



INDIAN COUNCIL OF AGRICULTURAL RESEARCH

Krishi Bhawan, New Delhi-110001

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

Dated: 25th December 2025

Activity: Signature Campaigns Swachhta Awareness at local level (organizing Signature Campaigns involving and with the help of the farmers, farm women and village youth in new villages not adopted under any scheme by Institutes/ establishments.

FISHERIES SCIENCE DIVISION

ICAR- Central Institute of Freshwater Aquaculture, Bhubaneswar

Summary of the activity

As a part of Swachhta Pakhwada 16-31 December 2025, mass awareness was organized on theme “Add your Signature to support Swachhta Awareness” on 25th December 2025 at Nathapur, Nuagaon, Khorda to inspire individuals to take responsibility for maintaining cleanliness in their surroundings. Awareness rallies, pledge campaigns, interactive talks, wall-signature drives, and cleanliness activities were carried out to spread the message of hygiene, sanitation, and waste management. Participants enthusiastically signed pledge boards and awareness banners to symbolically commit themselves to a cleaner environment. These initiatives helped reinforce the idea that cleanliness is a shared duty and that every individual’s contribution matters. The program successfully encouraged community participation, strengthened awareness, and promoted a sustained habit of cleanliness for a healthier and greener nation.

Number of participants: 52(Male: 22, Female: 30)



Central Institute Fisheries Education, Mumbai

स्वच्छता पखवाड़ा के अंतर्गत 16–31 दिसंबर 2025 के दौरान आईसीएआर–सीआईएफई, मुंबई में 25.12.2025 को कर्मचारियों के बच्चों के लिए चित्रकला प्रतियोगिता का आयोजन किया गया। प्रतियोगिता के विषय “स्वच्छ नदी” एवं “मेरा स्वच्छ घर” थे। कुल 11 बच्चों ने सक्रिय रूप से भाग लिया और अपनी रचनात्मक चित्रकला प्रतिभा का प्रदर्शन किया। प्राप्त प्रविष्टियों का मूल्यांकन विशेषज्ञों की समिति द्वारा किया गया तथा श्रेष्ठ चित्रों को पुरस्कृत किया गया। इस गतिविधि से बच्चों में स्वच्छ एवं स्वस्थ वातावरण बनाए रखने के महत्व के प्रति जागरूकता बढ़ाने में सहायता मिली।

As part of Swachhta Pakhwada observed from 16–31 December 2025 at ICAR-CIFE, Mumbai, a drawing competition was organized on 25.12.2025 for staff children on the themes “Clean River” and “My Clean Home.” A total of 11 children actively participated and showcased their artistic talent through creative drawings. The entries were evaluated by a panel of experts, and the best drawings were awarded. The activity helped enhance awareness among children about the importance of maintaining a clean and healthy environment.



Drawing competition conducted for staff kids on the theme 'Clean River' and 'My Clean Home'

National Bureau of Fish Genetic Resources, Lucknow

Swachhta Pakhwada (Dec. 16-31, 2025) program at ICAR-NBFGR, Lucknow on 25.12.2025, **Signature Campaign: Swachhta Awareness-Campaigns conducted involving school going students and women** of residential campus and with total participation of 15.



Central Institute of Coldwater Fisheries Research, Bhimtal

The activities under the swachhta pakhwada continued with greater participation from the community. The campaign was organized in village Moradi, Banlekh (Champawat). Awareness on swachhta was created amongst the villagers including youth, farmers and women. They took keen interest in the different activities being carried out by ICAR-CICFR Field Centre under swachhta pakhwada. Cleanliness activities were also carried out in the village. A signature

campaign was undertaken in the village, its vicinity and the community pledged for maintaining cleanliness in the village and the surroundings. The Scientists of the field centre along with all the staff members and the village people participated actively in the campaign.



Animal Science



केंद्रीय बकरी अनुसंधान संस्थान
Central Institute for Research
on Goats



मखदूम, फरह, मथुरा, उत्तर प्रदेश, 281122

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 25.12.2025 को केंद्रीय बकरी अनुसंधान संस्थान के अजा स्थल पर सफाई अभियान चलाया गया जिसके अंतर्गत वहां पर घास कटाई का काम किया गया एवं झाड़ू लगा कर अजा स्थल को साफ सुथरा और स्वच्छ बनाया गया, 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।



ICAR-DPR, Hyderabad

ICAR-DPR organised a signature campaign among village women on sanitation at Hanuman Nagar, Rajendrangar Mandal, Hyderabad. Swachhata awareness was created in the selected area with the help of women and youth in the area. The area was not adopted under any scheme of the institute.



Signature campaign among village women on Swachhata awareness

भाकृअनुप – केन्द्रीय भेड़ एवं ऊन अनुसन्धान संस्थान, अविकानगर


भारतीय कृषि अनुसंधान परिषद के दिशा-निर्देशों के अनुरूप स्वच्छता पखवाड़ा-2025 के अंतर्गत आज दिनांक 25 दिसंबर 2025 को संस्थान द्वारा सोडा गाँव में स्वच्छता एवं जन-जागरूकता कार्यक्रम का आयोजन किया गया।

कार्यक्रम के अंतर्गत गाँववासियों के सहयोग से धार्मिक स्थल शनि देव मंदिर के सामने एवं आसपास की सड़कों की साफ-सफाई का कार्य किया गया। इस स्वच्छता अभियान में डॉ. दुष्यन्त शर्मा, डॉ. अरविंद, डॉ. एस. एस. डांगी, श्री ओमप्रकाश चौधरी, श्री योगीराज मीना, श्री विकास शर्मा, श्री गोवर्धन चौधरी सहित संस्थान के सफाई कर्मचारी एवं अन्य ग्रामीणजन उपस्थित रहे और सभी ने सामूहिक श्रमदान कर स्वच्छता कार्य को सफलतापूर्वक संपन्न किया।

