISA, Ranchi

As part of the ongoing *Swachh Bharat Abhiyaan- 2025*, today's program was organized to recognize and celebrate unique and inspiring initiatives undertaken by the people of the Chhota Nagpur region (Ranchi and surrounding tribal belt). The members of team 10, including Dr. Nandkishore Thombare, Mr. Birender Kumar Singh, Mr. Anmol Dan Kindo, Mr. Ashish Kumar, and other volunteers visited local places to find out the swachhata initiatives, on 26.09.2025. The objective was to highlight innovative practices by local bodies that integrate citizens with the themes of cleanliness, sustainability, and preservation of art and culture.

Two remarkable initiatives were showcased:

1. Eco-friendly Dining Plates (Dona and Pattal):

The community has revived the traditional practice of making dining plates from leaves of the sal tree and other locally available foliage. These leaf-based plates and bowls serve as an effective alternative to plastic disposables. Not only are they biodegradable and environmentally friendly, but they also create livelihood opportunities for rural and tribal families engaged in their preparation. This initiative strengthens the "Say No to Plastic" campaign and promotes sustainable living practices rooted in local traditions.

2. Wall Painting with Tribal Arts:

Citizens, especially women and youth, have taken the initiative to beautify village and city walls through traditional tribal paintings, such as *Sohrai* and *Madhubani*. These vibrant artworks not only add aesthetic value but also carry messages of cleanliness,

hygiene, and cultural pride. This effort integrates art with the spirit of Swachhta, creating public awareness while simultaneously preserving and promoting indigenous cultural heritage.



3. NINFET, Kolkata

As part of the nationwide Swachhta Hi Seva 2025 campaign being observed from September 17 to October 02, 2025, the ICAR-NINFET organized an awareness campaign cum cleanliness drive on September 26, 2025, at the religious site Jagannath Mandir, Moore Avenue, Kolkata.

The event witnessed active participation from members of the Women Cell and the Swachh Bharat team of ICAR-NINFET. The primary objective of the drive was to promote awareness about cleanliness and hygiene in public and religious places and to contribute to the collective goal of a cleaner and healthier India. During the campaign, the team thoroughly cleaned the premises of the Mandir, including the surrounding areas, walkways, and common spaces. The initiative aimed not only to physically clean the area but also to inspire the local community and devotees to adopt and maintain cleanliness practices as a part of their daily lives.



Awareness campaign cum Cleanliness Drive at religious place on 26.09.2025



Cleanliness drive at religious place

4. IASRI, New Delhi



As a part of the ongoing *Swachhata Pakhwada* celebrations (17th September to 2nd October 2025), a **cleanliness campaign** was organized on 26th September 2025 at the ICAR–IASRI campus. The activity was carried out with the active participation of staff and supporting personnel, thereby reinforcing the institute’s commitment to the national mission of “Clean India – Green India.”

Activities Undertaken

1. Campus Cleaning Drive

- Cleaning of office spaces, laboratories, and common areas within the institute premises.
- Removal of litter, plastics, and waste from pathways, lawns, and open areas of the campus.
- Proper disposal and segregation of waste into biodegradable and non-biodegradable categories.

2. Beautification Measures

- Weeding and trimming of plants around the garden and main building area.
- Plantation of saplings at designated green spots to enhance greenery in the campus.

3. Awareness and Participation

- Staff members were sensitized on maintaining personal responsibility for cleanliness at their workstations and surroundings.
- Emphasis was laid on adopting sustainable waste management practices and minimizing single-use plastics.

Outcomes

- The campaign resulted in a visibly cleaner and greener campus environment.
- Active participation fostered a sense of collective responsibility among the staff and students.
- The activity contributed to strengthening the message of “स्वच्छता ही सेवा) ”(*Cleanliness is Service*) and aligned with the objectives of Swachh Bharat Mission.

Conclusion

The cleanliness campaign conducted on 26.09.2025 at ICAR–IASRI successfully demonstrated the institute’s sustained efforts towards the Swachhata Pakhwada celebrations.

All members pledged to continue maintaining cleanliness in their surroundings and contribute towards achieving a cleaner, healthier, and more sustainable environment.

5. CIPHET, Ludhiana

On 26th September 2025, the team visited **Partap Public School, Partappura** to recognize its unique initiatives integrating *Swachhta* with local art and culture. The team interacted with the Principal and staff, who showcased the school's efforts in promoting cleanliness through student and community involvement.

