

DARE-ICAR Promotes Swachhata Awareness Among School Children During Swachhata Hi Seva Campaign

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The Department of Agricultural Research and Education (DARE) and Indian Council of Agricultural Research (ICAR), along with its institutes and branches across the country, are undertaking various initiatives to promote cleanliness, sanitation and environmental awareness as part of the Swachhata Hi Seva Campaign. The initiatives aim to strengthen public participation in Swachhata and encourage citizens, particularly school children, to adopt cleanliness and environmentally responsible practices.

As part of the campaign, DARE-ICAR and its institutes in the North-Eastern Region have undertaken Swachhata activities in and around educational institutions and local communities, with a focus on engaging school children with the values of cleanliness, sanitation and environmental conservation.



The team of experts from ICAR-Agricultural Technology Application Research Institute (ATARI), Guwahati, identified an initiative in North Sikkim aimed at sensitising students to the importance of Swachhata and sustainable waste management. An exposure visit to Krishi Vigyan Kendra (KVK), North Sikkim, was organised to familiarise students with cleanliness practices and vermicomposting, providing them an opportunity to understand the conversion of organic waste into useful compost.

Similarly, Krishi Vigyan Kendra, Ri Bhoi, under ICAR Research Complex for North Eastern Hill Region, Meghalaya, organised cleanliness activities in nearby villages and roadside areas around the KVK. Employees of the organisation and local residents participated together in the cleanliness drive, reinforcing the message of community participation and shared responsibility towards a clean environment.



Through such initiatives, DARE-ICAR and its network of institutions are contributing to the Swachhata Hi Seva Campaign by taking the message of cleanliness beyond institutional premises and encouraging participation among students, communities and citizens. The initiatives also highlight the importance of linking Swachhata with environmental awareness and sustainable practices at the grassroots level.

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