स्वच्छता अभियान के दौरान सार्वजनिक स्थलों से कचरे का संग्रहण कर उसका समुचित निस्तारण किया गया तथा ग्रामीणों को स्वच्छता, स्वास्थ्य एवं स्वच्छ परिवेश के महत्व के प्रति जागरूक किया गया। कार्यक्रम का उद्देश्य धार्मिक एवं सार्वजनिक स्थलों की स्वच्छता सुनिश्चित करने के साथ-साथ ग्रामीण समुदाय में स्वच्छता के प्रति सामूहिक जिम्मेदारी की भावना विकसित करना रहा।

स्वच्छता पखवाड़ा-2025 के अंतर्गत आयोजित यह कार्यक्रम ग्रामवासियों की सक्रिय सहभागिता से हर्षोल्लास एवं समर्पण भाव के साथ संपन्न हुआ, जो स्वच्छ भारत मिशन के लक्ष्यों की दिशा में एक सार्थक पहल है।



SI. No	DATE	Activities
1	25-12-2025	<p>Today the medical team of ICAR-NRC on Yak, Dirang visited the Nyukmadung farm which is located at the height more than 11000 ft. The medical team asked the people to keep the surrounding of their houses neat and clean. Medical checkup was done and basic medicines were distributed.</p>  <p style="text-align: center;">Photographs</p>

भाकृअनुप-राष्ट्रीय पशुरोग जानपदिक एवं सूचना विज्ञान संस्थान



National Institute of Veterinary Epidemiology and Disease Informatics

In line with the objectives of Swachhata Pakhwada-2025, ICAR-NIVEDI organized a community awareness programme to promote the importance of cleanliness, hygiene, and sanitation among farmers and rural communities. The main objective of the activity was to create awareness on Swachhata (cleanliness), encourage positive behavioural changes, and motivate farmers to actively participate in maintaining a clean and healthy environment.

As part of this initiative, a field visit was organized to Ramagondanahalli village, where interactive sessions were conducted with farmers and farm women. A signature and message campaign was arranged to understand farmers' views on cleanliness and to document their opinions and commitments towards Swachhata.

The programme was led by Dr. Shashank Reddy, Mr. Anil Kumar, and Mr. Abhishek S. Farmers were encouraged to openly share their thoughts on the importance of cleanliness in their personal lives as well as in the community. A display board was placed at the venue where participants were invited to write their views and messages related to Swachhata. This activity aimed to provide a simple platform for self-reflection on hygiene, health, and social responsibility. Initially, the response from farmers was limited, with many participants hesitant to actively engage. Although they were aware of the importance of cleanliness, many expressed difficulty in practicing it regularly due to daily work pressures.



Awareness interaction with farmers during Swachhata Pakhwada–2025 Day 10 at Ramagondanahalli village

Understanding the Challenges

During informal discussions, farmers explained that time constraints were the major challenge. Agricultural work, livestock management, and household responsibilities kept them busy throughout the day, leaving little time to focus on cleanliness-related activities. To address these concerns, the team conducted a brief awareness session, highlighting the importance of cleanliness for both individual health and community well-being.

Sanitation plays a vital role in preventing diseases, particularly in rural areas where poor hygiene can easily lead to the spread of infections. Maintaining proper hygiene helps reduce the occurrence of common diseases such as diarrhoea, malaria, and respiratory infections, which are often linked to unsafe water, improper waste disposal, and unclean surroundings. Cleanliness also contributes significantly to improving the overall quality of life by creating a healthier living environment for individuals, families, and the community. Even within busy daily routines, simple and practical steps such as regular cleaning of surroundings, proper disposal of waste, and maintaining personal hygiene can effectively promote better health and well-being.



Signature campaign conducted among farmers and farm women to promote Swachhata at village level at Ramagondanahalli

Improved Participation and Commitment

After the awareness session, farmers were again invited to share their views and participate in the signature campaign. This time, participation was significantly improved. Farmers and farm women actively wrote their messages and signed the board as a symbolic commitment towards cleanliness.

Many farmers expressed that even small actions, such as cleaning their surroundings, proper waste disposal, and encouraging family members to follow hygienic practices, could make a big difference. Some participants also suggested organizing collective cleaning activities in common areas such as village roads, public places, and water sources.

Active Participation of Farm Women

Farm women actively participated in the discussion and signature campaign organized by ICAR–NIVEDI. Their involvement highlighted the important role of women in maintaining household hygiene and spreading awareness within the community.

Outcome of the Programme

The Swachhata Pakhwada–2025 programme at Ramagondanahalli village had a positive impact on farmers' awareness and attitudes towards cleanliness. The key outcomes observed from the programme included increased awareness among farmers regarding the importance of Swachhata and its role in maintaining health and hygiene. The activity also led to a positive behavioral change, with participants feeling motivated to adopt simple cleanliness practices in their daily lives. The signature campaign helped in developing a strong sense of personal and community responsibility towards maintaining cleanliness. Overall, the programme encouraged collective commitment, with farmers pledging to keep their surroundings clean and to motivate other members of the village to follow hygienic practices.

Conclusion

The Swachhata Pakhwada–2025 programme conducted by ICAR–NIVEDI at Ramagondanahalli village was an important step towards promoting cleanliness and hygiene in rural areas. By directly engaging with farmers, understanding their challenges, and providing practical guidance, the programme successfully increased awareness and encouraged positive behavioural change.

The improved participation and commitment from farmers demonstrated the effectiveness of community-based awareness activities. Such initiatives have strong potential to create long-term impact by empowering rural communities to take responsibility for maintaining a clean, healthy, and sustainable environment for present and future generations.

