



**INDIAN COUNCIL OF AGRICULTURAL RESEARCH**

**Krishi Bhawan, New Delhi-110001**

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

**Dated: 31<sup>st</sup> December 2025**

Organization of press conference for highlighting the activities of Swachh Bharat Pakhwada by involving all stake holders including farmers/ VIPs/ press and electronic media.

## FISHERIES SCIENCE DIVISION

### Central Institute of Freshwater Aquaculture, Bhubaneswar

ICAR–Central Institute of Freshwater Aquaculture (ICAR-CIFA) organized a press conference on 31 December 2025 to highlight the successful implementation of **Swachh Bharat Pakhwada**, observed from **16 to 31 December 2025**, with active participation of all stakeholders including farmers, VIPs/WIPs, print and electronic media. During the Pakhwada, the Institute conducted a series of activities such as Swachhta Pledge Day, Swachhta Awareness programmes, review and weeding out of old records as per office rules, cleanliness and sanitation drives within the campus, residential colonies, common market areas and nearby public places. Green drives and plantation programmes were organized in identified green areas, along with community outreach through *Shramdaan*, plastic waste collection, recycling of wastewater, walkathons and Swachhta rallies. Signature campaigns were launched across nearby localities to promote community involvement, while Kisan Diwas was celebrated by inviting farmers and interacting with them on cleanliness and sustainable practices. Webinars, video conferencing meetings, competitions and felicitation of best offices, residential areas and campuses for cleanliness were also organized. The programme witnessed massive community mobilization, involvement of dignitaries and media presence, reflecting ICAR-CIFA's roles towards cleanliness, environmental sustainability and public participation under the Swachh Bharat Mission.

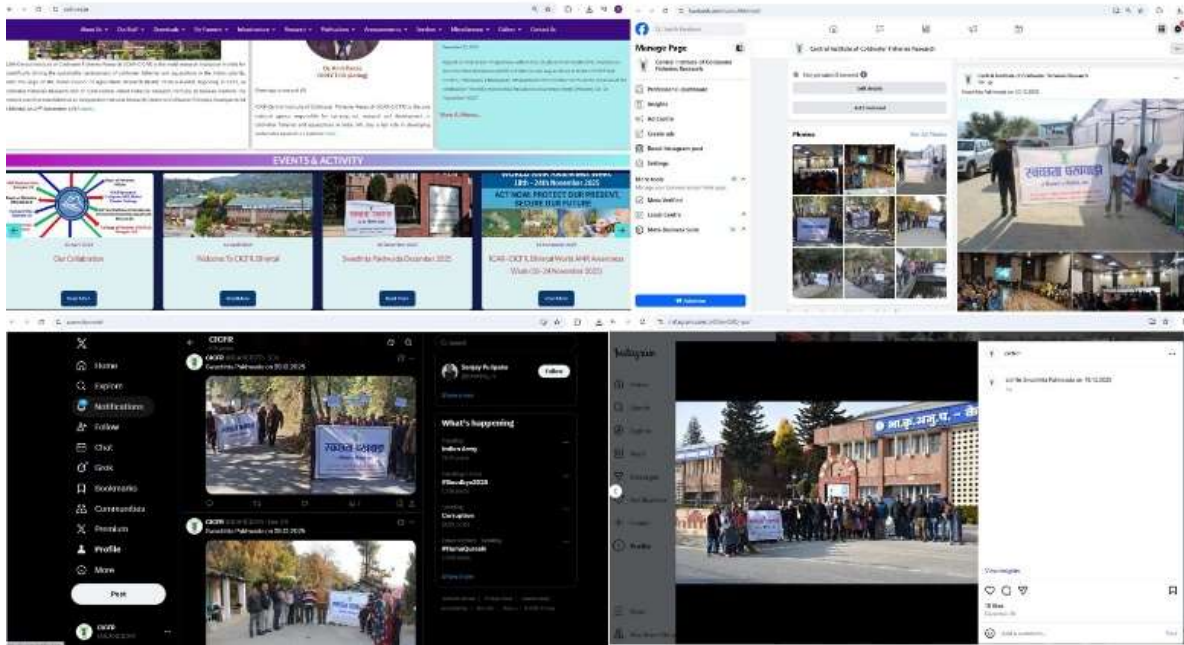


### Central Institute of Coldwater Fisheries Research, Bhimtal

One of the important activities under the swachhta pakhwada to highlight the activities have been performed at ICAR-CICFR, Bhimtal with the involvement of press and electronic media. The daily activities were highlighted to spread the objectives of organizing such events for mass awareness. Moreover, the day-to-day activities were also published on the Institute website, Facebook, Twitter, Instagram for a broader circulation amongst the community at large. The programme concluded with cleanliness activities in the surroundings of the office complex.



# Social Media



## National Bureau of Fish Genetic Resources, Lucknow

Swachhta Pakhwada (Dec. 16-31, 2025) program at ICAR-NBFGR, Lucknow on 31.12.2025, **Organization of press conference** for highlighting the activities of swachh Bharat Pakhwada by involving all stake holders including farmers/ VIPs/ press and electronic media. **and** with total participation of 131.





## Central Inland Fisheries Research Institute, Barrackpore

On the occasion of *Swachhata Pakhwada 2025*, a cleanliness drive was carried out at **Forest Ghat, Farakka** with the objective of promoting cleanliness and environmental awareness in the riverine area. The activity focused on the removal of waste from the ghat premises and sensitising participants about the importance of maintaining clean and pollution-free surroundings. With the successful conduct of this activity, the **Swachhata Pakhwada 2025** programme concluded, reaffirming the commitment towards sustained cleanliness practices, environmental stewardship, and collective responsibility in support of the objectives of the *Swachh Bharat Mission*.



## Central Institute of Brackishwater Aquaculture, Chennai



Selfie booth photos taken to encourage participation and post on CIBA website



# Central Marine Fisheries Research Institute, Kochi

Major news outlets including the Press Information Bureau, The Hindu, Lokmat Times, Social News, Keralashabdham etc carried articles on 31.12.2025, summarizing the activities as per the action plan undertaken by the ICAR-CMFRI in celebrating the Swachhta Pakhwada, ensuring widespread awareness on the message of cleanliness and its practice as national goal and mission and the steps taken by research organizations in promoting such campaigns and practical solutions offered for improved living.

The articles are available at the following links:

<https://www.thehindu.com/news/cities/Madurai/swachhta-pakhwada-programme-held-at-icarcmfri-regional-station-in-thoothukudi/article70457120.ece>

<https://www.socialnews.xyz/2025/12/31/cmfri-observes-swachhta-pakhwada-with-cleanlinessdrives-community-outreach/>

[www.lokmatimes.com](http://www.lokmatimes.com) <https://www.lokmatimes.com/national/cmfri-observes-swachhtapakhwada-with-cleanliness-drives-community-outreach/>

<https://www.keralasabdham.in/news/cleanliness-campaign-was-held/>



## മലയാള മനോരമ

### 'സ്വച്ഛതാ പഖ്വാഡ്' ക്യാമ്പയിൻ

കൊച്ചി • കേന്ദ്ര സമുദ്രമത്സ്യ ഗവേഷണ സ്ഥാപനത്തിൽ (സി.എഫ്.ആർ.ഐ) 'സ്വച്ഛതാ പഖ്വാഡ്' ക്യാമ്പയിൻ ആചരിച്ചു. ശുചീകരണം, ബോധവൽക്കരണ പരിപാടികൾ തുടങ്ങിയവ സംഘടിപ്പിച്ചു. പട്ടാളപ്പുഴുവിനെ ഉപയോഗിച്ച് ചുറ്റള മത്സ്യത്തീറ്റ നിർമ്മാണത്തിലിൽ മത്സ്യകർഷകർക്കു പരിശീലനം നൽകി. പ്ലാസ്റ്റിക് മലിനീകരണം, പരിസ്ഥിതി സംരക്ഷണം, മാലിന്യ സംസ്കരണം എന്നിവയെക്കുറിച്ച് ബോധവൽക്കരണ പരിപാടികൾ നടന്നു. രാജ്യത്തിന്റെ വിവിധ ഭാഗങ്ങളിലെ സി.എഫ്.ആർ.ഐ യുടെ ഗവേഷണ കേന്ദ്രങ്ങളിലും ക്യാമ്പയിന്റെ ഭാഗമായി വിവിധ പരിപാടികൾ സംഘടിപ്പിച്ചു. തെരുവു നാടകം, വിദ്യാർത്ഥി-കർഷക സംഗമങ്ങൾ തുടങ്ങിയവയുമുണ്ടായിരുന്നു.

01/01/2026 | Kochi | Page : 7  
Source :

<https://epaper.manoramaonline.com/>



### CMFRI observes Swachhta Pakhwada

പ്രസിദ്ധി തിരി: 31 DEC 2025 4:20PM by PIB  
Thiruvananthapuram

**Kochi:** The ICAR–Central Marine Fisheries Research Institute (ICAR–CMFRI) observed Swachhta Pakhwada from December 16 to 31, combining cleanliness drives with extensive awareness and community engagement activities. The campaign aimed at conveying the message that cleanliness is a shared social responsibility.



As part of the campaign, staff members undertook cleanliness drives along with awareness programmes on plastic pollution,

## Central Institute of Fisheries Education, Mumbai

16 से 31 दिसंबर 2025 तक मनाए जाने वाले स्वच्छता पखवाड़े के अंतर्गत, आईसीएआर-सीआईएफई, मुंबई में आयोजित तिथिवार गतिविधियों को 31.12.2025 को आईसीएआर-सीआईएफई के आधिकारिक सोशल मीडिया प्लेटफॉर्म पर पोस्ट किया गया था।



चित्र : सोशल मीडिया प्लेटफॉर्म पोस्ट

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## Natural Resource Management

### **Indian Institute of Soil and Water Conservation, Dehradun**

The Swachhta Pakhwada 2025 program, which ran from (December 16-31, 2025) concluded today, **December 31, 2025**, with a **formal closing ceremony** at ICAR-Indian Institute of Soil and Water Conservation, Dehradun. The program was presided over by the Chief Guest, **Mrs. Komal Bora, Councillor** from Ward 32 of Dehradun Municipal Corporation.

