



Department of Agricultural Research and Education - Indian Council of Agricultural Research's Swachhata Hi Seva 2026: From Participation to a Viksit Bharat

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The Indian Council of Agricultural Research (ICAR), along with its 114 Institutes, Regional Centres, Agricultural Technology Application Research Institutes (ATARIs) and Krishi Vigyan Kendras (KVKs), is participating in the fortnight-long Swachhata Hi Seva (SHS) 2026 campaign from 17 September to 2 October 2026 under the theme “Swachhata Mein Sahbhag, Swachh Bharat, Viksit Bharat”. The campaign is being implemented across the ICAR system in both letter and spirit, in accordance with the prescribed five-pillar framework and the date-wise action plan. It commenced on 17th September 2026 with the Swachhata Pledge administered by the Secretary, DARE & DG, ICAR, in the presence of senior officers, including the AS&FA, and was also introduced through video conferencing to ICAR Institutes and establishments across the country.

For wider dissemination and outreach, Press releases have been issued by ICAR Headquarters on the activities undertaken under the campaign, while ICAR Institutes and establishments have also been independently undertaking publicity and outreach through local print media, display of banners and other appropriate communication channels. At both Headquarters and institutional levels, the campaign and its activities are also being disseminated through social media platforms, including Facebook, X and Instagram, thereby extending the message of Swachhata beyond the ICAR network to wider and more diverse audiences, particularly digitally engaged audiences and the younger generation, including Gen Z.

Major Activities under the Five Pillars

1. Transformation of Cleanliness Target Units (CTUs) and Clean Public Places

Under this pillar, ICAR Institutes and establishments have undertaken identification and transformation of black and dark spots across urban and rural areas, including locations such as bus stands along highways, institutional premises, research fields and other public spaces. Cleanliness drives have been complemented by beautification and improvement of these spaces, with participation of staff, students and local communities, wherever applicable, to create visibly cleaner and more welcoming public areas.

2. Swachh Paathshala: Yuva for Swachhata

Under this pillar, ICAR Institutes, ATARIs and KVKs have actively engaged students and youth in Swachhata activities, harnessing their zeal and enthusiasm through cleanliness drives, awareness activities, demonstrations, competitions and other participatory initiatives. The emphasis has been on inculcating the values of Swachhata among young participants so that these values are imbibed as part of their everyday conduct and sustained beyond the campaign.

3. Safai Mitra Suraksha Evam Samman Shivir

Under this pillar, ICAR Institutes and establishments have undertaken activities focused on the safety, health, dignity and social welfare of Safai Mitras. Efforts have included promoting awareness and access to social welfare schemes, including VB-GRAMG and PMAY, along with cleanliness of public toilets and other sanitation facilities. The activities also seek to reinforce Mahatma Gandhi's message that no work is menial or insignificant, while recognising the dignity and contribution of those engaged in sanitation and cleanliness.

4. Jan Bhagidari for Swachhata

Under this pillar, ICAR Institutes and establishments have promoted active participation in Swachhata activities, with a focus on environmental responsibility and the role of citizens as major stakeholders in maintaining clean public spaces. This has included cleanliness drives at Visarjan sites, riverbanks, ghats and other public areas, along with Clean Green Festivities, eco-friendly and zero-waste celebrations, composting of flower waste and offerings, and other community-oriented initiatives.

The campaign has also included a focus on Swachh Tourist Spots, with emphasis on promoting Swachhata at ASI monuments, tourist destinations and other public spaces, including through cleanliness drives and illumination of monuments with the Swachhata message. These efforts seek to draw greater public attention to the cleanliness and upkeep of heritage and tourist spaces, while encouraging responsible tourism and greater citizen participation in maintaining such places.

5. Swachhata Se Samriddhi

Under this pillar, ICAR Institutes and establishments have promoted the principles of Reduce, Reuse and Recycle through activities such as Waste to Art, Kabaad Se Jugaad, reuse and recycling drives, plastic-free initiatives and creative utilisation of waste materials. Emphasis has also been placed on converting waste into useful and aesthetically meaningful products, promoting awareness on responsible waste management and reinforcing the message that waste can be transformed into a resource.

Documentation and Reporting

The activities undertaken across the ICAR network are being documented through daily photographs being uploaded on the SHS portal. Compiled daily reports along with photographs are being forwarded to DKMA for uploading on the ICAR website, facilitating regular documentation and dissemination of the campaign activities.

Culmination and Way Forward

The campaign will culminate on 1 October 2026 with participation in the nationwide "Ek Din, Ek Ghanta, Ek Saath" initiative through collective shramdaan and cleanliness activities, followed by the observance of Swachh Bharat Diwas on 2 October. The culmination will focus on showcasing transformed cleanliness target units and public spaces, undertaking appropriate cleanliness and shramdaan activities, promoting plantation and green spaces under "Ek Ped Maa Ke Naam", and recognising contributors, as appropriate. Through these activities, the ICAR system has sought to integrate cleanliness with public participation, youth engagement, environmental responsibility, dignity of sanitation workers and responsible waste management, while extending the message of Swachhata beyond institutional premises into communities and public spaces and reinforcing it as a sustained collective responsibility.

Swachhata through the Lens:



Pledge



Before



After



Cleaning the visarjan site, being a responsible stakeholder



Kabaad se Jugaad



Waste to Art

SS/MS

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