Natural Resource Management Division

Central Agroforestry Research Institute, Jhansi

Summary of Activity: Swachhta Drive done among Farmers of simrdha Village.

Number of participants: 14

Key outcomes: Swachhta awareness among farmers of Simrdha Village & conduct a signature campaign.



National Bureau of Soil Survey and Land Use Planning, Nagpur

Summary of Activity: Organized Signature Campaigns at First Step Fun school, Hudkeshwar area. Organized cleanliness drive at First Step Fun School, Hudkeshwar area. Organized Green Day at First Step Fun school, Hudkeshwar area

Number of participants: 25 children and 7 school staff participated.



Indian Institute of Water Management, Bhubaneswar

On Day-10 of the on-going Swachhhta Pakhwada i.e., on 25th December 2025, a Swachhhta programme involving farmers, farmwomen, village youth and school children was organized in Gutpapada village of Jatni block of Khordha district. At the outset, the participants were administered swachhhta pledge and then sensitized about various activities being take up and practices being promoted among people. Participants were informed about waste and plastic management at household level. Villagers were advised to protect trees and nearby ecosystem. Participants were also sensitized about adverse effects of increasing plastic pollution, and were advised to stop burning of garbage and plastics so as to maintain a clean environment. Then all the participants went through the village cleaning the village roads. A signature campaign to gather pledges on Swachhhta was also launched. A total of seventy two (72) villagers participated in the programme and pledged their support to Swachhhta. Some of the photographs of Day-10 are presented below.



Swachhhta Pledge being administered to the participants



Cleaning in progress



Villagers after cleaning the village road

ICMR (India) Institute of Water Management
 Swachhhta Pakhwada (25th December 2025)
 Signature Campaign for Swachhhta Pakhwada
 Village: Gutpapada, Jatni, Khordha Date: 25.12.2025

Sl. No.	Sl. No.	Sl. No.	Sl. No.
Sl. No.	Sl. No.	Sl. No.	Sl. No.
1	Kajana Nayak	Gutpapada	2025/12/25
2	Sarita Nayak	Gutpapada	2025/12/25
3	Satish Nayak	Gutpapada	2025/12/25
4	Devi Nayak	Gutpapada	2025/12/25
5	Nandini Nayak	Gutpapada	2025/12/25
6	Sarita Nayak	Gutpapada	2025/12/25
7	Radha Nayak	Gutpapada	2025/12/25
8	Sarita Nayak	Gutpapada	2025/12/25
9	Arundhati Nayak	Gutpapada	2025/12/25
10	Sarita Nayak	Gutpapada	2025/12/25
11	Sarita Nayak	Gutpapada	2025/12/25
12	Rupa Nayak	Gutpapada	2025/12/25
13	Rani Nayak	Gutpapada	2025/12/25
14	Sarita Nayak	Gutpapada	2025/12/25

Signature campaign

Indian Institute of Soil and Water Conservation, Dehradun

As per the decided programme, the Research Centre, Agra organised a Swachh Bharat Campaign on 25.12.2025 at Village Chhalesar, Agra with the objective of creating awareness about the importance of cleanliness among the rural community. All officers and staff members of the Research Centre actively participated in the campaign and shared their views on the significance of cleanliness for a healthy society. Approximately 50 participants took part in the programme. During the campaign, all participants took a Swachhata Pledge, emphasizing their commitment towards maintaining cleanliness in their surroundings. This was followed by a Signature Campaign, wherein participants signed the register and recorded their comments to express support for the Swachh Bharat Mission. The campaign played an important role in sensitizing the villagers about hygiene, public health, and environmental cleanliness. It also encouraged community participation and strengthened the objectives of the Swachh Bharat Mission by promoting cleanliness as a regular habit and collective responsibility.



ICAR Research Centre for Eastern Region, Patna

Summary of Activity: Signature Campaigns: Swachhta Awareness Campaign was organized at Rajulatu village, Namkum, Ranchi. Forty three villagers comprising of 20 farm women and 23 men and village youth participated. They were made aware about the importance of cleanliness and hygiene in day -to-day life.

No. of Participants: 43



Central Research Institute for Dryland Agriculture, Hyderabad

Theme: Campaign on Cleanliness, and sanitation **through Signature**

As a part of Swachhta Bharat Mission, ICAR-Central Research Institute for Dryland Agriculture organizing Swachhta Pakhwada from **16 to 31st December 2025**. As per the action plan, the Swachhta **Pakhwada** activities were implemented on 25th December 2025 and the staff members of ICAR-CRIDA participated at CRIDA main office. ICAR-Central Research Institute for Dryland Agriculture (CRIDA), Hyderabad, organized a **Campaign on Cleanliness and Sanitation through Signature** as part of its Swachh Bharat initiatives. The initiative aimed to spread awareness, inspire behavioral change, and secure a collective pledge among staff to maintain cleanliness and proper sanitation practices both in the workplace and in their communities. The staff, actively participated by signing a pledge board. The campaign not only fostered awareness but also reinforced a sense of shared responsibility. The campaign generated wide awareness and strengthened CRIDA's commitment to a clean and green environment.



Campaign on Cleanliness, and sanitation **through Signature**

Directorate of Weed Research, Jabalpur

Summary of the Activity: Under the Swachhta Pakhwada 2025, a signature campaign was organized on December 25, 2025, in front of the main gate of the Directorate. Prominent citizens of Maharajpur enthusiastically participated in the campaign along with the Director, officers, and staff of the Directorate. During the event, Mr. Rajendra Hadge, Administrative Officer provided detailed information about the cleanliness program to the esteemed citizens and all the officers and staff. He requested them to raise awareness about cleanliness among the residents of their colonies and actively participate in cleanliness activities so that their colonies could also become clean and hygienic.