The school organized programmes for students of different age groups as well as parents, emphasizing hygiene and societal cleanliness. Regular tree plantation drives and the well-maintained campus further reflected their commitment. A **Certificate of Appreciation** was presented to the school for its commendable initiatives under the *Swachh Bharat Mission*.



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 26.09.2025 आज केंद्रीय बकरी अनुसन्धान संस्थान में आज संस्थान के पुस्तकालय के पास स्वच्छता अभियान चलाया। जिसका नेतृत्व डॉ अनुपम कृशन दीक्षित (प्रधान वैज्ञानिक), द्वारा किया गया जिनके साथ ही श्री अरविंद चौहान (प्र.अधि), श्री सतीश चन्द्रा (स.प्र.अधि) और अन्य कर्मचारियों और

अधिकारियों ने भाग लिया और कार्यक्रम को सफल बनाया।



Swachhata Hi Seva 2025 Campaign

Venue: ICAR–NRC on Pig, Rani

As part of the Swachhata Hi Seva 2025 campaign, a special cultural programme was organized on 26th September 2025 at ICAR–NRC on Pig, dedicated to the Safai Karmacharis of the pig farm. The event was designed not only to acknowledge their invaluable contribution to maintaining cleanliness and hygiene at the institute but also to provide them with a platform to showcase their artistic and cultural talents.

The Safai Karmacharis enthusiastically participated in the programme by performing songs, music, and other cultural expressions, reflecting their hidden creativity and adding a vibrant spirit to the event.

On this occasion, Dr. Rajib Kumar Das, Technical Officer, delivered an insightful session on the importance of personal hygiene, sanitation at home and workplace cleanliness. He

emphasized how adherence to simple but consistent hygienic practices can significantly reduce the risk of diseases and create a healthier living and working environment.

The event served as a unique blend of awareness, appreciation, and cultural celebration, reinforcing the spirit of Swachhata Hi Seva 2025.



नांक: 25 सितम्बर, 2025

स्थान: रानी बाज़ार क्षेत्र एवं कोपिली पर्यटन स्थल

“एक दिन, एक घण्टा, एक साथ” – स्वच्छता ही सेवा 2025 अभियान के अंतर्गत “एक दिन, एक घण्टा, एक

साथ” पहल के राष्ट्रीय आयोजन के भाग रूप में आईसीएआर-राष्ट्रीय शूकर अनुसंधान केन्द्र, रानी द्वारा 25 सितम्बर 2025 को विशेष श्रमदान-cum-स्वच्छता अभियान आयोजित किया गया।

रानी बाज़ार क्षेत्र में सम्पन्न श्रमदान का उद्देश्य समुदाय की सक्रिय सहभागिता, सामाजिक उत्तरदायित्व तथा सामूहिक दायित्वबोध को प्रोत्साहित कर सार्वजनिक स्थलों की स्वच्छता को स्थायी स्वरूप प्रदान करना था। इस अवसर पर समस्त क्षेत्र को प्लास्टिक अपशिष्ट, ठोस कचरे तथा जमे हुए गंदगी से मुक्त

कर व्यवस्थित रूप से स्वच्छ किया गया। दुकानदारों को अपशिष्ट पृथक्करण, परिसर की स्वच्छता बनाये

रखने तथा एकल-उपयोग प्लास्टिक के परिहार के महत्व से अवगत कराया गया। इस अभियान में वैज्ञानिकों, कार्मिकों, श्रमिकों एवं स्थानीय नागरिकों ने उत्साहपूर्वक भागीदारी की।

कोपिली पर्यटन स्थल पर प्रतिभागियों ने संचित अपशिष्ट, प्लास्टिक की बोतलें तथा परित्यक्त आवरणों को हटाकर क्षेत्र की प्राकृतिक शोभा को पुनः स्थापित किया। साथ ही आगंतुकों एवं स्थानीय हितधारकों को उत्तरदायी पर्यटन, अपशिष्ट के समुचित निस्तारण तथा प्राकृतिक संसाधनों के संरक्षण के महत्व से अवगत कराया गया।

यह अभियान स्वच्छता के प्रति सामूहिक उत्तरदायित्व की भावना का सशक्त प्रतीक बना और इस तथ्य को पुष्ट किया कि स्वच्छता केवल शहरी निकायों का दायित्व न होकर प्रत्येक नागरिक का साझा कर्तव्य है।

- 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 [4DDWS½] 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 26-09-2025 : “स्वच्छता ही सेवा अभियान 2025”

Recognition and integration of ATMA representatives and participants (Agriculture Division, Nagaur), with aspects and prospects of camel husbandry and their utility in clean and sustainable development. The programme conducted with the theme of Swachhotsav “स्वच्छोत्सव” and Swachh Bharat Diwas.



