



INDIAN COUNCIL OF AGRICULTURAL RESEARCH

Krishi Bhawan, New Delhi-110001

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Dated: 29th December 2025

Organizing mega “**Plogging**” event, Special drive on walkathons, Swachhta rallies led by VIP/VVIPs. Use of Social media platforms to amplify the message, with videos from the rallies and addresses

Natural Resource Management Division

RCER, FSRCHPR, Ranchi

Summary of the Activity: Conduct of Swachhta Rally: ICAR RCER, FSRCHPR, Ranchi conducted a 'Swachhta Rally' under 'Swachhta Pakhwada' 16-31st Dec, 2025. In this rally, Head, FSRCHPR, Ranchi along with the scientists, technical, administrative, supporting staff and research scholars of the Centre actively participated. The maintenance of cleanliness in and nearby areas of the Centre was the focus of the rally.

No. of Participants:25

Key Outcomes: Increased awareness on maintaining cleanliness within and around the Centre premises. Reinforced institutional commitment towards Swachhta Pakhwada objectives. Promoted a culture of regular cleanliness and civic responsibility among participants



KVK Ramgarh

Summary of the Activity: Swachhta Plogging & Awareness Rally Drive

No. of Participants:112

Key Outcomes: Enhanced public awareness on Swachhta and responsible waste disposal practices. Effective removal of litter, especially plastic waste, from the rally route. Strengthened community participation and collective commitment towards a clean environment.



KVK Buxar

Summary of the Activity: Cleanliness drive was performed near Farm entry gate-2 and boundary wall of KVK Farm.



No. of Participants:10

Key Outcomes: Improved cleanliness and hygiene around Farm entry gate-2 and the boundary wall area. Removal of accumulated waste enhanced the overall aesthetic and sanitary conditions of the KVK Farm.



Indian Institute of Water Management, Bhubaneswar

On the 14th day (29.12.2025) of the *Swachhta Pakhwada*, very special events in the form of *Swachhta* walkathon was organized for mass awareness of general public in the colonies and slum areas of Bhubaneswar city with the ecstatic participation of ICAR-IIWM staff. The walkathon was flagged off and inaugurated by the Director of the Institute Dr. Arjamadutta Sarangi. The walkathon covered both sides of the NALCO Nagar Road leading to Kalinga hospital and Maitri Vihar colony and IIWM's residential colony. The enthusiastic participants walked through these areas holding *swachhta* banner, showing placards on *swachhta* messages (in Odia, Hindi and English) and chanting *swachhta* slogans during the rally. Total 23 slogans bearing messages on tree plantation, reduction in plastic use, cleanliness in offices and houses, pollution control, clean & green Bhubaneswar, health benefits of swachhata etc. were prepared for creating awareness. Thirty-six (36) staff of IIWM joined the rally. Some of the action and activity photographs of Day-15 are presented below.

	
Swachhta Walkathon inaugurated by the Director	Swachhta walkathon leaving the Institute main campus

Central Island Agricultural Research Institute, Port Blair

In alignment with Swachhta Pakhwada, a dedicated cleanliness initiative in the form of a Walkathon and Plogging event was successfully carried out on 29 December 2025 at the ICAR–Central Island Agricultural Research Institute (ICAR–CIARI). This programme was organized as part of the ongoing efforts under the Swachh Bharat Mission, aimed at promoting cleanliness, environmental sustainability, and responsible civic behavior among the staff members. The event saw enthusiastic participation from scientists, technical staff, administrative personnel, and supporting staff of the Institute. All participants traversed various locations within the office campus while simultaneously engaging in plogging activities, which entailed collecting plastic waste and other non-biodegradable materials littered across the premises. The collected waste was sorted and disposed of safely at designated points, ensuring adherence to proper waste management practices. The walkathon and plogging initiative sought to raise awareness among staff members regarding the detrimental effects of plastic pollution on the environment and the necessity of maintaining a clean and hygienic workplace. The activity also underscored the importance of both individual and collective responsibility in fulfilling the objectives of Swachhta Pakhwada. Through this practical initiative, participants were motivated to adopt sustainable practices and actively contribute to fostering a cleaner and greener institutional environment. The programme concluded with a brief interaction among participants, reinforcing the Institute's dedication to cleanliness, environmental conservation, and the effective execution of national cleanliness initiatives.



Directorate of Weed Research, Jabalpur

Summary of the Activity: As per the guidelines received from the Council under Swachhta Pakhwada, on 29.12.2025, a cleanliness awareness rally was organized by the officers and employees of the Directorate in the colony located at Maharajpur and the residents of the colony were made aware about cleanliness and messages related to cleanliness were disseminated on the website, WhatsApp group of the Directorate

No. of Participants:52

Key Outcomes: Through the Swachhta rally, the dignitaries of the colony were made aware about cleanliness.



Indian Institute of Soil Science, Bhopal

Summary of the Activity: Swachhta Run including special drive walkathons, Swachhta Rally and Swachhta Rath led by Director ICAR-IISS Bhopal

Under the guidance of Dr. Monoranjan Mohanty, Director, ICAR–Indian Institute of Soil Science (ICAR–IISS), Bhopal, a Swachhta Run including special drive walkathons, Swachhta Rally and Swachhta Rath led by Director ICAR-IISS was organized on 29 December 2025. The programme focused on Swachhata and linkage of soil health to plant health, human health and environmental health. On the occasion a Swachhata run was organized in which the staff of the institute participated. The initiative emphasized and enhanced public awareness, encouraged community participation, and reinforced collective responsibility towards soil health, plant health and environmental cleanliness for sustainable agriculture. The program was coordinated by Dr R Elanchezhian, Principal Scientist and participated by all the staff of the institute.



Swachhta Rath led by Director ICAR-IISS Bhopal

Central Research Institute for Dryland Agriculture, Hyderabad

Theme: Organizing Swachhta rally to raise awareness about cleanness and sanitation

As per the action plan, the activities of **Swachhta Pakhwada** were implemented on 29th December 2025. As per the action plan, Organized Swachhata rally to raise awareness about cleanness and sanitation at CRIDA main campus. The rally witnessed active participation of staff of the institute. Participants carried banners displaying messages on cleanliness. Slogans emphasizing “*Swachhata hi Seva*”, “*Clean Campus, Healthy Campus*”, and “*Hygiene for a Better Future*” were raised during the rally. Through this Swachhata rally, ICAR-CRIDA reaffirmed its commitment to the national vision of cleanliness and sanitation and highlighted the importance of integrating Swachhata practices into everyday institutional and personal life.