No. of Participants: 96

Key Outcomes: Citizens were made aware about cleanliness through signature campaign.



Central Coastal Agricultural Research Institute, Goa

Summary of the Activity: ICAR–CCARI, Goa organized a Signature Campaign at Cumbharjua, North Goa, with the objective of creating awareness about cleanliness and sanitation at the grassroots level. The campaign focused on promoting the importance of Swachhta (cleanliness) through community participation and collective responsibility. The activity involved direct interaction with local farmers, farm women, and village youth, especially from villages not previously adopted under any scheme by the Institute or other establishments. Participants were encouraged to take a pledge for maintaining cleanliness in their surroundings by signing the campaign banner, symbolizing their commitment towards a clean and healthy environment.

No. of Participants: 28

Key Outcomes: Enhanced Swachhata awareness at the local level through active participation of farmers, farm women, and village youth, including signing of the Swachhata Pledge.



Agricultural Engineering Division (ICAR)

CIRCOT, Mumbai

Activity : Signature Campaigns: Swachhta Awareness at local level (organizing Signature Campaigns involving and with the help of the farmers, farm women and village youth in new villages not adopted under any scheme by Institutes/ establishments).

As a part Signature Campaign a door to door signature campaign for maintaining cleanliness was launched District Sirsa, Haryana on 25.12.25 with special emphasis on women as they play the primary role in keeping hygiene in and around houses. Also a door to door signature campaign was conducted at Surat, Gujrat with special focus on Recycling of waste water.



A door to door signature campaign for maintaining cleanliness was launched at Sirsa, Haryana



signature campaign near Surat, Gujarat

CIAE, Bhopal

Activities: Swachhta Awareness at local level (organizing Signature Campaigns involving and with the help of the farmers, farm women and village youth in new villages not adopted under any scheme Institutes/establishments)

Action: A program focused on social welfare linkage under the "Swachhta Pakhwada" campaign was organized at Barkhedhi Hajjam Village, Bhopal on 25th December 2025, with the participation of 62 farmers, farm women and children. Under the theme, a campaign focusing on the cleaning at the villages and farm field was done. The program coordinators of ICAR-CIAE as well as farmers and villages along with their families members participated voluntarily. The program aimed to enlighten villagers about the significance of maintaining cleanliness in market places. Additionally, farmers were sensitized to the broader importance of cleanliness in daily life, recognizing its social, mental, and educational impacts. They were urged to minimize the use of single-use plastic, completely avoiding it whenever feasible and further instructed to disseminate this information among their friends, family, and neighbors.



Venue: Barkhedhi Hajjam Village, Bhopal

CIPHET, Ludhiana

During Swachhhta pakhwada 2025 held from 16-31 December 2025 team members Dr. Manju Bala, Sh. Yashpal Singh, Sh. Avtar Singh and Sh. Hardeep Singh undertook a significant Sharamdan initiative and organized signature campaign at Jainpur Village, Ludhiana. The team met with the village Sarpanch, briefed him about Swachh Bharat Abhiyan. Team members also briefed to the villagers about benefits of Swachhhta and motivated them to maintain the cleanliness in their village.



NISA, Ranchi

<p>1. Summary of the Activity:</p>	<p>As part of the Cleanliness Fortnight Campaign, a field visit was conducted to create cleanliness awareness at the local level through community participation. The programme was organized in a non-adopted village to ensure outreach to areas not covered under any ongoing schemes.</p> <p>The campaign was carried out in Village: Namkum, Block: Namkum, District: Ranchi. Farmers, village women, and local youth actively participated in the programme. A signature campaign was organized to encourage collective responsibility towards maintaining cleanliness and hygiene in daily life.</p> <p>During the interaction, participants were sensitized about the importance of cleanliness for personal health, environmental hygiene, and overall community well-being. Emphasis was laid on household sanitation, clean surroundings, proper waste disposal, and the role of individuals in sustaining a clean village ecosystem. Village women and youth showed keen interest and actively engaged in discussions.</p> <p>In addition to awareness activities, a cleanliness drive was undertaken to clean public places within the village. Participants voluntarily joined the activity, demonstrating community ownership and enthusiasm towards the campaign objectives.</p> <p>The programme helped in strengthening awareness among villagers and motivated them to adopt cleanliness as a regular practice. The participation of women and youth was particularly encouraging, indicating the potential for sustained impact at the grassroots level</p>
<p>2. Number of participants:</p>	<p style="text-align: center;">15</p>
<p>3. Key Outcomes:</p>	<ul style="list-style-type: none"> • Enhanced awareness among village women, youth, and farmers on the importance of cleanliness and personal hygiene. • Active community participation through a signature campaign, fostering a sense of collective responsibility. • Visible improvement in village surroundings through cleaning of public places. • Increased motivation among local youth and women to sustain cleanliness practices at the village level.
<p>4. Photographs:</p>	



IASRI, New Delhi

As part of the **Swachhata Pakhwada** Activities, the staff members of **ICAR–Indian Agricultural Statistics Research Institute (ICAR-IASRI)** organized a **Swachhata Campaign** on **25th December 2025** in and around their respective residences.

The campaign aimed to promote cleanliness, hygiene, and community participation beyond the institute premises by encouraging staff members to actively contribute towards maintaining clean and healthy surroundings in their residential areas. During the activity, staff members undertook cleaning of nearby streets, common areas, and public spaces, removed litter, and ensured proper segregation and disposal of waste.

In addition to physical cleanliness drives, the participants also interacted with residents of the locality to spread awareness about the importance of maintaining cleanliness, reducing the use of single-use plastics, and adopting eco-friendly waste management practices in daily life. The campaign emphasized collective responsibility and citizen participation in realizing the vision of **Swachh Bharat Abhiyan**.