DAILY

REPORT OF SWACHHATA HI SEVA CAMPAIGN (SHSC) 2025

Day 10: September 26, 2025 (Friday)

To showcase recognition of the most unique and inspiring initiatives under Swachh Bharat Mission (SBM), a cultural festival of 'Rangolis', where in colored patterns are created on floor using hues from powdered materials. At ICAR-NIANP, Bangalore there were six participants. Each of them delineating creativity and thoughtful designs. This display of art was carried out the foyer area of the Institute- the epicentre of regular meeting point.

Event : Kaleidoscope of 'Rangolis' depicting cleanliness



Zeal with imageries and hues : Rangolis in creation

The Grand Finesse



Depiction of Waste Segregation for Stronger India



Linearity of Cleanliness with Health



Floral Symmetry and Harmony in Cleanliness



Origami Petals for Cleaner Earth




**Melting Point of Religion and Culture
in Cleanliness**



Pattern to ponder : crux of cleanliness



Creator and her creativity

Sl. No	DATE	Activities	Photographs
1	26-09-2025	In today's swachhta hi seva programme the staff was asked to provide the name for speech competition and the topic was related to swachhta hi seva. Total 8 candidates participated in the competition and most important point was that, all the participants were aware of this event. All the candidates promised that they will carry forward this message of swachhta to the community also.	

Swachhta Report of ICAR-VPKAS, Almora for 26th September 2025

Day: 10

Report on Best Innovation under SBM Cultural Fests, Almora

Location: Hawalbagh, Almora, Uttarakhand

Objective: To recognise the most unique and inspiring initiatives taken by local bodies to integrate citizens with swachhata, local art, music and culture.

Innovation under Swachh Bharat Mission (SBM) –

The **Swachh Bharat Mission (SBM)** continues to evolve through creative and community-centric innovations, one of the most notable being the **Cultural Fests**. These festivals are designed to recognize and celebrate the **most unique and inspiring initiatives** undertaken by **Urban Local Bodies (ULBs)** and individuals that integrate **Swachhata (cleanliness)**. By tapping into the power of culture and community participation, these events transform sanitation from a government initiative into a **people's movement**. Through performances, storytelling, traditional art forms, and community engagement, these fests encourage citizens to take ownership of hygiene and sanitation efforts in their own localities. Below are two exceptional nominations from Uttarakhand that exemplify innovation under SBM's.

Nomination 1: Local Nukkad Natak Group – Almora

In Almora and its surrounding regions, a local Nukkad Natak group- **Team Ram Ganga –by Sunil Kumar and 16 associates** from Village Dhamas, Almora has taken the lead in raising public awareness about critical sanitation issues. Through **engaging and thought-provoking theatrical performances**, the group addresses topics such as **personal hygiene, toilet usage, and the prevention of infectious diseases**.



Their plays, staged in markets, village squares, and local gatherings, are tailored to resonate with local audiences using regional dialects, humour, and relatable scenarios. This grassroots-level initiative not only **educates the public** but also encourages dialogue around long-standing taboos, promoting **positive behavioural change**, particularly in rural and semi-urban settings. Their commitment to using art for social transformation is a shining example of how cultural mediums can be powerful tools for public health advocacy.



Nomination 2: Women of Uttarakhand – Breaking Taboos, Building Sustainability

Akansha Joshi's initiative, “**Women of Uttarakhand – Breaking Taboos, Building Sustainability**,” brings a powerful intersection of **gender empowerment**, **environmental responsibility**, and **sanitation awareness**. This movement gives voice to the **resilient women of the hills**, spotlighting their experiences and leadership in tackling issues like **menstrual health**, which is often surrounded by silence and stigma.