Swachhata rally to raise awareness about cleanness and sanitation

National Bureau of Soil Survey & Land Use Planning, Nagpur

Summary of the Activity: Organization of Swachhata Rallies in institute Campus. Conducted cleanliness pledge and awareness campaign. Display & Awareness creation for converting waste into agricultural use. Motivated farmers for clean farming & information regarding soil shared by Scientists.

No. of Participants: 50 Farmers visited from fatehpur (U.P) and took Swachhata pledge along with conducting swachhata awareness.



Indian Institute of Soil and Water Conservation, Dehradun

Research Centre, Udhagamandalam

ICAR-Indian Institute of Soil and Water Conservation (ICAR-IISWC), Research Centre, Udhagamandalam organized a **mega plogging event and a special walkathon drive** on 29 December 2025 at the **Nilgiri Mountain Railway Heritage Railway Station, Ooty**, The Nilgiris, Tamil Nadu, with the objective of amplifying the message of *Swachhata*. The event witnessed the active participation of around **60 participants**, including staff members of the Research Centre, Udhagamandalam, and tourists from different parts of the country. During the programme, participants undertook a mega plogging drive and collected litter from the premises of the **Nilgiri Mountain Railway Station and Rajiv Gandhi Chowk, Ooty**, both of which are prominent heritage locations in the Nilgiris. The initiative not only helped in improving the cleanliness of these public spaces but also created awareness among tourists and the local public about responsible waste disposal. The event concluded with a strong message highlighting the importance of sensitizing citizens towards *Swachh Bharat activities*, emphasizing that sustained public participation is crucial for maintaining cleanliness and preserving heritage sites. The programme was coordinated by **Dr. Sudheer Kumar Annepu**, Nodal Officer, *Swachh Bharat Abhiyan*, under the guidance of the **Head of the Centre**.

Number of participants: 60

Program Outcomes: The successful organization of the mega plogging event and special walkathon campaign led to a significant improvement in the cleanliness of prominent public and heritage sites such as the Nilgiri Mountain Railway heritage station and Rajiv Gandhi Chowk in Ooty. The waste collected during the event contributed to a cleaner and healthier environment and reinforced the clean image of the tourist destination. The participation of tourists from various parts of the country and local citizens increased awareness of the Swachh Bharat Abhiyan (Clean India Mission) and widely disseminated the message of responsible waste management. This campaign demonstrated that cleanliness is a continuous process requiring the active participation of every citizen. The program served as an effective and inspiring initiative in promoting cleanliness as a mass movement.



अनुसंधान केन्द्र, उधमगंडल

Mahatma Gandhi Integrated Farming Research Institute, Motihari, Bihar

Summary of the Activity: Awareness creation program with progressive farmers

No. of Participants:30

Key Outcomes: Swachhata Awareness at local level with the help of the farmers.



ICAR Research Complex for NEH Region, Umiam, Meghalaya.

Summary of the Activity: ICAR Research Complex for NEH Region, Umiam observed Swachhta Pakhwada 2025 during 16th to 31st December 2025. A Plogging and Cleanliness Drive was successfully organized at the ICAR Sikkim Centre with the objective of promoting environmental awareness, physical fitness, and the message of cleanliness among employees. The event commenced with a plogging walk wherein ICAR employees walked collectively from the ICAR Centre to the ICAR Farm. During the walk, participants actively collected litter along the route, demonstrating a strong commitment to environmental responsibility and the principles of *Swachhta*. Following the walkathon, a cleanliness drive was conducted at the ICAR Farm, particularly focusing on the lower-level areas along the boundary of the ICAR Farm premises. Employees participated enthusiastically in cleaning the surroundings, removing plastic waste, weeding and other debris to improve the hygiene and aesthetics of the farm boundary area.

The activity witnessed active participation from staff members and fostered a sense of collective responsibility towards maintaining a clean and sustainable environment. The initiative not only enhanced cleanliness within the ICAR campus but also reinforced the importance of integrating healthy lifestyles with environmental conservation practices. The plogging and cleanliness drive concluded successfully, leaving a positive impact on participants and reaffirming ICAR's commitment to environmental stewardship and the Swachh Bharat Mission.

Number of participants: Approx. 50 participants actively participated in the programme.

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

Photographs of the activities conducted that day:



Indian Institute of Farming System Research, Modipuram, Meerut

Summary of the Activity: Mega cleanliness drive in Institute library and AKMu cell

No. of Participants:15

Key Outcomes: Dusting and cleaning of books stored in almirah and book shelves in library. In library dusting and cleaning of tables, computer tables, fans and chairs. Dusting and cleaning of computer system and server installed in AKMU.



Central Agroforestry Research Institute, Jhansi

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

No. of Participants:19

Key Outcomes: Swachhta Rally campaign conduct at ICAR-CAFRI Jhansi



Horticulture Division

Central Potato Research Institute, Shimla

भा.कृ.अनु.प.-केन्द्रीय आलू अनुसंधान संस्थान, क्षेत्रीय केन्द्र, मुथोराई ने दिनांक 29.12.2025 को एक मेगा प्लॉगिंग ड्राइव का आयोजन किया, जिसमें स्टेशन से मुथोराई गांव तक का रास्ता कवर किया गया। सभी स्टाफ सदस्यों ने इस ड्राइव में उत्साह से भाग लिया और रास्ते में प्लास्टिक, कागज और दूसरे कचरे जैसी चीजों को इकट्ठा किया।

एक्टिविटी शुरू करने से पहले, सभी पार्टिसिपेंट्स को याद दिलाया गया कि गांव से स्टेशन वापस आते समय रास्ते में मिलने वाले किसी भी कचरे को उठा लें, जिससे एक साफ और स्वस्थ माहौल बनाए रखने के लिए पर्सनल ज़िम्मेदारी का मैसेज मज़बूत हो सके।

इस ड्राइव से आसपास की सफाई हुई और एक साफ और स्वस्थ माहौल बनाए रखने के महत्व के बारे में जागरूकता बढ़ी, इस बात पर ज़ोर दिया गया कि सफाई सबकी ज़िम्मेदारी है।

A **Mega Plogging Drive** was conducted on 29.12.2025 by **ICAR-Central Potato Research Institute, Regional Station, Muthorai**, covering the route from the station to Muthorai Village. All staff members enthusiastically participated in the drive, actively collecting litter such as plastic, paper, and other waste materials along the way.

Before starting the activity, all participants were reminded to **pick up any litter they came across while walking back from the village to the station**, reinforcing the message of personal responsibility towards maintaining a clean and healthy environment.