The activity witnessed enthusiastic participation from staff members, reflecting their commitment towards social responsibility and environmental consciousness. The Swachhata campaign successfully reinforced the message that cleanliness is not limited to workplaces alone but is equally important in residential and community spaces.

The campaign was conducted in a disciplined and organized manner, contributing effectively to the objectives of **Swachhata Pakhwada 2025** and strengthening the culture of cleanliness and civic sense among the participants and the community at large.

Crop Science Division

Indian Institute of Rice Research (IIRR), Hyderabad

Number of participants: 30

Summary of the Activity:

On December 25, 2025, as part of the Swachhata Pakhwada celebrations, the ICAR-Indian Institute of Rice Research (ICAR-IIRR), Hyderabad, successfully organized a Signature Campaign-cum-Awareness Day. The event took place at 10:00 AM in Shilampally village, Chilpched Mandal, Medak District, Telangana. The village was selected due to its emphasis on organic farming and the presence of numerous progressive farmers. The main aim was to increase awareness about cleanliness, the negative effects of plastic use on society and agriculture. A team of scientists from ICAR-IIRR led the programme: Dr. Papa Rao Vaikuntapu, Dr. V. Chinna Babu Naik (Nodal Officer), Dr. Jasudasu Gompa, and Dr. Manasa. They were joined by Dr. Ravi Kumar, Scientist from Krishi Vigyan Kendra (KVK), Thuniki. About 30 local farmers participated enthusiastically. The session covered important topics such as personal and environmental hygiene, the goals and importance of Swachhata Pakhwada under the Swachh Bharat Mission, ways to safe disposal methods for various wastes, with a focus on responsible plastic handling. The farmers actively engaged in discussions on cleanliness themes throughout the programme. The team also provided three jute bags to the farmers in order to decrease the usage of plastic bags in their daily life. This jute bags were provided by Dr. R Mahender Kumar (Head, Agronomy, ICAR-IIRR) through the SBI CSR fund. Dr. R.M. Sundaram, Director of ICAR-IIRR, provided guidance for the event. He praised the organizing team for their outstanding efforts and congratulated them on the successful execution of the Swachhata Pakhwada activities. The key outcomes are as follows:

- Farmers gained practical knowledge for maintaining cleanliness in their daily lives and surroundings.
- They acquired a better understanding of the Swachhata Pakhwada initiative and its role in the national Swachh Bharat Mission.
- Effective awareness was built around sustainable waste management, especially the safe use of plastics, supporting long-term environmental protection.
- The programme helped foster a greater sense of responsibility among farmers for contributing to a cleaner and greener India.



Indian Institute of Wheat and Barley Research, Karnal

Number of participants: 40

Under the Swachhata Pakhwada, a signing campaign was organised at village Pal Nagar, Karnal, on 25-12-2025 with the help of local men and women. More the 40 men and women signed the Swachhata campaign. The villagers were briefed about the Swachhata and its benefits for human society and effectiveness of this initiative in inculcating Swachhata habit for our betterment. Key outcomes: The campaign educated people about cleanliness and participants showed collective responsibility towards clean environment



Indian Institute of Millets Research (IIMR), Hyderabad

Number of participants: 50

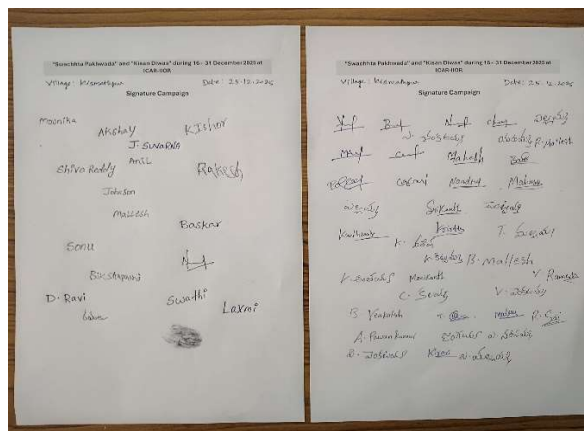
ICAR–Indian Institute of Millets Research (IIMR), Hyderabad organized a Swachhata Awareness Signature Campaign at Hanuman nagar village with active involvement of farm women and village youth. The programme aimed to create awareness about cleanliness, hygiene and sanitation in rural and agricultural settings. Scientists and staff from ICAR-IIMR interacted with villagers and highlighted the importance of maintaining cleanliness in farm surroundings, households, common village spaces and agricultural operations. Emphasis was placed on proper waste disposal, sanitation practices and keeping water sources clean to improve health and productivity. As part of the campaign, participants voluntarily took part in a signature drive, symbolizing their commitment towards maintaining cleanliness in their villages. The involvement of village women played a key role in spreading the message of Swachhata and fostering collective responsibility within the community. The programme encouraged open interaction, where villagers shared local challenges related to sanitation and discussed simple, practical solutions suitable for rural conditions. The campaign served as an effective platform to sensitize the community and strengthen awareness on Swachh Bharat objectives at the grassroots level. The Swachhata Awareness Signature Campaign enhanced awareness among farmers and rural stakeholders on the importance of cleanliness and hygiene especially in farm women. The signature drive instilled a sense of ownership and responsibility towards maintaining clean villages. The active participation of women and youth strengthened community engagement and motivated villagers to adopt sustainable cleanliness practices in their day-to-day agricultural and household activities.



Indian Institute of Oilseeds Research, Hyderabad

Number of participants: 124

As part of the scheduled activities under Swachhata Pakhwada, signature Campaigns at local level (organizing Signature Campaigns involving and with the help of the farmers, farm women and village youth in new village not adopted under any scheme by Institutes/ establishments was done at ICAR- Indian Institute of Oilseeds Research, Hyderabad. An awareness program to farmers, farm women and village youth was organized at Kismathpur village, Hyderabad On 25.12.2025. Importance of cleanliness in the family, community, environment and village was explained to them. The spread of diseases is mainly because of poor hygiene and this can be prevented through cleanliness. Further, several methods of waste management to keep the environment clean were educated. Swachhata pledges were administered to them. Signature campaigns were also done from farm women, farm workers and village youth. Village rural youth and farmers have assured to keep the surroundings neat and clean as envisioned by Mahatma Gandhi ji.