The program began with the singing of Vande Mataram and the Council and Institute songs by **Mr. Anil Kumar Chauhan**, the **Nodal Officer of the Swachh Bharat Mission** at the Institute. He also briefly explained all the successful events conducted during this period.

**Dr. Charan Singh**, Head of the Human Resource Development and Social Sciences Department, welcomed the Chief Guest, all the journalists from the press and media, and the scientists, technical officers, administrative officers, and staff present, as well as the social workers. In his welcome address, he spoke about the programs undertaken by the Government of India for cleanliness and appreciated the government's commitment to sanitation.

In his address, **Dr. M. Madhu**, the **Director of the Institute**, explained the various dimensions of cleanliness in detail and urged everyone to make it an essential part of their lives. He also thanked everyone for their cooperation in successfully organizing this fortnight-long program and for their enthusiastic participation.

The Chief Guest appreciated all the steps taken by the Government of India for cleanliness. She further assured all the participants of her full support for cleanliness and stated that she is always available to the people of the area.

At the end of the program, the Nodal Officer of the Swachh Bharat Mission thanked all the participants for making the program a success.

**Number of participants: 140**

#### **Program Outcome**

Through the closing ceremony organized as part of the Swachhta Pakhwada (Cleanliness Fortnight) – 2025, a sense of awareness, participation, and responsibility towards cleanliness was strengthened within the institution. During the program, the message of making cleanliness an integral part of daily life, internalizing the objectives of the Swachh Bharat Mission, and strengthening coordination among the institution, society, and local bodies was effectively disseminated. With the active participation of all officers, employees, scientists, and social workers, this fortnight was successfully concluded, and a pledge was taken to continue efforts for a clean, healthy, and sustainable environment in the future.



### ICAR Research Centre for Eastern Region, Patna

**Summary of the Activity:** Under Swachhta Pakhwada, a press conference was organized on 31<sup>st</sup> December 2025 at ICAR-RCER, Patna. Representatives from the print media were invited and briefed about the various cleanliness and awareness activities conducted at the Institute and regional centre as well as its two KVK's located at Buxar and Ramgarh throughout the Swachhta Pakhwada from 16<sup>th</sup> -31<sup>st</sup> December 2025. The event served as a platform to share the Institute's commitment towards cleanliness, environmental sustainability, and community participation. Addressing the gathering, the Acting Director, Dr. Kamal Sharma, emphasized that Swachhta should not be viewed merely as a time-bound campaign, but must be incorporated into the daily lifestyle of every individual. He highlighted that cleanliness, hygiene, and responsible waste management are collective responsibilities essential for a healthy society and sustainable development. The Heads of various Divisions also shared their views, stressing the need for continuous awareness, scientific waste management practices, and active participation of staff, farmers, and the community in maintaining cleanliness within and outside the institutional premises. The Chairman of Print Media and Publication committee, Dr. Dhiraj Kumar, highlighted the importance of converting agricultural waste into wealth through composting, recycling, and other eco-friendly practices. He underlined the importance of creating awareness among the farming community about sustainable waste management. The Chairman of the Swachh Bharat Abhiyan Committee, Dr. Rajni Kumari, highlighted the objectives of Swachhta Pakhwada and reiterated that cleanliness is a shared responsibility. She emphasized community participation, behavioral change, and consistent efforts as key pillars for achieving long-term cleanliness and environmental sustainability. The Chief Administrative Officer (CAO) of the Institute reiterated the role of institutional support and coordination in ensuring the successful implementation of Swachhta initiatives and emphasized maintaining cleanliness as an integral part of workplace ethics and discipline. The programme concluded with a vote of thanks, expressing sincere gratitude to the media representatives, dignitaries, scientists, staff, sanitation workers, and all participants for their active cooperation and support in making the Swachhta Pakhwada activities successful.

**No. of Participants: 20**



**Key Outcomes:** Overall, the press conference strengthened outreach, reinforced key messages of Swachhta Pakhwada, and promoted the vision of cleanliness as a way of life.



### RCER, FSRCHPR, Ranchi

**Summary of the Activity:** Under Swachhta Pakhwada, a press conference was organized on 31 December 2025 at the Farming Systems Research Centre for Hill and Plateau Region (FSRCHPR), Ranchi. On this occasion, Shri Rajesh Kumar, correspondent of Dainik Prabhat Khabar, and Shri Satish Pathak, correspondent of Dainik Azad Sipahi, were invited and briefed about the cleanliness activities conducted at the Centre throughout the Swachhta Pakhwada. During the event, the press representatives were honored with angavastram, and the sanitation workers associated with the Centre were also felicitated.

**No. of Participants:** 30

**Key Outcomes:** Effective dissemination of information on Swachhta Pakhwada activities through print media. Enhanced visibility and outreach of the Centre's cleanliness initiatives to the wider public. Strengthened coordination and engagement with local media representatives. Recognition and motivation of sanitation workers and stakeholders through felicitation.



### KVK Ramgarh

**Summary of the Activity:** Press & media briefing about the activities under taken at Swachhta Pakhwada

**No. of Participants:**5

**Key Outcomes:** Enhanced public awareness on Swachhta.



## **KVK Buxar**

**Summary of the Activity:** Cleanliness drive was conducted behind the administrative cum laboratory building of KVK for awareness and beautification.

**No. of Participants:**15

**Key Outcomes:** Improved cleanliness and hygiene in campus.



## **Indian Institute of Soil Science, Bhopal**

Under the guidance of Dr. Monoranjan Mohanty, Director, ICAR–Indian Institute of Soil Science (ICAR–IISS), Bhopal a stakeholders meeting was organized on 31st December 2025. The event was organized by Drs SR Mohanty, AK Tripathi, Abinash Das, Mrs. Asha Dhurve and Mr. Sunny Kumar along with other staff members at ICAR-IISS to raise awareness on critical issues of sanitation, cleanliness, and hygiene, aligning with the national mission of building a healthier and sustainable environment. The meeting brought together diverse stakeholders including farmers, students, scientists of IISS, and VIPs from other institutes. Their participation ensured a multi-dimensional dialogue that emphasized both grassroots involvement and scientific perspectives. Farmers shared their experiences of adopting clean practices in rural communities, while students also participated in spreading awareness among peers. Scientists emphasized on research-based approaches for waste management and hygiene. All of the members were motivated to clean their surroundings to make their environment cleaner.





### **Indian Institute of Water Management, Bhubaneswar**

On Day-16 (i.e., 31.12.2025), the last day of ‘Swachhta Pakhwada (16-31 December, 2022) celebration, a special programme was organized at ICAR-IIWM. Shri Sukanta Kumar Panigrahi, Hon’ble MP (LS), Kalahandi graced the occasion as Chief Guest. The programme began with ICAR song followed by water of plant by the Chief Guest and other dignitaries. Director, Dr. Arjamadutta Sarangi while welcoming the Chief Guest gave a brief introduction about the Chief Guest, his political and social profile and accomplishments. He also gave an overview of the engagements of ICAR-IIWM over years during the course of implementation of different swachhata related programmes such as Swachhata Hi Seva, Celebration of Swachhata during birth month of Mahatma Gandhi and Swachhta Pakhwada.

In his address, Shri Sukanta Kumar Panigrahi, Hon’ble MP(LS), appreciated the efforts of ICAR-IIWM in reaching out to different stakeholders for spreading the message of swachhata, and motivating them to become responsible in creating a clean and green society. He stressed the importance of Jan Bhagidari (People’s participation) in the movement in order to realize the dream of Hon’ble Prime Minister. He also discussed the urgent need for better management of crop residues not only for creating wealth but also for creating a clean environment and reducing the risks of climate change. He urged the participants to make swachhta a way of life and work towards creating an inclusive society and Atmanirvar Bharat 2047. The Chief Guest also felicitated winners of Essay Competition ‘Swachha Bharat Abhiyan: Impact on Health & Environment’ that was organized at SAI International School, Chandrasekharapur, Bhubaneswar. He lauded the spirit of students and advised them to become instruments of change for Vikshit Bharat.

Earlier Dr H.K. Dash, Chairman, SBA Committee gave a brief account of activities undertaken during the fortnight long Swachhata Pakhwada, starting from Day-1 through the Kisan Diwas celebration on 23<sup>rd</sup> December 2025 till 30.12.2025. Finally, Chairman, SBA Committee expressed his gratitude to the Chief Guest Shri Sukanta Kumar Panigrahi, Hon’ble MP (LS) for his gracious presence in the event and thanks Director, scientists, staff, students and everyone present on the occasion.



Plantation of sapling by Shri Sukanta Kumar Panigrahi, Hon'ble MP (LS), Kandhamal in IIWM campus



Distribution of awards to winners of competitions by the Chief Guest



Director of the Institute Dr. Arjamadutta Sarangi addressing during the closing function

### **National Bureau of Soil Survey & Land Use Planning, Nagpur**

**Summary of the Activity:** Cleanliness drive has been done at ICAR-NBSS & LUP, Nagpur and it's regional centres Bangalore, Delhi, Jorhat and Udaipur. Cleaning activity was undertaken to promote cleanliness and hygiene in the office environment. The activity involved thorough cleaning of the sitting areas and sitting desks of officers and staff. All staff members actively participated by cleaning and organizing their respective workspaces. Cleaning of office premises activity was carried out to promote cleanliness and hygiene in the workplace. As part of this initiative, the backyard area of the office premises was thoroughly cleaned. Both permanent and contractual staff actively participated in the activity and contributed to the successful completion of the cleanliness drive. Cleaning of storage places in the office was taken up. Cleaning of Carton boxes and other packing materials were cleaned as part of activity. The staff members collectively clean the premises remove waste and promote hygienic surroundings. The drive also served to spread awareness about the significance of Swachh Bharat and encouraged a culture of responsibility and teamwork among the staff.