The drive helped **clean the surroundings** and promoted awareness about the importance of maintaining a **clean and healthy environment**, emphasizing that cleanliness is everyone's responsibility.



Indian Institute of Oil Palm Research, Pedavegi

Name of the activity:	Mega Plogging & Rallies
Date and Time:	29-12-2025 9.30 AM
Organizers:	Mr.M.Rambabu, Mr.Praveen, Mr.Rajesh Yadav
Place:	ICAR-Indian Institute of Oil Palm Research, Pedavegi
Number of participant	20
Details of the activity:	<p>A Mega Plogging and Rally event was organized near ICAR–IIOPR, Pedavegi, with active participation from the staff members of the institute. The event combined jogging and litter collection (“plogging”) as part of a collective effort to promote environmental cleanliness and public awareness.</p> <p>Participants enthusiastically collected plastic and other litter from the surrounding areas while jogging and walking along designated routes. The initiative aimed to encourage fitness through plogging while fostering a strong message on maintaining clean surroundings and reducing plastic pollution.</p> <p>During the rally, staff members also raised slogans and shared messages promoting a plastic-free environment, discouraging the use of single-use plastics, and highlighting the importance of waste segregation and proper disposal practices.</p> <p>Awareness was further created on adopting clean and green technologies and organic farming practices, aligning with national efforts toward sustainable agricultural development and environmental conservation.</p> <p>The event concluded with a reaffirmation of ICAR-IIOPR’s commitment to maintaining a clean campus and supporting community-led environmental initiatives.</p>

Photos



Indian Institute of Spices Research, Kozhikode

As part of Swachhta Pakhwada at ICAR – IISR Experimental Farm, Peruvannamuzhi, the polyhouse in the black pepper germplasm was dismantled and the damaged polythene sheets were removed and handed over to Harithakarmasena as per the green protocol to curb the use of single use plastic.



Before



After

As part of the Swachhata Pakhwada activities, a cleaning drive was successfully conducted at the polyhouse nursery. During the drive, accumulated dust, dry leaves, algae, and other debris were thoroughly removed from the roof surface to facilitate better light penetration and maintain a hygienic environment for nursery operations. The programme helped reinforce the importance of regular maintenance and cleanliness in agricultural and research facilities.



Before cleaning

Cleaning



After cleaning

NRC on Pomegranate, Solapur

A Swachhata Run was organized at ICAR–NRCP, Solapur, with active participation of scientists and staff members to promote cleanliness, health, and environmental awareness. Subsequently, an SCSP and Swachhata Awareness Programme was conducted at Karamba Village in the presence of Shri Shahaji Bapu Pawar, focusing on cleanliness and responsible waste management practices.



A Swachhata Run was organized at ICAR–NRCP, Solapur with active participation of scientists and staff members to promote cleanliness and healthy living.



SCSP and Swachhata Awareness Programme at Karamba Village in the Presence of Shri Shahaji Babu Pawar & Director of ICAR-NRCP Dr. R.A.Marathe

Animal Science

DPR, Hyderabad

A rally was organized on the Rajendranagar main road to create awareness on cleanliness among the public. The rally was led by the Director, ICAR-DPR and staff of the institute actively participated.



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 29.12.2025 को केंद्रीय बकरी अनुसन्धान संस्थान में आज संस्थान में स्थित अजा चौक चौराहा और टाइप –I आवासीय परिसर के आस पास सफाई अभियान चलाया गया इसके अंतर्गत सफाई मित्रों द्वारा झाड़ू लगा के उक्त जगह को साफ बनाया स्वच्छ बनाया। 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।

केन्द्रीय भेड़ एवं ऊन अनुसन्धान संस्थान, अविकानगर

भारतीय कृषि अनुसंधान परिषद के दिशा-निर्देशों के अनुरूप 16 से 31 दिसंबर 2025 तक निदेशक महोदय के नेतृत्व में संचालित स्वच्छता पखवाड़ा-2025 के अंतर्गत आज दिनांक 29 दिसंबर 2025 को केन्द्रीय भेड़ एवं ऊन अनुसंधान संस्थान, अविकानगर में विशाल स्वच्छता जागरूकता रैली का आयोजन किया गया।

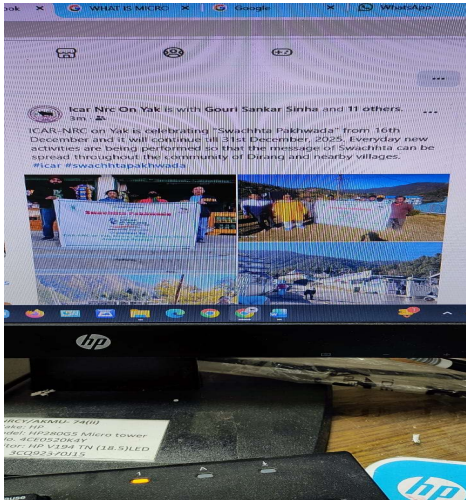
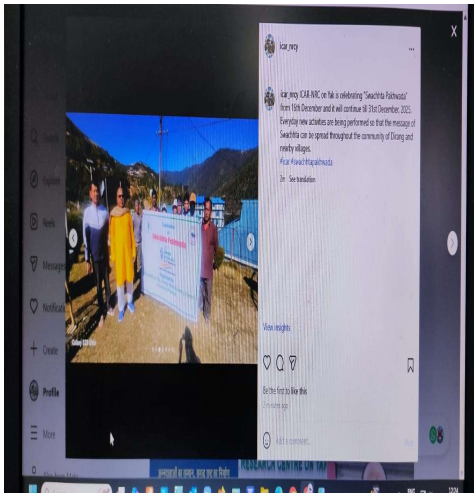
यह रैली प्रातः 10:30 बजे संस्थान के टेक्नोलॉजी पार्क से सामुदायिक भवन तक आयोजित की गई। कार्यक्रम की अध्यक्षता डॉ. रणधीर सिंह भट्ट द्वारा की गई। इस अवसर पर श्री सीताराम मीना, प्रभारी फार्म अनुभाग एवं नोडल अधिकारी, स्वच्छता पखवाड़ा-2025 द्वारा रैली का समन्वय किया गया।

रैली में संस्थान के सभी वैज्ञानिकगण सहित संस्थान के अधिकारीगण, कर्मचारीगण एवं अन्य कार्मिक उपस्थित रहे और सभी ने सक्रिय सहभागिता निभाई।