Indian Institute of Rapeseed-Mustard Research, Bharatpur

Number of participants: 72

ICAR-IIRMR, Bharatpur, celebrated "Swachhata Pakhwada" on **25th December 2025** with a series of activities aimed at promoting cleanliness and hygiene awareness. Today we organized a comprehensive cleanliness awareness program in Malipura-Sewar village of Bharatpur. The event focused on mobilizing local farmers and youth to take ownership of their environment. Through collaborative action, participants were sensitized to the vital importance of maintaining hygiene across village thoroughfares, public roads, community centers, and school premises. By fostering a spirit of community responsibility, the program empowered the residents of Malipura-Sewar to adopt sustainable sanitation practices and ensure their common areas remain pristine.



Indian Institute of Pulses Research, Kanpur

Number of participants: 25

स्वच्छता पखवाडा के अन्तर्गत आज दिनांक 25.12.2025 में डॉ. आर. के. मिश्रा, प्रधान वैज्ञानिक के द्वारा संस्थान में स्वच्छता अभियान का विशेष कार्यक्रम कराया गया जिसमें अधिकारियों/कर्मचारियों व सफाई कर्मचारियों द्वारा भाग लिया गया इसके साथ ही भविष्य में स्वच्छता बनाये रखने हेतु जागरूक किया गया। कार्य क्रम से सम्बंधित फोटोग्राफ सलंग किये जा रहे है। स्वच्छता के बारे में लोगों को जागरूक किया गया तथा आगे भी स्वच्छता को बनाये रखने हेतु कहा गया।



Indian Sugarcane Research Institute, Lucknow

Number of participants: 50

Under the ongoing Swachhata Pakhwada (16-31 December 2025), Signature Campaigns were organized at the local level to promote awareness on cleanliness, hygiene, and sanitation. The campaigns were conducted with active participation from farmers, farm women, and village youth, particularly in the Village- Khatola, Block-Sarojaninagar, District Lucknow. The activities were undertaken under the leadership of Dr. A. K. Dwivedi and team. The initiative focused on mobilizing community support through collective participation, where stakeholders voluntarily endorsed the Swachhata pledge by signing awareness banners. This participatory approach helped in sensitizing rural households about responsible waste management, personal hygiene, and village cleanliness. The involvement of youth and women played a key role in strengthening outreach and ensuring wider acceptance of the Swachhata message within the community. Awareness and community commitment toward cleanliness and hygiene through active

participation of farmers, farm women, and village youth. Strengthen community ownership of Swachhata initiatives, especially in new villages not covered under any existing institutional schemes. Involvement of local stakeholders in adopting better sanitation practices and discouraging open dumping and unhygienic habits. Outreach and behavioural sensitization through participatory signing of Swachhata pledges and collective engagement activities.



Sugarcane Breeding Institute, Coimbatore & its Regional Stations at Karnal

Number of participants: 59

An awareness campaign on 'Health and hygiene' was conducted in a village in Coimbatore district with cane growers. They were appraised about the various means of maintain a clean environment in the fields and at home. The importance of cleanliness was reiterated among the villagers and the rural youth in the nearby surroundings.



Central Research Institute for Jute & Allied Fibres, Barrackpore

Number of participants: 30

As a part of Swachhata Pakhwada 2025, ICAR-CRIJAF organized a Swachhata Awareness Campaign programme in the Dubgaria village under Barasat Block-I. Dr. Sirajul Islam, team leader of the programme delivered awareness speeches to the farmers and farm women of the village, emphasizing the importance of Swachhata, personal hygiene, keeping the surroundings clean, and avoiding the use of plastics, use of mask, hand gloves while spraying pesticide and chemicals in the fields and also to use bio pesticides and organic manure in the field instead of chemical fertilizer and pesticides. Key outcomes: This awareness programme will help the farm men and women to take safety measure while working in the agricultural field and also, they will spread the message of the programme to their neighbor to keep themselves and their surroundings clean.



National Institute for Research on Commercial Agriculture, Rajahmundry

Number of participants: 100

Signature Campaigns on **Swachhata (Cleanliness) Awareness** were organized at Yarlagadda village of Rampachodavaram mandal under the guidance of **Nodal Officer, ICAR–NIRCA** with the active involvement of **women farmers, village youth, and farming households**. The campaigns aimed to promote cleanliness, hygiene, and environmental responsibility in rural areas, especially in **new** villages not adopted under ICAR–NIRCA establishments. The programme focused on: creating awareness about **clean villages**, clean farms, and clean livestock surroundings; encouraging behavioral change related to sanitation, waste management, and

personal hygiene and strengthening community participation through collective action. As part of the campaign, signature drives were conducted where farmers, farm women, and village youth voluntarily signed a **Swachhata pledge**, expressing their commitment to maintaining cleanliness in their homes, farms, cattle sheds, and village surroundings. Interactive discussions and brief awareness talks were held on topics such as solid and liquid waste management, clean water usage, hygienic animal rearing practices, and prevention of livestock-related diseases. Special emphasis was given to empowering women and rural youth as key change agents for sustaining cleanliness initiatives at the village level. The campaign helped in enhancing awareness about **Swachh Bharat-aligned practices** in rural based communities; building a sense of **ownership and responsibility** among villagers and extending ICAR–NIRCA outreach activities to **non-adopted villages**, thereby broadening institutional impact. Overall, the Signature Campaign served as an effective platform to mobilize community participation, promote hygienic practices, and reinforce the importance of cleanliness for **human health, and environmental sustainability**.