**No. of Participants:** About 15 staff members participated.





## ICAR Research Complex for NEH Region, Umiam, Meghalaya

**Summary of the Activity:** On **31 December 2025**, the ICAR Research Complex for North Eastern Hill (NEH) Region, Umiam organized a **media interaction and documentation session** as the concluding activity of **Swachhta Pakhwada (16–31 December 2025)** at the Institute campus. Senior scientists and officials shared a consolidated overview of the Swachhta Pakhwada initiatives undertaken during the fortnight, including campus and village cleanliness drives, community participation programmes, plastic waste management, water conservation and recycling campaigns, plantation activities, record weeding, e-office initiatives, and farmer-centric awareness programmes such as **Kisan Diwas (23 December 2025)**. Photographic documentation highlighting field-level activities and stakeholder participation, particularly the involvement of farmers and village women in cleanliness and sanitation drives, was compiled and displayed for wider communication and outreach. The activity marked the formal conclusion of Swachhta Pakhwada-2025 and reaffirmed the Institute's commitment to the objectives of the **Swachh Bharat Mission** through awareness creation and institutional best practices.

**Number of participants:** Approx. 40 participants actively participated in the programme.

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



## Horticulture Science

### Indian Institute of Spices Research, Kozhikode

The valedictory function was conducted as part of the culmination of Swachhata Pakhwada 2025 at ICAR–IISR, Regional Station, Appangala, on 31-12-2025. During the programme, a comprehensive report highlighting the day-wise Swachhata activities carried out during the Pakhwada was presented by Dr. Rajanna G. A. The function was presided over by Dr. S. J. Ankegowda, Head of the Station. Dr. Honnappa Asangi, who made welcome speech emphasized the importance of cleanliness, hygiene, and collective responsibility in maintaining a clean and healthy institutional environment. All staff members actively attended the function, marking the successful conclusion of the Swachhata Pakhwada 2025.





## IISR Regional Station

The Valedictory Function of Swachhta Pakhwada 2025 was organized at the Experimental Farm of ICAR - IISR, marking the successful conclusion of the cleanliness campaign. As part of the programme, a cleaning drive was carried out at the tree spices nursery storage shed, during which accumulated waste, unwanted materials, and debris were systematically removed. The activity aimed to improve hygiene, ensure better storage conditions, and promote a clean and safe working environment within the farm premises.



## Swachhta Pakhwada valedictory programme at ICAR - IISR



**Before cleaning**





**After cleaning**

As part of the Swachhata Pakhwada activities, machine weeding was carried out in the vicinity of the black pepper polyhouse nursery premises. The activity also reinforced the importance of Swachhata by creating awareness about hygiene, environmental protection, and collective responsibility in maintaining clean and sustainable institutional premises.



**Before weeding**



**Weeding**



**After weeding**



**Valedictory programme of swachhta pakwada at KVK, ICAR - IISR**



## Agricultural Education Division

On the occasion of Swachhta Pakhwada, the winners of the drawing competition from Adarsha High School were felicitated by NAARM, Hyderabad. A technical bulletin on vermi-composting, authored by Dr. Laxman Ahire, was also released by the Director.

### *Photographs of the Activity*



**Brief report presentation by the Chairman**



**Felicitation of award winners of drawing competition**



**Director addressing to the participants**



**Release of technical bulletin on vermi-composting**



**Closing remarks by member secretary**




## Animal Science



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 31.12.2025 को केंद्रीय बकरी अनुसन्धान संस्थान में आज “स्वच्छ भारत दिवस उत्सव” 16 से 31 दिसम्बर 2025 स्वच्छता पखवाड़ा सफलता पूर्वक समापन किया गया इस अवसर पर संस्थान के निदेशक डॉ मनीष कुमार चेटली जी द्वारा स्वच्छता कर्मचारी को उपहार देकर उनका सम्मान किया और सफाई कर्मचारियों को सफाई मित्र की उपाधि देकर संबोधित किया। संस्थान के निदेशक जी ने अपने संबोधन में कहा कि “स्वच्छता एक सामूहिक संकल्प”। यह थीम इस बात पर जोर देती है कि स्वच्छता केवल व्यक्तिगत जिम्मेदारी नहीं, बल्कि समाज के हर वर्ग का सामूहिक प्रयास है। यह अभियान भारत को स्वच्छ और स्वस्थ बनाने के लिए एक सामूहिक प्रयास है। यह न केवल हमारे परिवेश को साफ रखता है, बल्कि सामाजिक और आर्थिक विकास में भी योगदान देता है। स्वच्छता से न केवल बीमारियाँ कम होती हैं, बल्कि पर्यटन और जीवन की गुणवत्ता में भी सुधार होता है। स्वच्छता पखवाड़ा के अंतर्गत विभिन्न जगहों पर स्वच्छता अभियान चलाया गया जिसमें संस्थान के सभी वैज्ञानिक, अधिकारियों कर्मचारियों ने भाग लिया। “स्वच्छ भारत दिवस उत्सव” 16 से 31 दिसम्बर 2025 के समापन कार्यक्रम के अवसर पर संस्थान के श्री श्याम सुंदर शर्मा (वरिष्ठ प्रशासनिक अधिकारी), श्री जगवीर सिंह (प्रशा.अधि.), श्री अरविंद चौहान (स.प्र.अधिकारी), श्री सतीश चंद्रा (सहा.मुख्य तक.अधिकारी), श्री वी के शर्मा (तकनीकी अधिकारी) एवं संस्थान के सभी वैज्ञानिक, कर्मचारियों ने भाग लिया और कार्यक्रम को सफल बनाया।



## NRC on Yak, Dirang

Sl. No	DATE	Activities
1	31-12-2025	<p>Today was the last day of this event Swachhta Pakhwada 2025. Today all the staff of ICAR-NRC on Yak, Dirang gathered at one place. All the members cleaned the residential and office building. All the employees of the institute shared their views regarding swachhta event and promised that they will keep the society as well as office neat and clean.</p>  <p style="text-align: center;"><b>Photographs</b></p>

## DPR, Hyderabad

**Cleaning activity at the institute.**

**A cleaning activity inside the institute premises was organized. The institute staff actively participated in the programme.**



**Staff of ICAR-DPR engaged in cleaning activity at the institute**





## NIHSAD

ICAR–NIHSAD observed **Swachhta Pakhwada–2025** from **17th to 31st December 2025**, in accordance with the guidelines issued by ICAR and in alignment with the spirit of the **Swachh Bharat Mission**. The observance aimed at promoting cleanliness, hygiene, environmental sustainability, and community participation as integral components of institutional culture.

The Swachhta Pakhwada commenced with a **Swachhta Awareness Day**, where emphasis was laid on moving beyond routine waste disposal towards **sustainable waste management and behavioural change**. An interactive lecture and discussion sensitized scientists, officers, staff, and contractual personnel on the long-term health and environmental benefits of cleanliness.

At the institutional level, several **internal cleanliness and efficiency-enhancing activities** were undertaken. These included systematic **weeding out of obsolete records**, segregation and identification of scrap materials, strengthening of **e-Office and digitalization practices**, review of housekeeping services, and cleanliness drives across office spaces, laboratories, and common areas. These efforts not only improved hygiene but also contributed to better organization and workplace efficiency.

A major highlight of Swachhta Pakhwada was the strong focus on **community outreach and public participation**. Cleanliness drives, awareness rallies, and Shramdaan activities were organized in nearby residential colonies, schools, Anganwadi centres, villages, and public spaces. Students, women groups, rural youth, local residents, and sanitation workers actively participated, reinforcing the message that cleanliness is a shared social responsibility.

Special attention was given to **environmental sustainability initiatives**, including campaigns on **discouraging single-use plastics, plastic waste management, water conservation and recycling**, and **plantation drives**. Awareness sessions on microplastics, household-level composting, and alternatives to plastic helped translate knowledge into practical action at the community level. Activities conducted at schools and Anganwadi centres under the “*Catch Them Young*” initiative played a crucial role in inculcating cleanliness habits among children from an early age.

Innovative and participatory activities such as **plogging events, walkathons, Swachhta rallies, signature campaigns, quizzes, and drawing competitions** further enhanced engagement and visibility of the campaign. These activities successfully linked cleanliness with fitness, creativity, and civic responsibility, while also amplifying the Swachhta message beyond the institute through social media outreach.



With this collective resolve, we have successfully completed **Swachhta Pakhwada–2025**, reaffirming its commitment towards cleanliness, sustainability, and social responsibility, in true spirit of the **Swachh Bharat Mission**.



### National Meat Research Institute (NMRI) Chengicherla, Hyderabad

In pursuance of Councils instructions under “**Swachhta Pakhwada**” campaign an awareness rally on Swachh Bharat Abhiyan was taken out from ICAR-NMRI,Hyderabad to Chengicherla village on 31<sup>st</sup> December,2025. Many placards-slogans/quotes and banner about Swachh Bharat were carried by the staff. The procession traversed many streets of the village.

All the scientific, technical, administrative and contractual staff participated actively in the awareness programme.



## Swachhta Pakhwada Awareness Programme Organized at IVRI Campus and Mahila Club

The Indian Veterinary Research Institute (IVRI), Izatnagar, organized an awareness programme under Swachhta Pakhwada on 31 December 2025 at 07:30 AM at the IVRI Administrative Ground and at 04:30 PM at the IVRI Child Care Facility. The programme was organized by the Students' Welfare Office, IVRI (Deemed University). A large number of employees and students participated in the programme.

The awareness programme was also organized at the IVRI Mahila Club, where women members actively participated. During the programme, women shared their views and held discussions on cleanliness and the importance of keeping the IVRI campus clean and hygienic.

The main aim of the programme was to spread awareness about cleanliness on the campus and to encourage officers, scientists, staff, students, and women members 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 that Swachhta Pakhwada is not only a programme but a regular activity requiring active and spontaneous participation from everyone. All were requested to take part regularly in campus cleaning activities during Swachhta Pakhwada and even after the programme to maintain a clean and healthy environment.

The programme was smoothly conducted and successfully concluded.