Through workshops, awareness campaigns, and community conversations, the initiative promotes **menstrual hygiene management**, particularly in remote areas. Beyond this, Ms. Joshi has spearheaded **cleanliness drives in Harshil and Almora**, and led **recycling and waste management initiatives** in the **Char Dham region** — one of Uttarakhand's most environmentally sensitive and religiously significant zones. Her work not only empowers women but also **mobilizes youth and local communities** to take collective responsibility for maintaining clean, sustainable surroundings. By aligning **social change with ecological stewardship**, this initiative embodies the true spirit of Swachh Bharat.



अल्मोड़ा में मंगलवार को युवाओं से स्वच्छता अभियान चलाया। • हिन्दुस्तान

डोलीडाना में युवाओं ने की सफाई

अल्मोड़ा। तामीर अल्मोड़ा (साबासे) ने वूमन ऑफ उत्तराखंड के साथ मिलकर सफाई अभियान को चलाया। डोलीडाना मंदिर मार्ग के आस-पास की साफ सफाई की। यहां उर्वशी, आकांशा, शिवम कुमार, सचिन कुमार आर्या, कनिका, मानस कुमार, भावना, दिव्या जोशी, आकाश कुमार उर्फ भास्कर, निकिता, सुयश, राहुल जोशी, आदी शामिल थे और ड्राइव का उद्देश्य पर्यावरण की साफ-सफाई और नैतिक जिम्मेदारियों को बढ़ावा देना था।

Both of these nominations illustrate how integrating **culture, community engagement, and innovation** can turn sanitation into a **celebrated and shared responsibility**. Whether through the **performing arts** or **grassroots leadership**, these efforts highlight the diversity of approaches that make SBM not just a mission, but a **movement**.

Result for Best Innovation under SBM Cultural Fests (26-09-2025)

First Prize:

Akansha Joshi's: Counselling Psychologist & PhD scholar, Soban Singh Jeena University, Almora

Her initiative, "Women of Uttarakhand – Breaking Taboos, Building Sustainability," brings a powerful intersection of gender empowerment, environmental responsibility, and sanitation awareness. This movement gives voice to the resilient women of the hills, spotlighting their experiences and leadership in tackling issues like menstrual health, which is often surrounded by silence and stigma.

Second Prize:

Sunil Kumar and 16 associates: a local Nukkad Natak group- Team Ram Ganga, village Dhamas, Almora

In Almora and its surrounding regions, a local Nukkad Natak group- Team Ram Ganga –by Sunil Kumar and 16 associates from Village Dhamas, Almora has taken the lead in raising public awareness about critical sanitation issues. Through engaging and thought-provoking theatrical performances, the group addresses

topics such as personal hygiene, toilet usage, and the prevention of infectious diseases.

“Swachhata Hi Seva” (with the theme Swachhotsav – स्वच्छोत्सव) Report of 26.09.2025
at ICAR-IIPR, Kanpur

SN	Date	Activities
1.	26.09.2025	Best Innovation under Swachh Bharat Mission (SBM) – Cultural Fests - Recognition of the most unique and inspiring initiatives undertaken by local bodies to integrate citizens with Swachhata, local art, music & culture.

निर्धारित कार्यक्रम के अनुसार आज दिनांक 26 09.2025. में डॉ हेमंत कुमार, प्र० वै० एवं डॉ अनूप चंद्रा, व० वै० के द्वारा संस्थान के सामाजिक विज्ञान विभाग के समिति कक्ष में स्वच्छता कार्यक्रम कराया गया जिसमे सफाई कर्मचारियों द्वारा स्वच्छता कार्यक्रम के अनुसार सामाजिक विज्ञान विभाग पर सफाई का कार्य किया गया तथा सफाई कर्मचारियों को पुरुष्कृत किया गया। कार्यक्रम से सम्बंधित फोटोग्राफ रिपोर्ट के साथ सलग्न की जा रही है।