अपने संबोधन में डॉ. रणधीर सिंह भट्ट ने स्वच्छता अभियान को गाँव-गाँव एवं हर किसान के द्वार तक पहुँचाने का आह्वान किया तथा स्वच्छता को जन-आंदोलन बनाने पर बल दिया। वहीं नोडल अधिकारी श्री सीताराम मीना द्वारा स्वच्छता पखवाड़ा-2025 के अंतर्गत अब तक की गई गतिविधियों एवं आगामी कार्यक्रमों की जानकारी दी गई।



NRC on Yak, Dirang

Sl. No	DATE	Activities
1	29-12-2025	<p>Social media in modern time is the best source to create the impact of any topic or social problem. ICAR-NRC on Yak, Dirang took the decision to show the activities related to Swachhta Pakhwada conducted in past few days on social media like Facebook, Instagram and other media sources. These activities will further aware the public towards swachhata.</p> <div style="display: flex; justify-content: space-around;">   </div>

IVRI, Izatnagar

The Indian Veterinary Research Institute (IVRI), Izatnagar, organized an awareness programme under **Swachhta Pakhwada** on **29 December 2025 at 08:00 AM** at the **Swami Vivekanand Auditorium** and at **04:30 PM IVRI Campus**. The programme was organized by the **Students' Welfare Office, IVRI (Deemed University)**. A large no. of employees and students participated in the programme.

The main aim of the programme was to spread awareness about cleanliness on the campus and to encourage officers, scientists, staff, and students to work together to keep the campus clean, green and healthy.

Later, a message was given to all participants that cleanliness should be a part of our daily life and Swachhta Pakhwada is not only a programme but a regular activity in daily life and needs an active participation from everyone spontaneously. It was also requested to all to take part regularly in cleaning programme of the campus in the Swachhta Pakhwada programme and also after the programme too to make our environment and campus clean and healthy. The programme was smoothly conducted and concluded.





National Institute of Veterinary Epidemiology and Disease Informatics

As part of **Swachhata Pakhwada-2025**, observed from **16th December to 31st December 2025**, ICAR–National Institute of Veterinary Epidemiology and Disease Informatics (ICAR-NIVEDI), Bengaluru, organized a series of awareness and cleanliness activities on 29th December 2025 (Day 14) at Ramagondanahalli. The activities were conducted in line with the theme “**Swachhata is Everyone’s Business**”, with the objective of promoting public participation in cleanliness and hygiene.

The programme focused on **Swachhata special walkathon drive**, **Swachhata rallies** were planned to create awareness among the public about the importance of keeping surroundings clean while encouraging healthy and active lifestyles. The event was **organized and coordinated by Dr. Z. B. Dubal, Principal Scientist, ICAR-NIVEDI**, along with associated scientists, students, technical staff, and supporting staff of the institute. Careful planning and strong coordination by the organizing team helped in smooth execution of the programme. The programme commenced with the **flag-off of the Swachhata Run**, symbolizing the formal start of the day’s activities. Participants actively took part in **plogging**, where waste was collected while walking or jogging along the route. This activity effectively combined **physical fitness with environmental protection**, motivating participants to adopt eco-friendly habits in their daily lives.



ICAR-NIVEDI staff and community members taking part in the Swachhata Rally with placards spreading cleanliness messages

Following the Swachhata Run, a **Swachhata Rally** was organized through the streets of Ramagondanahalli. Participants carried **banners, placards, and posters** displaying strong messages on cleanliness, waste management, reduction of plastic use, and environmental protection. Slogans such as “**Swachh Bharat, Swasth Bharat**” and “**Clean Surroundings, Healthy Living**” were raised, attracting the attention of the local community.



Visual cleanliness messages supporting Swachhata walkathon, at Ramagondanahalli

As part of the **Swachhata Walkathon**, a set of **cleanliness awareness placards** were prepared and displayed by the participants. These placards carried **short, powerful messages in Kannada, Hindi, and English**, reinforcing the core theme of **Swachhata Pakhwada-2025: "Swachhata is Everyone's Business."**

The messages focused on individual responsibility towards cleanliness, community participation (*Ek Din, Ek Ghanta, Ek Saath*), clean surroundings and healthy living, reduction of plastic use and protection of the environment, national commitment towards *Swachh Bharat*.

The placards were used throughout the **Swachhata walkathon**, attracting public attention and effectively communicating cleanliness messages to local residents and passers-by. The visual display of multilingual slogans helped in reaching people of different age groups and backgrounds, making the awareness drive more inclusive and impactful.

The **Swachhata walkathon** further strengthened the outreach by serving as mobile awareness platforms, spreading messages on hygiene and sanitation to residents and passers-by. Local people showed keen interest, interacted with participants, and appreciated the efforts taken by ICAR-NIVEDI in promoting cleanliness at the community level.

A good number of **ICAR-NIVEDI staff members, students, and community volunteers** participated actively in the programme. The event was witnessed by a large number of local residents and commuters, many of whom expressed their support and encouragement for such initiatives.



Swachhata Rally passing through Ramagondanahalli, creating public awareness on hygiene and waste management

To extend the reach beyond the physical location, **social media platforms** were effectively used to amplify the message. Short videos and photographs from the Swachhata Run, rallies, and addresses were shared through official social media channels. This helped in spreading awareness to a wider audience and encouraged people in other areas to adopt similar cleanliness activities.

The **Day 14 activities of Swachhata Pakhwada-2025** at Ramagondanahalli were highly successful. The Swachhata Run, plogging drive, walkathon, rally, and social media outreach together created a strong impact on the community. The programme reinforced the message that **cleanliness is not the responsibility of a few, but the duty of everyone**, contributing meaningfully to the objectives of Swachhata Pakhwada-2025.

Agricultural Education Division

As part of *Swachhta Pakhwada*, a **walkathon programme** was organized to create awareness among the staff. The rally commenced from the Photo Stand and proceeded up to the Guest Houses area, with the Director, NAARM, leading the walkathon.

Around **50** staff members participated in the activity. The programme was coordinated by Dr. Laxman Ahire.

Photographs of the Activity



Group photo of staff members before the commencement of the walkathon



During the walkathon



Group Photo at IGH-II

Agricultural Engineering

CIRCOT, Mumbai

Activity : Swachhata Runs: walkathons, Organizing mega “Plogging” event, Special drive on VIP/VVIPs. Swachhta rallies and Swachhta Rathes led by message, with videos from rallies and addresses.

As a part of Swachhata Runs, walkathon/Swachhta Rallie was organized by ICAR-CIRCOT, Mumbai from ICAR-CIRCOT, Mumbai to Five Gardens and Back. About 80 participants participated in the swachhata run.