## **National Institute of Veterinary Epidemiology and Disease Informatics**

As a part of *Swachhata Pakhwada* 2025 from 16<sup>th</sup> Dec -31<sup>st</sup> Dec. 2025, ICAR-NIVEDI, Bengaluru, today (31.12.2025) carried out the following activities.

As part of Swachhata Pakhwada-2025, observed from 16<sup>th</sup> to 31<sup>st</sup> December 2025, ICAR–National Institute of Veterinary Epidemiology and Disease Informatics (ICAR-NIVEDI), Bengaluru, today organized the concluding programme marking the completion of a series of cleanliness, awareness, and outreach activities conducted under the theme “Swachhata is Everyone’s Business.”

Under the leadership of Dr. Baldev Raj Gulati, Director, ICAR-NIVEDI, the institute implemented coordinated Swachhata initiatives across the campus and nearby community areas. During the concluding press conference, Dr. Baldev R. Gulati highlighted the key achievements of the previous fifteen days and stated that systematic cleanliness drives had significantly improved sanitation within the campus and its surroundings. He emphasized that Swachhata Pakhwada served as a platform to strengthen long-term hygienic practices rather than a short-term campaign.



**Director, ICAR-NIVEDI, addressing the media during the concluding press conference of Swachhata Pakhwada-2025**

He further explained that the programme commenced with the Swachhata Pledge, where scientists, staff, and students committed themselves to maintaining cleanliness in their professional and personal environments. Awareness messages and campaign activities were shared through institutional platforms to reach a wider audience beyond the campus.

Addressing the media, Dr. Rajeshwari Shome, Principal Scientist, ICAR-NIVEDI, emphasized that cleanliness and hygiene form the foundation of effective animal health management and disease prevention. She highlighted that Swachhata initiatives contribute directly to improved biosecurity, safer working environments, and public health protection.



**Dr. Rajeshwari Shome, Principal Scientist, interacting with the media and highlighting the importance of sustained Swachhata practices within individual and community**

Dr. Narayanan G., Scientist and Nodal Officer for Swachhata Pakhwada–2025, briefed the media on the planning and coordinated execution of activities during the Pakhwada. He explained that the programme included awareness sessions, Swachhata runs, plogging events, walkathons, rallies, community Shramdaan activities, and institutional cleanliness drives, all aimed at encouraging collective responsibility towards hygiene.





**Dr. Narayanan G., Senior Scientist and Nodal Officer for Swachh Bharat Abhiyan, briefing the media on the activities carried out during the Pakhwada**

As part of internal Swachhata measures, the institute undertook the review and disposal of obsolete records and unused materials in accordance with government norms. Efforts towards digitalisation and e-office practices were strengthened to reduce paper usage and improve administrative efficiency. These measures supported the sustainability goals of the Swachhata Pakhwada 2025.

Community participation remained a key focus throughout the campaign. Cleanliness drives, signature campaigns, and outreach activities involving local residents, farmers, youth, and school children helped extend the Swachhata message beyond the institute. The Swachhata runs, rallies, and plogging activities received positive public response and were widely shared through social and local media platforms.

The Day-16 press interaction served as the formal conclusion of Swachhata Pakhwada–2025 at ICAR-NIVEDI. The institute reaffirmed its commitment to sustaining cleanliness and hygiene practices as a regular institutional culture. The programme concluded with a collective resolve to continue Swachhata efforts throughout the year in support of public health, environmental safety, and responsible citizenship.

**SWACHHATA PAKHWADA - PRESS RELEASE**

ICAR-NIVEDI Bengaluru, successfully concluded a comprehensive 16-day cleanliness and awareness drive observed from 16 to 31 December 2025. The programme was conducted in accordance with the directives of the Government of India and the Indian Council of Agricultural Research (ICAR), with the objective of institutionalizing cleanliness, hygiene, sanitation, and sustainable waste-management practices within the institute and surrounding communities.

The observance commenced with the Swachhata Pledge and mass awareness activities, followed by seminars, workshops, and demonstrations on “waste to wealth” and safe disposal of waste. Key institutional initiatives included review and weeding of obsolete records, disposal of scrap, and strengthening of e-office and digital record management systems.

Cleanliness and sanitation drives were undertaken across the campus, residential colonies, and nearby public spaces. Awareness programmes on recycling of wastewater, rainwater harvesting, and kitchen gardening were organized, emphasizing sustainable resource utilization. Community outreach activities such as Shramdaan, and signature campaigns were conducted in residential areas, schools, and anganwadis to promote public participation.

A special focus was laid on farmer engagement through the celebration of Kisan Diwas, wherein interactive workshops were conducted on cleanliness, biosecurity, and hygienic practices in agriculture and livestock systems. Creative competitions, Swachhata runs, plogging events, rallies, and walkathons further amplified the message of Swachh Bharat, supported by extensive use of social and electronic media.

Speaking on the occasion, the Director, ICAR-NIVEDI, emphasized that Swachhata is a collective responsibility and an essential component of public health, animal health, and environmental sustainability. He reiterated the institute’s commitment to sustaining cleanliness initiatives beyond the Pakhwada period and integrating them into routine institutional and outreach activities.

## भाकृअनुप-राष्ट्रीय उष्ट्र अनुसंधान केन्द्र (एनआरसीसी), बीकानेर

एनआरसीसी द्वारा स्वच्छता अभियान तहत प्रेस कॉन्फ्रेंस आयोजित

भाकृअनुप-राष्ट्रीय उष्ट्र अनुसंधान केन्द्र (एनआरसीसी), बीकानेर द्वारा भारत सरकार के निर्देशानुसार स्वच्छ भारत अभियान के अंतर्गत दिनांक 16 से 31 दिसम्बर 2025 की अवधि में मनाए गए स्वच्छता पखवाड़ा में स्वच्छता संबंधी संदेश को व्यापक स्तर पर प्रचारित-प्रसारित करने के उद्देश्य से आज दिनांक 31 दिसम्बर, 2025 को प्रेस कॉन्फ्रेंस का आयोजन किया गया।

प्रेस वार्ता के दौरान केन्द्र निदेशक डॉ. अनिल कुमार पूनिया ने स्वच्छता के महत्व एवं इसके प्रति जागरूकता पर कहा कि स्वच्छता का हम सभी के जीवन में विशेष महत्व है, भारत सरकार द्वारा स्वच्छता के प्रति जागरूकता का यह अभियान, जनमानस में अब तेजी से प्रभावी तौर पर प्रचारित-प्रसारित हो रहा है तथा स्वच्छता को लेकर आमजीवन की मानसिकता में अब परिवर्तन आने से हमारे सार्वजनिक स्थल, विद्यालय, अस्पताल तथा पर्यटन स्थलों आदि की स्थिति में महत्वपूर्ण सुधार देखा जा सकता है। उन्होंने कहा कि यह केन्द्र, अनुसंधान के अलावा एक विश्व प्रसिद्ध पर्यटन स्थल के रूप में भी जाना जाता है, ऐसे में केन्द्र की पर्यटनीय छवि, स्वच्छता कार्यक्रमों के प्रति विशेष जागरूकता बरतने के कारण बढ़ रही है तथा एनआरसीसी को देखने हेतु देशी-विदेशी सैलानी, ऊँट पालक, किसान, विद्यार्थी गण आदि हजारों की संख्या में प्रतिवर्ष आते हैं।

डॉ. पूनिया ने ऊँट संबद्ध संस्थान होने के नाते कहा कि केन्द्र द्वारा ऊँटों के रखरखाव व प्रबंधन के तहत विविध गतिविधियों के माध्यम से पशुपालकों को स्वच्छता व स्वच्छ दूध उत्पादन के प्रति विशेष रूप से प्रोत्साहित किया जाता है ताकि वे पशुओं से अधिक उत्पादन व आमदनी भी प्राप्त कर सकें। उन्होंने केन्द्र में चल रहे अनुसंधान कार्यों, ऊँटों के विविध उपयोग, ऊँटनी के दूध के औषधीय महत्व, उष्ट्र पोषण आदि पर भी अपने विचार रखते हुए बदलते परिवेश में भी ऊँट के संरक्षण व विकास की महत्ती आवश्यकता जताई।

केन्द्र की ओर से आयोजित इस स्वच्छता पखवाड़ा की नोडल अधिकारी डॉ. अरूणा कुनियाल ने पखवाड़ा के तहत आयोजित गतिविधियों की संक्षिप्त प्रतिवेदन प्रस्तुत की तथा प्रेस/मीडिया बन्धुओं की सक्रिय सहभागिता धन्यवाद ज्ञापित किया। प्रेस कॉन्फ्रेंस के अवसर पर केन्द्र के प्रधान वैज्ञानिकों में डॉ. एस.के.धोरुई, डॉ. वेद प्रकाश, वरिष्ठ प्रशासनिक अधिकारी श्री अखिल ठुकराल ने भी सहभागिता निभाई। कार्यक्रम का संचालन श्री नेमीचंद बारासा, मुख्य तकनीकी अधिकारी ने किया।





## **Crop Science Division**

### **Central Rice Research Institute, Cuttack**

Under Swachhata Pakhwada-2025 (16-31 December, 2025) being organized at ICAR-Central Rice Research Institute, Cuttack; Swachhata awareness was undertaken in the nearby village Kanheipur, P.O.-CRRI, Cuttack” on 31.12.2025. The prominent personalities namely, Mr. Kedareswar Panda, Vice President of Senior Citizens, Cuttack; Mr. Nityananda Mohanty, Secretary, ICAR-CRRI Pension Cell; Mrs. Nalini Prabha Panda, President, SHG, Kanheipur and Mrs. Janaki Parida, Swachha Sathi, Bidyadharpur, Cuttack graced the Swachhata Awareness occasion. These eminent personalities along with Dr. S. Lenka, Chairman, Institute Swachha Committee made awareness by motivating through their deliberations to the present village residents on “Maintaining swachhata of Swachha their households, household premises, village roads, surroundings and village common places. They also instructed the participants not to use “single use plastics” and also discourages others for use of SUPs in daily life. 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. Total forty participants were involved.