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

Number of participants: 145

Key outcomes:

Signature Campaign and Swachhata Awareness activities were undertaken. As part of the ongoing Swachhata Pakhwada (16–31 December 2025), a series of Signature Campaigns was conducted at ICAR-CICR, Nagpur on 25th December 2025. Swachhata awareness with signature campaign conducted in CICR, Khapri, Punarvasan, Panjari, Parsodi, Jamta, Rui, Phewta, Waroda and Rui Villages of Nagpur Rural. In this program staff, farmers, village residents and kids were participated.



National Research Institute for IPM, New Delhi

Activity: Signature Campaigns

Number of Participants: 15

Key outcomes:

Cleanliness and sanitation play a crucial role in improving the health and overall well-being of rural communities. Limited access to sanitation facilities, lack of awareness about hygiene practices, and traditional habits often contribute to the spread of diseases in rural areas. The activity was performed by the staff at their nearby places and residences. Creating awareness about the importance of cleanliness, safe waste disposal, use of toilets, and personal hygiene can significantly reduce the incidence of water- and sanitation-borne illnesses. Awareness created regarding cleanliness and sanitation for overall health improvement and wellbeing of rural communities.



National Bureau of Agricultural Insect Resources, Bengaluru

Number of participants: 50

Summary of the activity:

On 25.12.2025 staff of ICAR-NBAIR, Bengaluru engaged with farmers and the staff of the institute to raise awareness about Swachha Bharat. Signature campaign highlighted the significance of keeping the environment clean and the strong goal of making and keeping our country neat and clean. During the signature campaign general awareness was spread about Swachha Bharat initiated by Honourable Prime Minister Narendra Modi. The significance and necessity of starting Swachha Bharat was discussed. Signatories expressed various ways they have adopted to reduce, reuse and recycle plastics. The concept of sustainable development and sustainable living of enlightened to the signatories. New ideas of various new rules, regulations, implementations, changes that the Government of India could bring in to the system in order to achieve the goal of Swachha Bharat was discussed.

Key outcomes:

Enhanced awareness among farmers and institute staff about the objectives and importance of the Swachha Bharat Mission.

Increased understanding of the need for environmental cleanliness and personal responsibility in maintaining a clean nation.

Active participation through a signature campaign, reflecting collective commitment toward cleanliness and hygiene.



National Bureau of Agriculturally Important Microorganisms, Mau

Number of participants: 50

Summary of the activity

Under Swachhata Pakhwada- 2025, a one-day Signature campaign was organized at Chakbarbhoji, Mohamadabad Ghona Block, Mau district to create awareness on Swachhata among the participants. There were twenty-five participants including rural youths, farmers and farm women attended. Dr. V. Mageshwaran, Senior Scientist briefed about the objectives of Swachhata Abiyan and Swachhata Pakwada – 2025 which is scheduled between December 16 -31, 2025. The participants were briefed about the scientific methods of solid waste management in the villages. The eco-friendly methods such as composting, mushroom cultivation, bio-gas etc. were explained to the participants for keeping the villages clean. A team from NBAIM led

by Dr. V. Mageshwaran along with participants indulged in cleaning of primary school campus. The participants were provided with five nos. of cleaning broom and space for community cleaning in the villages.

Key outcome:

One day signature campaign on solid waste management in rural areas was organized at Chakbarbhoji, Mohamadabad Ghona Block, Mau district to create awareness on Swachhata among the rural youths, farmers and farm women.



National Institute of Biotic Stress Management, Raipur

Number of participants: 76

Signature Campaigns: Swachhata Awareness at local level (organizing Signature Campaigns involving and with the help of the farmers, farm women and village youth in new villages not adopted under any scheme by Institutes/ establishments. As a part of Swachhata Pakhwada, Dr. Ashish Marathe and Dr. Niranjana Prasad organized Signature Campaigns on Swachhata Awareness at the local level with active participation and support of farmers, farm women, and village youth from Bangloi, Kurra, Dondekala, and Saragaon. These villages are newly identified and are not adopted under any scheme by any institute or establishment, making the outreach especially significant. The participating youth above 20 years of age, who are currently studying, were invited to the institute to create awareness about Kisan Diwas (Farmer's Day). The significance of celebrating Kisan Diwas on 23 December in honour of farmers' contribution to national food security was explained. Discussions highlighted the role of farmers in sustaining rural livelihoods and the economy. Emphasis was laid on respecting farmers and understanding their challenges. The importance of scientific farming, soil health, and sustainable agriculture was also explained. Youth were encouraged to take pride in agriculture and allied activities. Information was shared on government initiatives supporting farmers. The role of youth in modernizing agriculture through education and innovation was stressed. Interactive sessions helped clarify doubts related to farming and rural development. Overall, the programme strengthened awareness about the dignity and importance of farmers.

Swachhata awareness sessions were conducted focusing on cleanliness at household, farm, and village levels. Participants were sensitized about the health and environmental benefits of maintaining clean surroundings. Proper waste segregation and safe disposal practices were explained. The importance of clean drinking water and sanitation facilities was emphasized.

Farmers were encouraged to keep farm premises clean to reduce pest and disease incidence. The linkage between cleanliness and prevention of diseases was highlighted. Community participation in cleanliness drives was promoted. The Swachh Bharat Mission objectives were explained in simple terms. Signature campaigns were used as a pledge for maintaining cleanliness. The programme motivated villagers to adopt Swachhata as a daily habit.