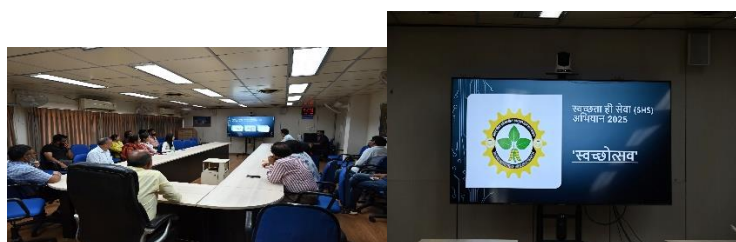


**भा.कृ - .प.अनु.राष्ट्रीय सोयाबीन अनुसन्धान संस्थान
खण्डवा रोड, इंदौर 452001 -
स्वच्छता ही सेवा दिनांक 17 सितम्बर से अक्टूबर 02, 2025 के अंतर्गत
दिनांक 2को 2025 सितम्बर 6 आयोजित कार्यक्रम की रिपोर्ट**

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

संस्थान में आज दिनांक 26.09.2025 स्वच्छ भारत मिशन के अंतर्गत सर्वश्रेष्ठ नवाचारों की पहचान एवं सम्मान हेतु कार्यक्रम आयोजित किया गया। यह कार्यक्रम SAP Committee द्वारा आयोजित किया गया, जिसमें प्रस्तुति प्रशासनिक अधिकारी श्री गणेश मीणा द्वारा दी गई तथा इसकी अध्यक्षता माननीय निदेशक डॉकी ने सिंह .एच.के .।

कार्यक्रम के छायाचित्र:-



Report on Swachhta hi Seva from 17.09.2025 to 02.10.2025 in respect of ICAR-CRIJAF,
Barrackpore, Kolkata

Date : 26-09-2025

Activity: Best Innovation under Swachh Bharat Mission (SBM)- Cultural Fests.

In connection with Swachhta Hi Seva, 2025 a visit was organized to several places of Sewli Gram Panchayat and Panchayat office on 26th September, 2025.

Several places of Sewli Gram Panchayat were visited where Sewli Gram Panchayat has taken inspiring initiative through the local art to integrate citizens with swachhata. This creative approach of using community-celebrated folk forms and traditions has effectively translated the mission's goals into actionable, community-driven behavior change.

ICAR-CRIJAF officials meet the Panchayat Pradhan and others members of Sewli Gram Panchayat and recognized their unique initiatives undertaken to promote cleanliness and sanitation under the Swachh Bharat Mission (SBM) Cultural Fests.



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 26 सितम्बर, 2025 की स्वच्छता रिपोर्ट

स्वच्छ भारत मिशन (एसबीएम) के अंतर्गत सर्वश्रेष्ठ नवाचार पर रिपोर्ट

Report on “Best Innovation under Swachha Bharat Mission (SBM)

भा.कृ.अनु.प.- केन्द्रीय आलू अनुसंधान संस्थान, क्षेत्रीय केन्द्र, ऊटी ने स्थानीय क्षेत्रों में स्वच्छता और सफाई बनाए रखने में अपने अथक और समर्पित प्रयासों के लिए सफाई कर्मचारियों को सम्मानित करने

हेतु 26.09.2025 को एक कार्यक्रम का आयोजन किया। कार्यक्रम में, स्वच्छ भारत की अवधारणा में सफाई

कर्मचारियों के अमूल्य योगदान को स्वीकार किया गया। कार्यक्रम के दौरान, स्वच्छता के प्रति उनकी दैनिक प्रतिबद्धता के लिए प्रशंसा और आभार के प्रतीक के रूप में उन्हें पुष्पगुच्छ, शॉल और स्मृति चिन्ह देकर सम्मानित किया गया। इस सम्मान समारोह ने न केवल उनकी कड़ी मेहनत को मान्यता दी, बल्कि उन्हें गर्व और गरिमा के साथ अपनी सेवा जारी रखने के लिए प्रेरित और प्रोत्साहित भी किया।

The ICAR-CPRI, Regional Station, Ooty has organized a programme on 26.09.2025 to

Felicitate the sanitary workers for their relentless and dedicated efforts in maintaining cleanliness

and hygiene in the local areas. In the programme, invaluable contribution of the sanitary workers

towards the concept of Swachh Bharat was acknowledged. During the programme, they were felicitated with bouquet, shawl and memento as a token of appreciation and gratitude for their day-

to-day commitment to cleanliness. The felicitation not only recognized their hard work but also

served as a gesture to motivate and inspire them to continue their service with pride and dignity.