### **Indian Institute of Rice Research (IIRR), Hyderabad**

The Press Conference and Valedictory Function of Swachhata Pakhwada 2025 was successfully organized at ICAR–Indian Institute of Rice Research (ICAR-IIRR), Hyderabad, on 31 December 2025, marking the formal conclusion of the fortnight-long cleanliness drive conducted under the Swachh Bharat Mission. The programme commenced at 02:00 PM in Seminar Hall–I with a welcome address by Dr. Kalyani M. Barbadikar, who welcomed the dignitaries, scientists, staff, farmers, media representatives, and other stakeholders. She highlighted the objectives and importance of Swachhata Pakhwada in fostering cleanliness, hygiene, and environmental sustainability at both institutional and community levels. This was followed by introductory remarks by Dr. R. M. Sundaram, Director, ICAR-IIRR, who emphasized the pivotal role of research institutions in supporting national cleanliness initiatives. He appreciated the active involvement of scientists, staff, farmers, and external stakeholders throughout the Swachhata Pakhwada activities and underlined the importance of public outreach through media engagement. As part of the programme, a press conference was organized to highlight the various activities undertaken during Swachhata Pakhwada. Farmers, representatives from print and electronic media, and officials participated actively in the interaction. The activities

and outcomes of Swachhata Pakhwada were widely disseminated through electronic media, including ETV Television broadcasting channel, ensuring greater public visibility and outreach. Dr. V. Chinna Babu Naik, Nodal Officer (Swachhata Pakhwada), presented the programme details, summarizing the wide range of activities conducted during the Pakhwada, such as cleanliness drives, awareness campaigns, farmer interactions, public outreach programmes, and stakeholder engagement. He highlighted the collective efforts of scientists, technical staff, administrative personnel, students, and stakeholders in making the campaign a success. The programme also included Prize Distribution and Felicitations, recognizing individuals and teams for their outstanding contributions and active participation in Swachhata Pakhwada activities. The awards served as motivation for sustained commitment towards cleanliness and responsible environmental practices. The valedictory session concluded with a Vote of Thanks by Dr. Papa Rao Vaikuntapu, who expressed sincere gratitude to the Director, organizing committee, participating farmers, VIPs, media personnel, and all staff members for their cooperation and support. The programme concluded with a group photograph, followed by high tea, fostering a sense of unity, shared responsibility, and collective commitment towards maintaining a clean and healthy environment. **Participants** - Scientists, technical and administrative staff, students, farmers, representatives from print and electronic media (including ETV Television) and other stakeholders. **Key Outcomes** - Effective dissemination of Swachhata Pakhwada activities through press conference and electronic media coverage (ETV Television). Enhanced awareness among farmers and the public on cleanliness, hygiene, and environmental sustainability. Successful conclusion of Swachhata Pakhwada 2025 with active participation of all stakeholders. Recognition and motivation of participants through prize distribution and felicitation. Reinforcement of institutional commitment towards the objectives of the Swachh Bharat Mission.



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**స్వచ్ఛత పుకావడలో భాగంగా పెద్ద తాళ్లకుంటను శుభ్రం చేసిన వివర్తన ఉద్యోగులు, శాస్త్రవేత్తలు**

స్వచ్ఛత పుకావడంలో భాగంగా పెద్ద తాళ్లకుంటను శుభ్రం చేసిన వివర్తన ఉద్యోగులు, శాస్త్రవేత్తలు

తాళ్లకుంటను శుభ్రం చేసిన వివర్తన ఉద్యోగులు, శాస్త్రవేత్తలు

స్వచ్ఛత పుకావడంలో భాగంగా పెద్ద తాళ్లకుంటను శుభ్రం చేసిన వివర్తన ఉద్యోగులు, శాస్త్రవేత్తలు





# Indian Institute of Wheat and Barley Research, Karnal

डॉ. रतन तिवारी, निदेशक, भाकृअनुप-भारतीय गेहूँ एवं जौ अनुसंधान संस्थान, करनाल की अध्यक्षता में स्वच्छता पखवाड़ा का समापन कार्यक्रम दिनांक 31.12.2025 को आयोजित किया गया। इस कार्यक्रम में बतौर मुख्य अतिथि एवं मुख्य वक्ता के रूप में डॉ. एनएच मोहन, निदेशक, भाकृअनुप-राष्ट्रीय पशु आनुवंशिक संसाधन ब्यूरो, करनाल ने शिरकत की। डॉ. एन.एच. मोहन ने संस्थान में स्वच्छता पखवाड़ा के अंतर्गत आयोजित विभिन्न गतिविधियों की सराहना करते हुए कहा कि यह संस्थान वास्तव में अत्यंत स्वच्छ, सुव्यवस्थित एवं सुंदर दिखाई देता है। उन्होंने संस्थान के अधिकारियों, कर्मचारियों एवं विद्यार्थियों द्वारा स्वच्छता के प्रति किए जा रहे निरंतर प्रयासों की प्रशंसा की तथा भविष्य में भी इसी प्रकार स्वच्छता मानकों को बनाए रखने का आह्वान किया। श्री रवि के डोबरियाल, मुख्य प्रशासनिक अधिकारी ने स्वच्छता पखवाड़ा के दौरान आयोजित की गई गतिविधियों की संक्षिप्त रिपोर्ट प्रस्तुत की। डॉ. मंगल सिंह ने कार्यक्रम की रूपरेखा प्रस्तुत कर सभी को स्वच्छता की शपथ दिलाई और डॉ. अनुज कुमार, प्रधान वैज्ञानिक ने कार्यक्रम का सफलतापूर्वक संचालन किया। कार्यक्रम के अंत में डॉ. चन्द्र नाथ मिश्र ने धन्यवाद प्रस्ताव प्रेषित किया।

**मीडिया कवरेज:** अमर उजाला, पंजाब केसरी, दैनिक जागरण, दैनिक भाष्कर, हरिभूमि न्यूज, एसबी विशेष एवं रिपब्लिक भारत आदि समाचार पत्रों को प्रेस विज्ञप्ति प्रेषित की गई।



## Indian Institute of Millets Research (IIMR), Hyderabad

Information was shared with press and media for the Swacchta Pakhwada organized at the Indian Institute of Millets Research (IIMR) to highlight the activities undertaken during *Swachh Bharat Pakhwada* (16-31 December 2025). The shared information aimed to create awareness about cleanliness, sanitation, and sustainable practices by actively involving all key stakeholders, including farmers, scientists, staff, and representatives from allied organizations, Representatives from print and electronic media were invited to ensure wide coverage and dissemination of the messages and initiatives undertaken by ICAR-IIMR. The interaction with the media helped amplify outreach, encourage community participation, and reinforce ICAR-IIMR's commitment to cleanliness, environmental responsibility, and public awareness. Swacchta activities conducted during 16-31 December 2025 at ICAR-IIMR were publicized in the local newspapers widely (Copies Attached).

<p style="text-align: center;"><b>हिन्दी मिलाप</b></p> <p style="text-align: center;"><b>भारतीय श्री अन्न अनुसंधान संस्थान ने किया किसान सम्मान दिवस का आयोजन</b></p>  <p><b>संक्षेप</b> दिल्ली, 24 दिसंबर (हिन्दी मिलाप) - भारतीय अन्न अनुसंधान संस्थान (भाकृअनुप-भारतीय गेहूँ एवं जौ अनुसंधान संस्थान, करनाल) द्वारा आयोजित किसान सम्मान दिवस का शुभारंभ हुआ।</p> <p><b>विवरण</b> दिल्ली, 24 दिसंबर (हिन्दी मिलाप) - भारतीय अन्न अनुसंधान संस्थान (भाकृअनुप-भारतीय गेहूँ एवं जौ अनुसंधान संस्थान, करनाल) द्वारा आयोजित किसान सम्मान दिवस का शुभारंभ हुआ।</p>	 <p><b>● स्वच्छता पखवाड़ा के अंतर्गत आयोजित किसान सम्मान दिवस का शुभारंभ हुआ।</b></p> <p><b>● भारतीय अन्न अनुसंधान संस्थान (भाकृअनुप-भारतीय गेहूँ एवं जौ अनुसंधान संस्थान, करनाल) द्वारा आयोजित किसान सम्मान दिवस का शुभारंभ हुआ।</b></p>	 <p><b>● भारतीय अन्न अनुसंधान संस्थान ने किसान सम्मान दिवस का शुभारंभ किया।</b></p> <p><b>● भारतीय अन्न अनुसंधान संस्थान (भाकृअनुप-भारतीय गेहूँ एवं जौ अनुसंधान संस्थान, करनाल) द्वारा आयोजित किसान सम्मान दिवस का शुभारंभ हुआ।</b></p>
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**शुभ लाभ**  
 एपेपर: shubhlabbhaskalya.com  
 24 Dec 2025 - Page 13

## भाकृअनुप-भाश्रीअनुसं में श्री अन्न आधारित खेती एवं किसान कल्याण पहल केंद्रित किसान सम्मान दिवस



**हैदराबाद, 23 दिसंबर (शुभ लाभ कच्छी)**  
 भाकृअनुप-भाश्रीअनुसं की अन्न अनुसंधान संस्थान (भाकृअनुप-भाश्रीअनुसं), हैदराबाद में किसान सम्मान दिवस, 2025 (जी एम डी डिवस, 2025) के तहत 23 दिसंबर को किसान सम्मान दिवस का आयोजन किया गया। इस अवसर पर, किसानों को उनके योगदान के लिए सम्मानित किया गया।

किसानों को उनके योगदान के लिए सम्मानित किया गया। इस अवसर पर, किसानों को उनके योगदान के लिए सम्मानित किया गया। इस अवसर पर, किसानों को उनके योगदान के लिए सम्मानित किया गया।

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## ICAR-IIMR observes Kisan Samman Diwas, highlights millet farming and farmer welfare



**Hyderabad:** Reaffirming its commitment to farmer welfare and sustainable agriculture, the ICAR-Indian Institute of Millet Research (ICAR-IIMR), Hyderabad, observed Kisan Samman Diwas at its campus on Monday as part of Swachhata Pakhwada.