Walkathon/Swachhta Rallie was organized by ICAR-CIRCOT, Mumbai from ICAR-CIRCOT, Mumbai to Five Gardens and Back

CIAE, Bhopal

Plogging Event and walkathon Drive on Cleanliness

A plogging programme and walkathon focused on cleanliness were successfully organized on 29 December 2025 across the institute campus. The drive covered the institute premises, residential colony, hostels, security points, and other common areas, with the objective of strengthening awareness about hygiene, sanitation, and collective responsibility for maintaining a clean and healthy environment. Participants were sensitized through impactful *Swachhata* slogans, interactive engagements, and awareness messages highlighting the importance of waste segregation, personal hygiene, and cleanliness in public spaces. The initiative witnessed enthusiastic participation from over 50 individuals, including institute staff, residents and their families, guests staying in the guest house, security personnel, and people from nearby localities, reflecting strong community involvement and a shared commitment to cleanliness. The campaign was coordinated by Dr. R. K. Singh, Dr. M. K. Tripathi, and Mr. Sheesh Parewa.



NISA, Ranchi

1. Summary of the Activities:	The Swachhata Walkathon and cleanliness drive were successfully conducted at ICAR-NISA, Ranchi. The walkathon commenced from the front of the Director's Office, following a brief interaction emphasizing the importance of cleanliness and healthy living. The Hon'ble Director, ICAR-NISA, Ranchi, led the walkathon and actively participated in the cleanliness drive, inspiring staff members through personal involvement. Participants enthusiastically engaged in cleaning activities, including the collection of waste and removal of litter from open spaces, pathways, and farm areas. The collective efforts resulted in a visibly cleaner, greener, and more hygienic campus.
2. Number of participants:	65
3. Key Outcomes:	<ul style="list-style-type: none">• Enhanced awareness about cleanliness and hygiene• Improved cleanliness of the campus and farm area• Increased sense of responsibility and teamwork among staff

- Reinforced the institute's commitment to Swachh Bharat Abhiyan

4. Photographs of the Activities of that day with caption:



Start of walkathon



Cleaning of institute premises



Cleaning of farm area

IASRI, New Delhi

Detailed Report on Messaging Campaign on Swachhata Pakhwada and Swachhata Conducted on 29.12.2025 at ICAR–IASRI

As part of the ongoing **Swachhata Pakhwada** activities (16th–31st December 2025), a **messaging and awareness campaign** was conducted on **29th December 2025** at **ICAR–Indian Agricultural Statistics Research Institute (ICAR–IASRI)**. The campaign aimed to reinforce the spirit of Swachhata and to sensitize staff members about the importance of cleanliness as a continuous and collective responsibility.

Objective of the Activity

The main objectives of the messaging campaign were:

- To strengthen awareness about **Swachhata Pakhwada** and its objectives.
- To promote cleanliness as a daily habit at workplaces, residences, and public spaces.
- To encourage responsible behavior towards waste management and environmental sustainability.
- To motivate staff members to actively contribute to the **Swachh Bharat Mission**.

Details of the Messaging Campaign

An official message highlighting the significance of **Swachhata** was disseminated to all staff members of ICAR–IASRI through internal communication channels. The message emphasized that Swachhata goes beyond periodic cleanliness drives and involves sustained efforts such as:

- Maintaining clean and hygienic office and residential environments.
- Practicing proper waste segregation and disposal.
- Reducing the use of single-use plastics.
- Adopting eco-friendly and sustainable lifestyle practices.
- Acting as ambassadors of cleanliness within the community.

The communication encouraged staff members to internalize the message of “**Swachhata Hi Seva**” and translate it into everyday actions.

Participation and Response

The messaging campaign reached all categories of staff members, who acknowledged and appreciated the initiative. The dissemination of the message helped reinforce a shared understanding of Swachhata as a collective duty and inspired staff to remain engaged in Swachhata Pakhwada activities throughout the remaining period.

Outcome and Impact

- Enhanced awareness regarding the objectives of Swachhata Pakhwada.
- Reinforced commitment among staff towards maintaining cleanliness on a regular basis.
- Encouraged environmentally responsible behavior at personal and professional levels.
- Strengthened institutional participation in the Swachh Bharat Mission.

Conclusion

The messaging campaign conducted on **29th December 2025** served as an effective tool for reinforcing the values of cleanliness and civic responsibility among ICAR–IASRI staff members. The initiative contributed positively to sustaining the momentum of Swachhata Pakhwada activities and reaffirmed ICAR–IASRI’s commitment towards national cleanliness initiatives.

CIPHET, Ludhiana

Activity: Steps Towards a Healthy Society Through Cleanliness and the Cleanliness Campaign
On December 29, 2025, a special program was organized jointly by the staff of ICAR-Central Institute of Post Harvest Engineering and Technology (ICAR-CIPHET) Abohar campus and the Krishi Vigyan Kendra to promote environmental protection. The objective of the program is to promote cleanliness through healthy competition. This cleanliness campaign became a strong example of public participation and awareness, conveying the message that by adopting cleanliness, we can build a healthy, safe, and empowered society. The photos of the activities performed are as given hereunder.



Crop Science Division

Central Rice Research Institute, Cuttack

In continuation to organization of Swachhata Pakhwada-2025 from 16-31 December, 2025 at ICAR-Central Rice Research Institute, Cuttack; Swachhata Rally in the nearby village Kanheipur, P.O-CRRI, Cuttack” was conducted on 29.12.2025. The Swachha Committee members deliberated on the benefits of Swachha Bharat Abhiyan, requested the residents to keep neat and clean of their household premises, village roads and other village sites. Then Swachhata rally was organized along with cleaning in the village road. Total thirty-eight participants were involved.



Indian Institute of Rice Research (IIRR), Hyderabad

Dr. V Prakasam, Senior Scientist, and Dr S Vijay Kumar, Scientist, ICAR-IIRR, led the programme. The Swachhata Pakhwada Programme was successfully conducted on 29th December 2025 at Rajendranagar Farm, ICAR-IIRR. The mega plogging event was organized with the objective of creating awareness among technical, skilled/Unskilled workers and other staffs of our institute about the fitness and environmental cleanliness, creating positive impacts on personal health/hygiene, community awareness, and local ecosystems. As part of the event, cleanliness activities were carried out on the approach road, peripheral road, and internal pathways of the IIRR farm. A plogging drive turns a simple workout into a meaningful cleanup effort, encouraging people to take responsibility for institute and local environment. At the conclusion of the programme, the Swachhata Pledge was administered. The programme was conducted successfully with active participation from IIRR staff contributing to the objectives of the Swachh Bharat Mission.

