

ICAR-CIRB Organises Swachhata Samvad to Promote Cleanliness and Jan Bhagidari

Day-VIII Swachhata Samvad at ICAR-CIRB Promotes Cleanliness and Waste Management Awareness

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As part of the ongoing Swachhata Hi Seva 2026 campaign being organised under the theme “Swachhta Mein Sahbhag – Swachh Bharat, Viksit Bharat,” the Indian Council of Agricultural Research–Central Institute for Research on Buffaloes (ICAR-CIRB), Hisar, organised a Swachhata Samvad on 24 September 2026. The initiative was aimed at promoting cleanliness, awareness and active participation among contractual staff and Young Professionals (YPs), while encouraging a clean and hygienic workplace



The activity was organised in accordance with the Day-VIII action plan, which envisages Swachhata Samvad as a platform for dialogue and discussion to enhance participation in cleanliness initiatives and promote awareness about hygiene and sustainable waste management. Around 20 participants took part in the interactive programme.

Instead of a conventional lecture-based approach, the Samvad encouraged participants to openly share their experiences, observations and suggestions on practical cleanliness-related issues in their homes, workplaces and surrounding areas. Discussions focused on preventing littering, responsible waste disposal, reduction and proper use of plastic, waste segregation and adoption of sustainable cleanliness practices.



The interaction highlighted that cleanliness is not merely a sanitation activity but a shared social responsibility requiring consistent behavioural changes and Jan Bhagidari. Participants discussed how simple practices such as avoiding littering, reducing unnecessary plastic use, segregating waste and ensuring proper disposal can collectively contribute to cleaner and healthier surroundings.

The programme concluded with a collective commitment by the participants to promote cleanliness, responsible waste management and sustainable habits in their respective surroundings. The initiative reflected the spirit of “Swachhta Mein Sahbhag” by encouraging dialogue, participation and collective responsibility towards a cleaner and healthier society.

SS/MS

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