The programme was organised in line with the nationwide initiative of the Indian Council of Agricultural Research (ICAR) to honour farmers on the birth anniversary of former Prime Minister Late Chaudhary Charan Singh.

The event focused on creating awareness about the Viksit Bharat Guarantee for Rozgar and Aajeevika Mission (Gramin) Bill, 2025, which aims to strengthen rural livelihood security by enhancing employment opportunities, ensuring income stability, and aligning rural development initiatives with the vision of Viksit Bharat 2027.

Addressing the gathering, Dr. C. Tara Satyawathi, Director, ICAR-IIMR, highlighted the crucial role of farmers in nation-building and food security. She emphasized the growing importance of millets as climate-resilient crops, particularly for dryland and rainfed regions, citing their nutritional value, low input requirements, and resilience to climate stress. She urged farmers to adopt improved millet production technologies, scientific post-harvest practices, and value addition to enhance income and sustainability.

Scientists from ICAR-IIMR interacted with farmers and showcased initiatives across the millet value chain. An exposure visit to NutriHub and the Shree Anna Processing & Training Unit provided insights into modern processing, packaging, and enterprise development. Around 200 farmers and stakeholders from Sangareddy district participated in the programme.

Dr. Tara Satyawathi expressed gratitude to farmers and reaffirmed ICAR-IIMR's commitment to promoting millets as 'Shree Anna' and advancing inclusive, farmer-centric agricultural development.

epaper:thesouthindiatimes.com  
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### India Institute of Maize Research, Ludhiana

On the occasion of Swachhata Hi Sewa 2025, a Campus Front Cleanliness Drive was successfully organized by the ICAR-Indian Institute of Maize Research (ICAR-IIMR), Ludhiana on 31<sup>st</sup> December, 2025. The drive witnessed active participation from staff of ICAR-IIMR. Participants gathered at the front of institute premises and collectively engaged in garbage picking and disposal.



### Indian Institute of Oilseeds Research, Hyderabad

The Swachhata Pakhwada programme was successfully concluded on 31st December 2025 at ICAR-Indian Institute of Oilseeds Research (IIOR), Rajendranagar, with active participation from scientists, staff, students, and supporting personnel. The Swachhata Pakhwada was observed as per the guidelines of the Government of India with the objective of promoting cleanliness, sanitation, hygiene awareness, and sustainable waste management practices within the institute campus and outside the campus including villages, schools. Park and streets. During the programme, several activities such as cleanliness drives, awareness programmes, campus sanitation, and public participation initiatives were carried out effectively.



The concluding programme was organized near Jyothi Hostel, where the highlights of the activities undertaken during the Swachhata Pakhwada were presented. Emphasis was laid on maintaining cleanliness in offices, laboratories, farm areas, and public spaces. Participants were encouraged to continue adopting cleanliness as a daily habit rather than a one-time activity. The programme concluded with a brief address highlighting the importance of collective responsibility in achieving the goals of the Swachh Bharat Mission. The event ended with a vote of thanks, followed by High Tea. The successful completion of Swachhata Pakhwada reinforced the commitment of ICAR–IIOR towards cleanliness, environmental sustainability, and public awareness.



### Indian Institute of Groundnut Research, Junagadh

The Closing Ceremony of *Swachhata Pakhwada* was organized at ICAR–IIGR to mark the successful completion of the fortnight-long cleanliness drive. The programme was started by Chairman, Swachhata Pakhwada, who presented a brief report highlighting the various activities carried out during the campaign, including cleanliness drives, awareness lectures, community participation programmes, promotion of waste management practices and initiatives to discourage single-use plastics within the institute and nearby areas. The Director of the Institute addressed the gathering and delivered an awareness message on the importance of Swachhata in daily life, emphasizing cleanliness as a collective responsibility and a key component of a healthy, sustainable and productive work environment. The Director appreciated the active involvement of staff, students, and stakeholders in making the Swachhata Pakhwada a success and encouraged the continuation of clean and green practices beyond the campaign period. **Key outcomes** - Successful completion of Swachhata Pakhwada activities with active participation of institute staff and stakeholders. Enhanced awareness on cleanliness, hygiene, waste management, and reduction of single-use plastics. Reinforcement of the message that Swachhata is a continuous process and shared responsibility. Motivation among participants to sustain cleanliness practices in the institute and surrounding areas



## Indian Institute of Pulses Research, Kanpur

स्वच्छता पखवाडा कार्यक्रम के अंतर्गत आज दिनांक 31.12.2025 में श्री सुकदेव महतो प्रशासनिक अधिकारी व श्री शिव शरण सिंह,, प्रभारी सफाई के द्वारा कार्यालय एवं आवासीय परिसर में विशेष सफाई अभियान का कार्यक्रम कराया गया बास्केटबाल ग्राउंड, कार्यक्रम के अंतर्गत फार्म सेक्शन, Auditorium अंदर व बाहर ब्लॉक A & B के चारों तरफ, Main Farm के रोड़ों की सफाई का कार्य कराया गया कार्यक्रम के भविष्य में स्वच्छता समापन में स्वच्छ भारत पखवाडा के अंतर्गत कराए गये कार्यक्रमों के बारे में लोगों को जानकारी दी गयी व सफाई के बारे में जागरूक को बनाये रखने हेतु लोगों को प्रेरित किया गया।



## Indian Sugarcane Research Institute, Lucknow

Under the Swachhata Pakhwada (16–31 December 2025), A concluding ceremony was organized on 31.12.2025 to highlight the activities conducted under Swachh Bharat Pakhwada, with the active involvement of all staff members and representatives from electronic media. The programme was graced by the Dr. Dinesh Singh, Director, ICAR-ISRI, and was attended by the Heads of Divisions, Scientists, Administrative Officers, Technical Officers, RAs, SRFs and YPs and Safai Karmis. The Programme Nodal Officer Dr. H. S. Pandey briefed the gathering about the various cleanliness and awareness activities undertaken during the Pakhwada at ISRI, KVK, regional centre and emphasized the importance of public participation in achieving the goals of the Swachh Bharat Mission. During the event, tokens of appreciation were presented to the Safai Karmis of ICAR-ISRI in recognition of their dedicated contribution toward maintaining cleanliness in the campus. The Director appreciated the efforts of all and encouraged continued commitment toward cleanliness and community welfare. The programme concluded with a formal closing and a collective resolve to further strengthen Swachh Bharat initiatives in the future. The active participation of dignitaries, along with electronic media coverage, significantly contributed to improving the visibility, impact, and outreach of Swachhata Pakhwada activities. **Key Outcomes:** Activities carried out under Swachh Bharat Pakhwada were effectively disseminated to stakeholders through the concluding ceremony. Active participation of staff members, scientists, officers, research staff and Young Professionals strengthened collective ownership of cleanliness initiatives. Safai Karmis received recognition and motivation through appreciation tokens for their dedicated services. Enhanced awareness on cleanliness, community responsibility and sustained commitment toward Swachh Bharat Mission goals.

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

Campaign on cleanliness was conducted in nearby villages – Chettipalyam and Vedapatti and the local people were educated about the importance of a clean and green environment in maintaining a healthy life.



### Central Research Institute for Jute & Allied Fibres, Barrackpore

As part of the *Swachhata Pakhwada* campaign, ICAR–CRIJAF, Barrackpore organized a press conference regarding briefing about various types of activities carried out to make the local area clean and green. Two reporters (Time On News, City News) from electronic media were present to cover the news. They were told about various types of swachhata drive conducted ranging from cleaning of official premises, weeding out old records, plantation, cleaning of public places, plastic waste shramdaan, swachhata run etc. Where more than 400 persons witness of the programmes. A programme on Farmer’s Day was also organized for the benefit of farming communities of Kultali, Sundarban, South 24 Parganas. Institute staffs were also present on this occasion. **Key outcome** - Local people will be able to know about the developmental activities of the Institute, in addition to the research work related to natural fibres.