Key Outcomes:

- Clean-up effort should continue
- Institute premises and farm should clean

- Individual should maintain



Physical and mental health

and hygiene

Indian Institute of Wheat and Barley Research, Karnal

Summary of the activity

The ICAR–Indian Institute of Wheat and Barley Research (ICAR–IIWBR), Karnal organized a Mega “Plogging” Event, Walkathon and Swachhata Rally on 29th December 2025 as part of the institute’s Swachhata Pakhwada Action Plan (16–31 December 2025), in accordance with mandate of the Government of India. The activity was aimed at promoting cleanliness, environmental hygiene, and public awareness, in line with Mahatma Gandhi’s vision of a clean and healthy India.

The rally was formally inaugurated at 2:30 PM on 29-12-2025

The event commenced at **2:30 PM** from the **Main Gate of ICAR–IIWBR, Karnal**. The **Swachhata Rally was formally flagged off by the Director, ICAR–IIWBR, Karnal, by showing the green flag**, marking the official start of the programme. Scientific and administrative Officers, staff members, students, Young Professionals, SRFs, and contractual staff actively participated in the event. A total of 102 participants took part in the Walkathon and Swachhata Rally, demonstrating strong enthusiasm and collective responsibility towards cleanliness. Participants actively engaged in plogging activities, collecting litter along the route while spreading awareness about the importance of maintaining clean and hygienic surroundings. The walkathon covered important locations within and around the institute campus, emphasizing collective responsibility towards cleanliness and sustainable environmental practices. The primary objective of the event was to sensitize participants about the importance of cleanliness in public spaces and to encourage environmentally responsible behavior through active participation.



Indian Institute of Millets Research (IIMR), Hyderabad

Summary of the activity:

ICAR–Indian Institute of Millets Research (IIMR), Hyderabad organized a Swachhata awareness campaign - Plogging event / walkathon at its main campus and in the Rajendranagar Village. Plogging is an environmental and fitness activity that combines jogging with picking up litter, especially plastic waste, from the ground — promoting both health and cleanliness as part of the Fit India and Swachh Bharat movements. At the ICAR-Indian Institute of Millets Research (IIMR), Hyderabad campus, such activities align with the institute’s efforts to maintain a clean, green, and sustainable environment. IIMR staff conducted cleanliness drives and sanitation activities as part of Swachhata programs, where staff, students, and volunteers participated in cleaning areas around the campus and removing waste like nylon bags and debris — principles that are also reflected in plogging-style efforts to reduce litter and plastic waste. This initiative helped in raising awareness about environmental responsibility, encourage active participation in waste management, and foster a sense of community engagement in keeping the campus and surrounding areas clean.



India Institute of Maize Research, Ludhiana

As part of the Swachhata Pakhwada and ICAR Kisan Diwas celebrations (16-31 December 2025), the Winter Nursery Centre, ICAR-Indian Institute of Maize Research, successfully organized a "Plogging" event on December 29, 2025. The event was conducted under the guidance of Dr. N. Sunil, In-charge of the Winter Nursery Centre, ICAR- Indian Institute of Maize Research, Hyderabad. It featured a special cleanliness drive through plogging (walking while collecting litter). The activities were aimed at promoting environmental cleanliness, waste management, and community awareness. A total of 25 participants enthusiastically took part, comprising 10 male members and 15 female members. The event included active litter collection along designated routes, followed by brief addresses on the importance of Swachh Bharat and sustainable practices. The program was a resounding success, reflecting the commitment of the Winter Nursery Centre and ICAR-IIMR towards a cleaner environment and farmer welfare.



Indian Institute of Oilseeds Research, Hyderabad

Summary of the activity:

As part of the scheduled activities under Swachhata Pakhwada, a mega plogging event characterized by a Swachhata rally-cum- walkathon was organized at ICAR-Indian Institute of Oilseeds Research,



Hyderabad on December 29th, 2025. The plogging event combined jogging or walking with picking up litter in the Rajendra nagar farm premises and adjacent to the institute wall. Further, the focus of the rally was to create awareness on clean environment, generating wealth from waste, organic waste recycling, avoiding single use plastics, importance of polythene free environment etc. The scientific staff, technical staff, administration and accounts staff, students, young professionals, senior research fellows, outsourcing staff, skilled supporting staff including the security personnel echoed the importance of cleanliness, safe disposal of laboratory waste, and clean working environment etc.

Outcome: Participants were sensitized on the importance of clean environment for overall health of the human-animal-plant-environment system.

Indian Institute of Groundnut Research, Junagadh

Summary of the Activity

- As part of *Swachhata Pakhwada*, a Swachhata Rally was organized at ICAR–Indian Institute of Groundnut Research (IIGR), Junagadh.
- The rally witnessed active participation of scientists, staff, students and supporting personnel.
- Participants carried banners displaying messages on cleanliness, hygiene, plastic-free surroundings and environmental protection.
- The rally covered the institute campus and nearby areas, aiming to sensitize participants and the local community about the importance of maintaining cleanliness and adopting responsible waste management practices.

Key outcomes

- Enhanced awareness among participants about the significance of cleanliness and sanitation.
- Promotion of a clean, green and plastic-free campus environment.
- Encouragement of collective responsibility towards waste reduction and proper disposal.
- Strengthened commitment of staff towards sustaining Swachhata practices beyond the campaign period.



Indian Institute of Rapeseed-Mustard Research, Bharatpur

On **December 29, 2025**, ICAR-IIRMR, Bharatpur, reached a vibrant crescendo in its "Swachhata Pakhwada" celebrations by spearheading a high-impact mega "Plogging" event and spirited awareness rallies. In a dynamic fusion of physical fitness and civic duty, participants traversed the institute and its surrounding areas, collecting litter while jogging to emphasize a hands-on approach to environmental stewardship. The campus came alive with Swachhata Rallies, where participants marched to raise public awareness. The air was filled with powerful slogans championing the Swachh Bharat Abhiyan, successfully echoing the message of hygiene and civic duty to the wider community. The photographs and videos are also being uploaded on various social media platforms to amplify the message.