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

Best Innovation under Swachh Bharat Mission (SBM) – Cultural Fests on 26.09.2025 under ‘Swachhata Hi Seva Campaign, 2025’

SN	Date	Activities	Venue/Remarks
10.	26.09.2025	Best Innovation under Swachh Bharat Mission (SBM) – Cultural Fests <ul style="list-style-type: none"> Recognition of the most unique and inspiring initiatives undertaken by local bodies to integrate citizens with Swachhata, local art, music & culture. 	ICAR-DWR, Jabalpur

As per the outline issued under the Swachhata Hi Seva Abhiyan 2025 on the theme "Swachhotsav," a cleanliness drive was conducted on the Directorate campus on 26.09.2025. On this occasion, various competitions on cleanliness-related topics such as antakshari, essay, music, etc. were organized and awareness about cleanliness was also created. Photographs of the said program are attached below.



ICAR-NATIONAL BUREAU OF SOIL SURVEY AND LAND USE PLANNING
Amravati Road, Nagpur-440033, India

Date: 26/09/2025

"Swachhta Hi Seva Campaign 2025"

Sr. No.	Date	Activities	Participants
1	26.09.2025	<ul style="list-style-type: none"> Organized cleanliness drive in SRS Division Organized cleanliness Rally in SRS Division Organized cleanliness Samvad in SRS Division 	All divisional



ICAR – CENTRAL COASTAL AGRICULTURAL RESEARCH INSTITUTE, GOA

Swachhta Hi Seva 2025

Date: 26th September 2025 (Friday)

‘Best Innovation and Cultural Fest’

Exhibition of Waste Management Innovations and Cultural Activity Promoting Swachhata under #SHS2025

On 26 September 2025, ICAR-Central Coastal Agricultural Research Institute (CCARI), Goa organised the “Best Innovation and Cultural Fest – Exhibition of Waste Management Innovations and Cultural Activity Promoting Swachhata” as part of the ongoing *Swachhta Hi Seva* 2025 campaign. The programme was designed to combine practical demonstrations of sustainable waste management and creative cultural outreach to strengthen awareness on cleanliness and environmental care.

As part of the fest, an awareness programme on “Vermicompost preparation – simple steps to manage organic waste in farms for a sustainable ecosystem” was conducted and demonstrated by a team of experts from KVK North Goa and CCARI at the village Torxem in Pernem taluka. Farmers actively participated in this “*Swachhotsav*” activity, gaining hands-on knowledge about converting farm waste into valuable compost. Officials from the Department of Agriculture, Government of Goa also attended and appreciated the initiative.

In the second segment of the fest, a cultural activity promoting the importance of Swachhata was presented in the form of a Nukkad Natak (street play) by staff members of the institute. The performance highlighted the need for proper disposal of waste in dustbins and discouraged littering on roadsides, spreading the message of keeping Goa clean and beautiful.

This unique combination of innovation and culture reflected CCARI's commitment to blending scientific knowledge with community participation for a cleaner and more sustainable environment.

Exhibition of Waste Management Innovations



Cultural Activity Promoting Swachhata

Daily Report for Swachhta Hi Sewa for 26th 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/VIPs attended the program
1	26.09.2025	Best Innovation under Swachh Bharat Mission (SBM) – Cultural Fests; Recognition of the most unique and inspiring initiatives undertaken by local bodies to integrate citizens with Swachhata, local art, music & camp; culture.	25	1234	1
		TOTAL	25	1234	1





Swachhta Hi Sewa (Swachhtosav) on 26th September 2025

Krishi Vigyan Kendra, Rayagada (Odisha)

Date	Activities	No. of KVKs involved	No. of Participants (Farmers/ Staffs/ other Participants)	No. of VVIPs/VIPs attended the program
26.09.2025	Most initiative and unique method of waste management was done by the local bodies by using thrashed flower pots, pet bottles into colour trap to control pest this act of involvement towards Swachhata may induce utilization of waste to useful.	1	11	-

Best Innovation under Swachh Bharat Mission (SBM)– Cultural Fests
 Recognition was given to the most unique and inspiring initiatives undertaken by local bodies

to integrate citizens with Swachhata through local art, and culture. Under this category, cultural fests were successfully organized, wherein, art forms were blended with cleanliness awareness activities. These events created mass participation, encouraged community ownership, and highlighted the role of culture in promoting sustainable Swachhata practices.