## **National Bureau of Agriculturally Important Microorganisms, Mau**

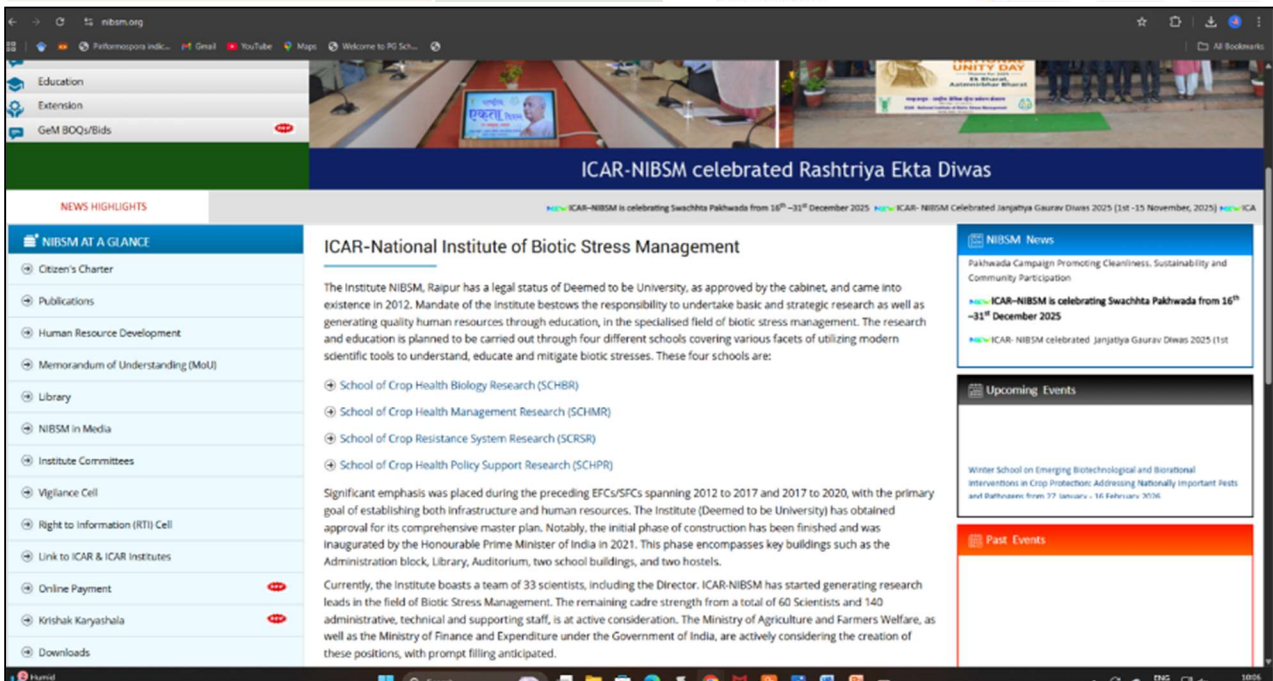
ICAR–NBAIM, Mau successfully organized *Swachhata Pakhwada* from 16 to 31 December 2025. During this period, the institute conducted 16 diverse activities focused on cleanliness, awareness, community engagement and environmental responsibility. Major activities included administration of the Swachhata Pledge, campus and laboratory cleanliness drives, plantation and green initiatives, campaigns on elimination of single-use plastics, “waste to wealth” demonstrations, community shramdaan, student competitions, and farmers’ outreach activities linked to Kisan Diwas. A Press Conference was organized at the culmination of the programme. The Director ICAR-NBAIM highlighted that cleanliness is not limited to physical sanitation; rather, it forms the foundation of sustainable agriculture, safe food systems, and a healthy environment. He emphasized the strong linkage between cleanliness, soil health, microbial diversity, and human well-being. Key activities and achievements under Swachhata Pakhwada were discussed. During the media interaction, questions from print and electronic media were addressed, and the institute reiterated its commitment to continue Swachhata activities as a regular, institutionalized practice. The programme witnessed enthusiastic participation from scientists, staff, students, farmers, and members of the local community. The event concluded with a vote of thanks and an appeal to adopt cleanliness as a daily habit and collective responsibility. Key outcomes - Clearly communicated that cleanliness is directly linked to soil health, microbes, food safety and human health. Showcased the successful organization of 16 Swachhata activities with wide participation. Promoted practical models like waste-to-wealth, composting, and scientific waste management. Strengthened engagement with farmers, students, staff and local community. Reinforced NBAIM’s commitment to make Swachhata a continuous, year-round institutional practice.





# National Institute of Biotic Stress Management, Raipur

Facebook: ICAR–National Institute of Biotic Stress Management, Raipur successfully organized Swachhata Pakhwada (16–31 December 2025) with enthusiastic participation of scientists, staff, students, farmers, youth, and local communities. The campaign included Swachhata Pledge, cleanliness drives, plantation programmes, waste-to-wealth awareness, plastic waste shramdaan, village outreach, Kisan Diwas celebration, signature campaigns, plogging events, walkathons, and community mobilization activities. These initiatives strengthened awareness on cleanliness, sustainable sanitation, waste management, environmental protection, and community participation, aligning with the vision of Swachh Bharat Mission. Together, we reaffirm our commitment towards a clean, green, and sustainable India. Twitter (X): ICAR–NIBSM, Raipur observed #SwachhataPakhwada 2025 with pledge, cleanliness drives, plantation, waste-to-wealth awareness, village outreach & mega plogging events.



## Vivekanand Parvatiya Krishi Anusandhaan Sansthan, Almora

Under the *Swachhata Pakhwada Programme*, a press conference was organized at ICAR–VPKAS, Almora to highlight various cleanliness-related activities involving farmers, dignitaries, and representatives from the print and electronic media. During the press meet, six media persons were present. The Swachhata Nodal Officer, Dr. Manoj Kumar, briefed the media representatives about the activities conducted under *Swachhata Pakhwada* from 16 December to 30 December 2025. The Director, ICAR–VPKAS, Dr. Lakshmi Kant, also interacted with the media and shared detailed information about the initiatives undertaken during the Swachhata Pakhwada. He responded to queries raised by the journalists and emphasized the importance of cleanliness and public participation in the programme.

Key outcomes: Media was sensitized about Swachhata Pakhwada activities conducted during 16–30 December 2025. Enhanced visibility of cleanliness initiatives of ICAR–VPKAS, Almora through print and electronic media. Effective interaction between institute officials and media, ensuring clarity and transparency.



## Indian Institute of Agricultural Biotechnology, Ranchi

During Swachhata Pakhwada–2025 (16–31 December), ICAR–Indian Institute of Agricultural Biotechnology (ICAR-IIAB), Ranchi implemented a series of coordinated cleanliness, awareness, and outreach activities in alignment with the objectives of the Swachh Bharat Mission. The programme commenced with Swachhata Pledge Day and awareness initiatives, followed by a “Waste to Wealth” programme emphasizing waste segregation and sustainable waste management practices. Systematic office cleaning, disposal of obsolete records and scrap, and e-office reviews were undertaken to enhance workplace efficiency. A comprehensive campus sanitation drive covered laboratories, offices, research farms, and common areas to ensure a clean and healthy institutional



environment. Environmental sustainability was promoted through a green plantation drive within the campus and sapling distribution to farm labourers. Community outreach activities, including Shramdaan in nearby villages, signature campaigns, nukkad natak, and active community participation, reinforced cleanliness and hygiene messages at the grassroots level. The observance of Kisan Diwas further integrated cleanliness, resource efficiency, and sustainable agriculture through farmer interactions and awareness programmes. The Pakhwada also included competitions and webinars on waste management and plastic pollution, village-level awareness programmes, capacity building on wastewater recycling and safe sewerage cleaning, plastic waste shramdaan, composting demonstrations, an anti-single-use plastic drive, and a walkathon with social media outreach. The programme concluded with Swachhata activities involving village leadership and scientists, supported by media coverage.

Today, a closing ceremony was observed where the organisers of this fortnight long programme at the institute acknowledged the contributions made by each and every participant who made this programme a grand success. Collectively, these initiatives strengthened awareness on hygiene, sanitation, plastic waste management, water conservation, and sustainable practices, reinforcing ICAR-IIAB's commitment to environmental responsibility and community engagement.



## National Institute of Seed Science & Technology, Mau

The press report on Swachhata Pakhwada, 16-31 December 2025, was sent to different newspapers. The news cuttings of 31.12.2025 newspapers are attached herewith. The events conducted during the Swachhata Pakhwad, 16-31 December 2025, were also publicized through the institute's Facebook account.

### राष्ट्रीय बीज विज्ञान एवं प्रौद्योगिकी संस्थान ने दिया स्वच्छता संदेश

संस्था अधिसूचना

माऊ। स्वच्छता पखवाड़ा कार्यक्रम के अंतर्गत भारतीय कृषि अनुसंधान परिषद के आदेशानुसार 16 दिसम्बर से 31 दिसम्बर तक स्वच्छता पखवाड़ा का आयोजन किया जा रहा है। इस अवसर पर स्वच्छता पखवाड़ा का शुभारंभ किया गया।



इस अवसर पर स्वच्छता पखवाड़ा का शुभारंभ किया गया।

स्वच्छता पखवाड़ा का शुभारंभ किया गया।

स्वच्छता पखवाड़ा का शुभारंभ किया गया।

### राष्ट्रीय बीज विज्ञान व प्रौद्योगिकी संस्थान ने दिया स्वच्छता का संदेश

स्वच्छता पखवाड़ा कार्यक्रम के अंतर्गत भारतीय कृषि अनुसंधान परिषद के आदेशानुसार 16 दिसम्बर से 31 दिसम्बर तक स्वच्छता पखवाड़ा का आयोजन किया जा रहा है। इस अवसर पर स्वच्छता पखवाड़ा का शुभारंभ किया गया।



स्वच्छता पखवाड़ा का शुभारंभ किया गया।

स्वच्छता पखवाड़ा का शुभारंभ किया गया।



# अपराध की कमाई पर प्रहार

पुलिस अधीक्षक ने अपराध की कमाई पर प्रहार किया। उन्होंने कहा कि अपराधियों को पकड़ने और उनके अपराधों को दबाने के लिए पुलिस को और भी अधिक प्रयास करना चाहिए। उन्होंने कहा कि अपराधियों को पकड़ने के लिए पुलिस को और भी अधिक प्रयास करना चाहिए।



पुलिस अधीक्षक ने अपराध की कमाई पर प्रहार किया। उन्होंने कहा कि अपराधियों को पकड़ने और उनके अपराधों को दबाने के लिए पुलिस को और भी अधिक प्रयास करना चाहिए। उन्होंने कहा कि अपराधियों को पकड़ने के लिए पुलिस को और भी अधिक प्रयास करना चाहिए।

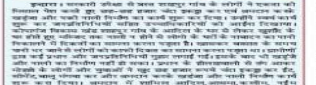
# पुलिस अधीक्षक ने की समीक्षा गोष्ठी



पुलिस अधीक्षक ने अपराध की कमाई पर प्रहार किया। उन्होंने कहा कि अपराधियों को पकड़ने और उनके अपराधों को दबाने के लिए पुलिस को और भी अधिक प्रयास करना चाहिए। उन्होंने कहा कि अपराधियों को पकड़ने के लिए पुलिस को और भी अधिक प्रयास करना चाहिए।

# जरा इधर भी देखो

भ्रमदायक कर प्राप्ति खूब बनाने लगे पकड़े गये हैं खंडावा



जरा इधर भी देखो भ्रमदायक कर प्राप्ति खूब बनाने लगे पकड़े गये हैं खंडावा

# जैविक उर्वरकों के प्रयोग को दे बढ़ावा, किसानों को करें जागरूक

कृषि विभाग के अधिकारियों ने किसानों को जैविक उर्वरकों के प्रयोग के बारे में जागरूक करने के लिए प्रयास किया। उन्होंने कहा कि जैविक उर्वरकों का प्रयोग किसानों के लिए अधिक लाभदायक है।