Vivekanand Parvatiya Krishi Anusandhaan Sansthan, Almora

Number of participants: 25

Key outcomes:

Summary of the activity:

As part of Swachhata Pakhwada, ICAR–VPKAS organized a signature campaign for creating awareness for swachhata at local level covering *Udiyari* village in Hawalbagh block. Under the program, with the involvement of the villager's activities were organized for systematic cleaning of walkways and common areas in the village with a focus on the removal of unwanted weeds, plastic waste, and other litter. During the programme, awareness activities through door-to-door contact were carried out in village. Villagers were requested to place dustbins in front of their houses and public places to facilitate proper waste disposal. They also sensitized by highlighting the adverse environmental effects of plastic wastes and discouraging the use of single-use plastics. People were encouraged to adopt eco-friendly alternatives, such as carrying jute bags for daily life needs such as shopping. The activities were carried out by Dr. Jay Prakash Aditya, Dr. M S Bhinda, Shri N K Pathak, Shri O P Vidhyarthi and Surender Nath along with the help of Safai Mitra of ICAR–VPKAS, Almora.



Indian Institute of Agricultural Biotechnology, Ranchi

Number of participants: 53

ICAR-Indian Institute of Agricultural Biotechnology (ICAR-IIAB), Ranchi, organized a village-level signature campaign and Swachhata awareness programme at Lamkana Village, Bero Block, Ranchi District, under Swachhata Pakhwada - 2025. The programme aimed to create awareness on the importance of cleanliness and hygiene for improving community health. A total of 51 villagers participated in the programme, with women constituting the majority (33 participants). Dr. Soumen Naskar addressed the gathering and highlighted the health hazards associated with improper plastic waste management, along with strategies to mitigate plastic pollution and the presence of microplastics in food items. Dr. Kanaka K.K. elaborated on the role of biological vectors, particularly mosquitoes breeding in marshy areas, and the associated risks of infectious diseases. He also discussed preventive and containment measures at both individual and community levels. Dr. Aderao Ganesh N. emphasized the risks of viral and bacterial infectious diseases arising from poor hygiene and sanitation. He further explained the occurrence of zoonotic diseases linked to unhygienic livestock farming practices and discussed preventive strategies during the production and consumption of animal-origin food products. The programme concluded with a signature campaign, during which participants took a pledge to maintain cleanliness and to actively spread awareness about the importance of hygiene and sanitation within their villages. The key outcomes are as follows:

- Heightened awareness of cleanliness among the farmers and other village people
- Identification of zoonotic diseases and their mitigation strategies by employing cleanliness
- Strategies for mitigation of plastic pollution and maintaining cleanliness at individual and community level



National Institute of Seed Science & Technology, Mau

Number of participants: 30

The signature campaign to make aware the importance of Swachhta in human life was organized on 25.12.2025 at Onhaich School and Alipur village under Swachhta Pakhwada 16-31 December 2025. 188 farmers and school students participated actively in the campaign. Farmers and schoolchildren were made aware of the importance of cleanliness for a healthy mind and body. Cleanliness improves the productivity of everyone and saves the expenditure on poor health. The competition was organized by Dr. Ajay Kumar and Mr. Satyam Pandey.



National Bureau of Plant Genetic Resources, New Delhi

Number of participants: 105

On Swachhata Pakhwada a signature campaign was organized at Village- Kaulkhed (Go.) Tal & District Akola on 25.12.2025 to create awareness about Swachha Bharat Abhiyaan. Swachhata Pledge was taken by the villagers and signatures were made below the Swachhata Pledge. A total of 105 farmers, rural youth, and women participated in program. School Children also participated in the programme very proactively.



Agricultural Education Division

National Institute of Agricultural Economics and Policy Research (NIAP),

Under the Swachhata Pakhwada initiative, a Swachhata awareness and shramdaan programme was organized at Narsinghpur village, Jaipur district, by the ICAR–National Institute of Agricultural Economics and Policy Research (NIAP), New Delhi. The programme aimed to sensitize rural communities about the importance of cleanliness and to promote hygienic practices for a healthy living environment. The programme was attended by more than 50 villagers. During the awareness session, villagers were educated on key aspects of sanitation, including management of farm and household waste, regular cleaning of households and surroundings, avoidance of open waste dumping, use of safe drinking water, safe disposal of agrochemical containers, and the health benefits of maintaining cleanliness. The participants were also informed about the significance of Swachhata Pakhwada, which is observed by the Government of India to transform cleanliness into a mass movement with active participation from all sections of society. Following the awareness session, villagers actively participated in a Shramdaan activity, undertaking cleanliness drives in the village. The community members showed keen enthusiasm and collectively pledged to maintain a clean, healthy, and hygienic village.





Swachhata Pakhwada

Department of Drinking Water & Sanitation
Ministry of Jal Shakti

Department Name : Department of Agricultural Research and Education (Krishi Anusandhan aur Shiksha Vibhaq)

Action Plan details : (Duration : 16th – 31st December 2025)- Swachhta Awareness at local level (organizing Signature Campaigns involving and with the help of the farmers, farm women and village youth in new villages not adopted un.....

Show Your Progress

(Please read disclaimer before uploading the file)

Description of the task performed: *

Swachhta Awareness at local level (organizing Signature Campaigns involving and with the help of the farmers, farm women and village youth

12

S.No	State Name	District Name	Block Name	Panchayat Name	Village Name	Uploaded Images	Uploaded Data	Action
1	Delhi	New Delhi				1	Video :--	Delete

[CLICK HERE TO ADD IMAGES](#) *

Pdf (If any) : (<= 500kb) No file chosen

Youtube Video(URL) (If any):

No. of participants*

Date of activity performed:*

Disclaimer: Please do not upload any personal information/ Aadhar number etc. on this website, This is in contravention to the IT Act 2000/ Aadhar Act 2016. For Any violation of these rules/ Acts, individual who is uploading the information will be held responsible.