Indian Institute of Pulses Research, Kanpur

स्वच्छता पखवाडा कार्यक्रम के अनतेरगत दिनांक 29.12.2025 में सफाई से सम्बंधित विशेष अभियान चलाया गया | जिसको डॉ. मनमोहन देव, वैज्ञानिक, डॉ. आदर्श कुमार, वैज्ञानिक एवं श्री शिव शरण सिंह, प्रभारी सफाई के द्वारा आयोजित किया गया | जिसमे मैराथन दौड़ का कार्यक्रम भी शामिल किया गया | कार्यक्रम के उपरांत सभी लोगो को भविष्य में स्वच्छता बनाये रखने हेतु प्रेरित किया गया | कार्यक्रम से सम्बंधित फोटोग्राफ व विडियो 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

Under the Swachhata Pakhwada initiative, a mega “Plogging” and Walkathon Drive was organized at ICAR–Indian Sugarcane Research Institute, Lucknow on 29.12.2025 to promote cleanliness and public awareness. The event was conducted as a special Swachhata rally, beginning from the Administrative Building and concluding at the Technology Park. The rally witnessed active participation from scientists, officers, technical staff, JRFs, SRFs, RAs, and YPs. The walkathon was led and inspired by the leadership of Dr. Dinesh Singh, Director, ICAR–ISRI, who motivated participants to keep their surroundings clean and adopt hygienic practices. The activity was coordinated by Dr. Manoj Kumar Srivastava, and his team. The rally also witnessed the participation of Dr. Sanjeev Kumar, the Chief Administrative Officer, and Programme Nodal Officer, Dr. H. S. Pandey.

Participants raised powerful cleanliness slogans such as “Clean India, Healthy India,” “Cleanliness is Service,” and “One Step Towards a Clean Future.” During the plogging activity, participants collected litter along the route, reinforcing the spirit of environmental responsibility. To widen outreach, the event highlights, rally messages, and motivational addresses were shared through social media platforms, helping amplify awareness among the wider community and encouraging public participation in the cleanliness movement. In addition, the staff of ICAR–ISRI, Regional Station, KVK also participated in the activities at their respective places.

Key Outcomes: The mega plogging and Swachhata walkathon enhanced public awareness on cleanliness and environmental responsibility. Active participation of institute staff and researchers promoted collective community engagement. Inspirational leadership and slogan campaigns reinforced behavioural change, while social-media outreach amplified the message, motivating wider public participation and encouraging sustained cleanliness practices.



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

A special rally was conducted to spread the message of curbing use of plastics. Placards with messages on the damages caused to the environment by using plastics were displayed. Promoting clean and green technologies was the priority of this event.



Central Research Institute for Jute & Allied Fibres, Barrackpore

As part of Swachhata Pakhwada-2025, ICAR-CRIJAF, Barrackpore organized a Swachhata Run, Mega Plogging Event, Walkathon and Swachhata Rally to promote cleanliness and public awareness inside the CRIJAF main campus. The event witnessed enthusiastic participation from scientific, administrative and technical staff, Safai Karamcharis, Ex-army personnel, labour contractor staff, electric power supply in-charge, and other supporting staff of ICAR-CRIJAF. During the Swachhata Run and Mega Plogging Event, participants collected plastic waste and litter from the campus and nearby areas, reinforcing the message of cleanliness and environmental responsibility. A Swachhata Rally and Walkathon were also conducted with placards and slogans to spread awareness on cleanliness and hygiene



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

As part of the ongoing Swachhata Pakhwada (16–31 December 2025), a series of activities Special drive on Walkathon and rally were conducted at Wardha Road, Panjari, Nagpur on 29th December 2025. Swachhata awareness through pledge, slogans and chanting were raised by the participants. Further, Signature campaigns were organised in road side. In this program 260 members including swachhata team, and Nagpur rural male and female were participated. This activity was coordinated by Dr. A. Manikandan and Mr. Dinesh Mahule.



National Bureau of Agricultural Insect Resources, Bengaluru

Summary of the activity: Organizing mega “Plogging” event, special drive walkathons, swachhata rallies.

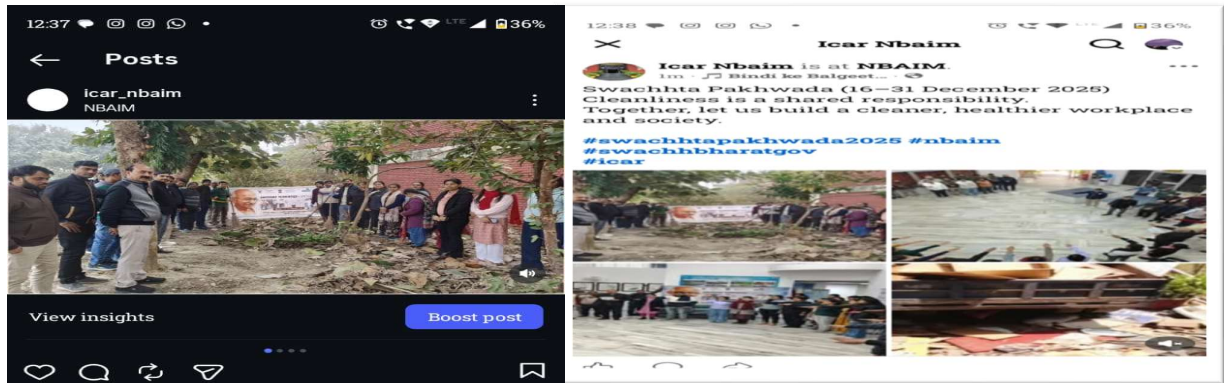
Key outcomes: The plogging event and walkathon under the Swachhata Programme, conducted on 29.12.2025 from 11:00 a.m. to 1:30 p.m., promoted cleanliness, environmental awareness, health, and collective responsibility among participants.



National Bureau of Agriculturally Important Microorganisms, Mau

Summary of the activity: - Use of social media platforms for awareness of Swachhata Pakhwada

Key outcomes: Daily swachhata report uploaded on social media platforms of ICAR-NBAIM, Mau.



National Institute of Biotic Stress Management, Raipur

Summary of the activity: Organizing mega “Plogging” event, Special drive on walkathons, Swachhata rallies led by VIP/VVIPs. Use of Social media platforms to amplify the message, with videos from the rallies and addresses.

