

ICAR Takes up Swachhata activities under Swachhata Hi Seva (SHS) Campaign

“Swachhotsav” Observed from 21st to 23rd September

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As part of the ongoing Swachhata Hi Seva (SHS) Campaign 2025 and the year’s overarching theme “Swachhotsav”, the Indian Council of Agricultural Research (ICAR) and its network of institutes and Krishi Vigyan Kendras (KVKs) conducted a series of focused activities from 21st to 23rd September 2025 to promote cleanliness, health, and environmental sustainability.

On 21st September, Safai Mitra Suraksha Shivirs were organized to prioritize the health and welfare of sanitation workers. These included preventive health check-ups and facilitation of linkages to government welfare schemes, reflecting ICAR’s commitment to safeguarding the well-being of these vital frontline workers.

On 22nd September, a symbolic Human Chain was formed by ICAR staff, students, and community members to demonstrate collective responsibility towards cleanliness. The day also featured awareness activities centered on the principles of Reduce, Reuse, and Recycle, promoting sustainable waste management practices.

The campaign culminated on 23rd September with the Clean Green Utsav, featuring eco-friendly and zero-waste celebrations alongside extensive cleaning drives in rural and urban areas. These efforts underscored the importance of environmental stewardship and community participation in creating a cleaner, greener India.

Implemented across ICAR’s 113 research institutes, 731 KVKs and other establishments nationwide, these activities reached thousands of stakeholders including farmers, students, and local communities. Through these sustained efforts under “Swachhotsav,” ICAR not only reinforced its active role in the Swachh Bharat Mission but also fostered a culture of cleanliness, health awareness, and environmental responsibility that will contribute to long-term sustainable development across rural and urban India. These activities exemplified ICAR’s unwavering commitment to fostering a cleaner, greener, and more sustainable environment.

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