# राष्ट्रीय बीज विज्ञान एवं प्रौद्योगिकी संस्थान ने दिया स्वच्छता संदेश

राष्ट्रीय बीज विज्ञान एवं प्रौद्योगिकी संस्थान (ICAR-CIRCOT) ने किसानों को स्वच्छता के संदेश दिया। उन्होंने कहा कि स्वच्छता किसानों के लिए अधिक लाभदायक है।

# ग्रामीण क्षेत्रों में उद्योग स्थापित करने के प्रति किया गया जागरूक

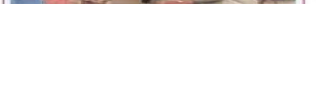
ग्रामीण क्षेत्रों में उद्योग स्थापित करने के प्रति किया गया जागरूक



ग्रामीण क्षेत्रों में उद्योग स्थापित करने के प्रति किया गया जागरूक

# शांतिर कोर निरस्तार, ककरो से घायल

शांतिर कोर निरस्तार, ककरो से घायल



# गोरखपुर में सपा नेता अमरेंद्र निषाद पर जानलेवा हमला, बाल-बाल बचे

गोरखपुर में सपा नेता अमरेंद्र निषाद पर जानलेवा हमला, बाल-बाल बचे



# राष्ट्रीय बीज विज्ञान एवं प्रौद्योगिकी संस्थान ने दिया स्वच्छता संदेश

राष्ट्रीय बीज विज्ञान एवं प्रौद्योगिकी संस्थान (ICAR-CIRCOT) ने किसानों को स्वच्छता के संदेश दिया। उन्होंने कहा कि स्वच्छता किसानों के लिए अधिक लाभदायक है।



# ग्रामीण क्षेत्रों में उद्योग स्थापित करने के प्रति किया गया जागरूक

ग्रामीण क्षेत्रों में उद्योग स्थापित करने के प्रति किया गया जागरूक



# Agricultural Engineering Division (ICAR)

# ICAR-CIRCOT, Mumbai

**Activity :** Organization of press conference for highlighting the activities of Swachh Bharat Pakhwada by involving all stake holders | including farmers/ VIPs/ press and electronic media.

Ginning Training Centre, ICAR-CIRCOT, Nagpur organized a Press Conference for highlighting the activities of Swachh Bharat Pakhwada by involving stake holders and famers on Dec 31, 2025. Dr. K.Pandiyan, Sr. Scientist & Officer In-Charge, GTC, Nagpur, welcomed the stake holders and briefed about the programme. He highlighted the activities undertaken by ICAR-CIRCOT during Swachhta Pakhawada. He mentioned that GTC had undertaken meetings of farmers and stake holders at those villages to campaign about importance of cleanliness, hygiene and sanitation. On the occasion of National farmers day on Dec 23, 2025 about 130 farmers and stakeholders were sensitized at GTC, Nagpur. Also, along with farmers and stakeholders cleaning activities were undertaken in villages. Er. D. U. Patil, CTO encouraged about the health and hygiene literacy, environmental and personal hygiene. Other Staff members also shared their views and experience on Swachh Bharat Abhiyaan. All the permanent and contractual staff of GTC, Nagpur participated in the program. Swachh Bharat Pakhwada programme created awareness about sanitation practices, and increase the sanitation facilities at office.





## **ICAR-CIAE, Bhopal**

The closing ceremony of Swachhata Pakhwada was organized at ICAR-CIAE, Bhopal on 31 December 2025. Dr. Manoranjan Mohanty, Director, ICAR-Indian Institute of Soil Science, Bhopal was the Chief Guest of the occasion. At the start, Dr. R.K. Singh, Principal Scientist & Acting Nodal Officer of the campaign, provided an overview of the activities undertaken during December 16-30, 2025 with the aim of increasing mass awareness about the importance of environmental cleanliness. Dr. C.R. Mehta, Director, ICAR-Central Institute of Agricultural Engineering, Bhopal, emphasized the importance of cleanliness for better health and stressed on conducting cleanliness activities in mission mode throughout the year. Dr. Manoranjan Mohanty, Director, ICAR-Indian Institute of Soil Science, Bhopal, highlighted the importance of wastewater treatment, adopting a citizen-centric approach, and increasing environmental awareness for cleanliness. Dr. Karan Singh, Pr. Scientist proposed the Vote of Thanks. Staff of the Institute and KVK were present in the programme. Staff members of Regional Station, Coimbatore participated in the event in online mode.



## **ICAR-CIPHET, Ludhiana**

On December 31, 2025, a significant press conference was organized jointly by the staff of ICAR-Central Institute of Post-Harvest Engineering and Technology (ICAR-CIPHET) and Krishi Vigyan Kendra (KVK) to highlight the activities of the Swachh Bharat Pakhwada (Clean India Fortnight). The event included all relevant stakeholders, including farmers, institute scientists, sanitation staff, and representatives of print and electronic media. Farmers were sensitized on the importance of cleanliness in agricultural and rural contexts, while the dedicated services of sanitation workers were acknowledged and appreciated. Media coverage ensured wider dissemination of Swachh Bharat messages, thereby enhancing public awareness and reinforcing the institute's commitment to the objectives of the Swachh Bharat Abhiyan. Swachhata activity also carried out in the premises of the institute, where areas containing mixed waste were utilized to practically demonstrate the importance of scientific waste disposal and segregation.

The programme was successfully organized with the guidance and support of the Director, ICAR-CIPHET, and the Swachh Bharat Abhiyan Nodal Officer.



Creating awareness through press conference



Swachhata drive

## ICAR-IASRI, New Delhi

### Background

ICAR–IASRI actively observed *Swachhata Pakhwada 2025* from 16 December to 31 December 2025 in alignment with the guidelines issued by ICAR Headquarters under the Swachh Bharat Mission. A series of cleanliness, awareness, and outreach activities were organized during the fortnight with enthusiastic participation from all categories of staff.

To formally conclude the fortnight-long activities and to reflect upon the outcomes and learnings, a **Valedictory Function** was organized on **31 December 2025** at ICAR–IASRI.

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## 2. Programme Proceedings

The valedictory function commenced with the welcome of the Chief Guest, **Dr. K. P. Singh, ADG (Farm Engineering), ICAR**, and the Director, ICAR–IASRI. Officers and staff members of the institute were present in good strength, reflecting collective commitment towards the objectives of Swachhata Pakhwada.

A **detailed presentation** was made during the programme highlighting the various activities conducted during Swachhata Pakhwada, which included:



- Cleanliness drives within the institute premises and around residential areas
- Review and weeding out of old records and disposal of scrap items as per norms
- Awareness activities including pledge-taking ceremony and video shows on cleanliness and reduction of single-use plastics
- Painting competition and other participatory activities to promote cleanliness awareness
- Initiatives on digitalization and e-office implementation

The presentation comprehensively showcased the planning, execution, participation, and impact of the activities carried out during the Pakhwada.

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### **3. Address by the Chief Guest**

**Dr. K. P. Singh, ADG (Farm Engineering), ICAR**, in his address, appreciated the efforts made by ICAR–IASRI in organizing and successfully implementing Swachhata Pakhwada activities in a structured and meaningful manner. He emphasized that cleanliness should not be viewed as a one-time activity but as a continuous habit and collective responsibility.

Dr. Singh highlighted the importance of integrating cleanliness with scientific institutions' daily functioning and encouraged staff members to adopt sustainable practices both at the workplace and in their personal lives. He commended the institute for involving staff beyond office premises, thereby extending the message of Swachhata to the wider community.

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### **4. Address by the Director, ICAR–IASRI**

The **Director, ICAR–IASRI**, in his valedictory address, expressed satisfaction over the enthusiastic participation of officers and staff throughout Swachhata Pakhwada 2025. He underscored that such initiatives not only improve physical cleanliness but also foster discipline, efficiency, and a sense of ownership among employees.

The Director acknowledged the coordinated efforts of the Swachhata Pakhwada organizing team and reiterated the institute's commitment to sustaining cleanliness standards throughout the year. He encouraged continued adherence to cleanliness, proper record management, digitalization, and environmentally responsible practices.

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### **5. Conclusion**

The valedictory function marked a successful conclusion of Swachhata Pakhwada 2025 at ICAR–IASRI. The programme served as a platform to review achievements, reinforce the message of cleanliness, and renew collective commitment towards the goals of the Swachh Bharat Mission.

The institute reaffirmed its resolve to carry forward the spirit of Swachhata beyond the designated fortnight and to embed cleanliness and sustainability into routine institutional practices.

## ICAR-NINFET, Kolkata

Date	Summary of Activities	Participants
31.12.2025	<p>The Closing Ceremony of Swachhta Pakhwada 2025 was organized at the Institute Auditorium. The programme was presided over by Dr. L. K. Nayak, Head, TOT Division &amp; Director (Officiating), ICAR-NINFET.</p> <p>Sh. Tuhin Ghosh, Nodal Officer, Swachh Bharat Abhiyaan (SBA), presented a detailed overview and glimpses of the fortnight-long activities conducted during Swachhta Pakhwada. The prize winners of various competitions organized during the Pakhwada were announced and felicitated with tokens of appreciation by the Director (Officiating), Heads of Divisions, and the Head of Office. Wards of staff members who participated in the competitions were also present and took part in the valedictory programme. Dr. S. Debnath, Head, MP Division; Dr. D. P. Ray, Head, C&amp;BP Division; and Sh. Sudipta Gupta, Head of Office, highlighted the activities undertaken during the Pakhwada and emphasized the importance of such awareness programmes in promoting cleanliness.</p> <p>In his address to the august gathering, Dr. L. K. Nayak, Head, TOT Division &amp; Director (Officiating), stressed the significance of the Swachhta programme and highlighted the role of ICAR-NINFET in furthering the objectives of the Swachh Bharat Mission.</p> <p>The programme concluded with a vote of thanks proposed by Sh. Amit Das, Member Secretary, SBA.</p>	60 Nos.



Closing Ceremony of Swachhta Pakhwada 2025



Presentation of glimpses of the fortnight-long activities by Nodal Officer, SBA





Prize distribution to Wards of Staff Members



Prize distribution to Staff Members