Key outcomes: The activities under Swachhata Pakhwada at ICAR–NIBSM witnessed enthusiastic participation from students, faculty, and staff, reflecting the institute’s strong commitment to cleanliness and environmental sustainability. The mega plogging event served as a practical demonstration of the “clean while you exercise” concept, motivating young participants to adopt eco-friendly habits in their daily lives. Students actively collected plastic waste, paper, and other non-biodegradable materials from roadsides, lawns, and open areas of the campus. The collected waste was segregated and disposed of responsibly, emphasizing the importance of scientific waste management practices. Faculty members guided students on reducing single-use plastics and promoting reusable alternatives. Awareness messages related to sanitation, personal hygiene, and environmental conservation were shared during the activities. The walkathons conducted across the ICAR–NIBSM campus encouraged physical well-being while reinforcing the message of cleanliness. Swachhata rallies led by the Hon’ble Director created a strong visual and motivational impact, inspiring participants to take pride in maintaining a clean institutional environment. The rallies also helped sensitize participants about the long-term benefits of cleanliness for health and productivity. Overall, these initiatives strengthened the spirit of community participation and collective responsibility, aligning with the objectives of the Swachh Bharat Abhiyan and fostering a culture of cleanliness, discipline, and sustainability within the ICAR–NIBSM campus.



Indian Institute of Agricultural Biotechnology, Ranchi

Under the framework of Swachhata Pakhwada 2025, ICAR-Indian Institute of Agricultural Biotechnology (IIAB) successfully conducted a “Special Drive on Walkathon and Social Media Outreach” organized by Dr. Tanmaya Kumar Sahu, Dr. Sandip Garai, and Ms. Amisha Prabhat. The event saw the active participation of 47 (Male: 31; Female: 16) staff members and students who marched through the campus with slogans and surrounding areas to promote the message of cleanliness and environmental hygiene. Parallel to the on-ground activity, a robust social media campaign was executed, utilizing high-quality digital documentation and hashtags such as #SwachhataPakhwada and #SHS2025 to amplify the event’s reach and sensitize the public on digital platforms. This dual-approach initiative successfully demonstrated ICAR-IIAB’s dedication to fostering a cleaner and greener environment through both physical action and community advocacy.

Key outcomes: The initiative successfully encouraged the participants to maintain cleanliness in their daily life. Public were encouraged through social media for cleanliness with hashtags #Swachhata Pakhwada and #SHS2025.



National Institute of Seed Science & Technology, Mau

The Swachhata Rally (plogging) was organized at NISST, Mau, on 29.12.2025 under Swachhata Pakhwada, 16-31 December 2025. The director of the institute and all staff members participated in the swachhata rally. The rally started from Gate No. 2 to Onhanich village. Dr. A. Anandan (Director, NISST) led the rally and appealed to all staff members to keep institute premises clean. All scientific and field staff actively participated and contributed to the collection and safe disposal of plastic waste.



National Institute of Plant Biotechnology, New Delhi

As part of the ongoing **Swachhata Pakhwada** celebrations, a **Swachhata Walkathon** was successfully organized today at ICAR–National Institute for Plant Biotechnology (ICAR-NIPB), New Delhi. The objective of the activity was to promote awareness about cleanliness, hygiene, and the importance of maintaining a clean and healthy environment. The walkathon was **led by the Director, ICAR-NIPB, Dr. Ramcharan Bhattacharya**, whose active participation and leadership greatly motivated the participants. Scientists, technical staff, administrative personnel, students, and other employees of the institute participated enthusiastically in the event, demonstrating collective responsibility towards the Swachh Bharat Mission. Following the walkathon, a brief **gathering was organized**, which was addressed by **Principal Scientist, Dr. Pranab Kumar Mandal**. In his address, he emphasized the significance of cleanliness not only in the workplace but also in daily life. The event reinforced the message that **Swachhata is a continuous process and a shared responsibility**.



National Bureau of Plant Genetic Resources, New Delhi

The AKMU, ICAR-NBPGR, New Delhi, carried out events as part of the Swachhata Hi Seva Campaign on December 29, 2025. The purpose of the event was to raise awareness of hygiene and cleanliness. In order to help sanitation workers and their families, the Unit's scientists and staff performed preventative health examinations during the Shivirs/Camps. The focus was on educating sanitation workers on the importance of maintaining cleanliness in their surroundings and personal hygiene, as well as the benefits to their own and their dependents' health. The sanitation personnel were knowledgeable about the best practices for trash management and personal hygiene. As part of the initiative to encourage handwashing prior to meals in order to reduce the transmission of illness, handwashing bottles were provided. Additionally, sanitation workers were given blue and green dustbins to separate dry and wet waste. In order to promote a culture of cleanliness, sanitation workers were asked to incorporate these hygienic practices into their daily routines and to share this knowledge with their families and communities. To help sanitation workers and their families, the AKMU unit performed preventive health examinations during the Shivirs/Camps.



राष्ट्रीय सोयबीन अनुसन्धान संस्थान, इंदौर

भारतीय कृषि अनुसंधान परिषद् से प्राप्त दिशा निर्देशों के अनुपालन में राष्ट्रीय सोयाबीन अनुसंधान संस्थान, इंदौर में दिनांक 16-31 दिसम्बर 2025 के दौरान स्वच्छता पखवाड़ा 2025 का आयोजन किया गया है जिसके अंतर्गत आयोजित की गई गतिविधियों की रिपोर्ट निम्नानुसार है। दिनांक 29.12.2025 को स्वच्छता पखवाड़ा

के दौरान स्वच्छता जागरूकता कार्यक्रम के अंतर्गत वॉकथान (Walkathon) आयोजित की गई | इस कार्यक्रम में संस्थान के सभी कर्मचारियों ने भाग लिया |



Indian Agricultural Research Institute, Jharkhand

A cleaning campaign was organized focusing on the embankments of pond within the campus. Active participation of faculties and NSS students, and staff ensured the removal of plastic waste, wrappers, weeds, and silt deposits from the water body surroundings. Awareness activities were also conducted to sensitize participants about the importance of maintaining clean water resources and the harmful effects of pollution on health, environment, and biodiversity. The key objectives were to promote sustainable practices, encourage waste segregation, and strengthen collective commitment to preserving a clean and green campus. The campaign not only improved the physical environment but also reinforced awareness and responsibility among the campus community towards conservation and hygiene.



AGRICULTURAL EXTENSION DIVISION

Consolidated Report on Celebration of Swachhta Pakhawada during 29 December 2025 - Swachhta Hi Suraksha'.

S.No.	Date	Activities	ATARIs, Zone-I to XI & CIWA		
			No. of KVKs involved	No. of Participants (Farmers/ Staffs/ other Participants)	No. of VIPs attended the program
14	29.12.2025	Organizing mega "Plogging" event, Special drive on walkathons, Swachhta rallies led by VIP/VVIPs. Use of Social media platforms to amplify the message, with videos from the rallies and addresses.	547	12068	22

Photographs (Swachhta Pakhawada during 29 December 2025)









