



INDIAN COUNCIL OF AGRICULTURAL RESEARCH

Krishi Bhawan, New Delhi-110001

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Massive community mobilization for Plastic Waste Shramdaan: Awareness on waste management & other activities including utilization of organic wastes/ generation of wealth from waste, polythene free status. Curb the use of Single Use plastic (SUP) and discourage the use of plastic in the office. Composting of kitchen and home waste materials, promoting clean & green technologies and organic farming practices in new area.

Crop Science Division

Indian Institute of Rice Research (IIRR), Hyderabad

Number of participants: 50

Summary of the Activity:

A team of scientists from ICAR-IIRR Dr. Anantha M S, Senior Scientist; Dr. Jyothi Badri, Senior scientist, Dr Satish Chauhan and Mr Shitanshu Kumar, CAO led the programme:

The Swachhta Pakhwada Programme was successfully conducted on 28th December 2025 at Rajendranagar Farm, ICAR-IIRR. The programme was organized with the objective of creating awareness among skilled workers and other staffs of our institute about the importance of plastic waste management. The importance of Reduce, Reuse and Recycle of plastic was promoted. Utilization of organic wastes/generation of wealth from waste was practiced. ICAR IIRR institute was declared as polythene free campus. More emphasis was given to curb the use of Single use plastic and discourage the use of plastic in the office. Conversion of biodegradable wastes from farm and office into compost was demonstrated.

At the conclusion of the programme, the Swachhta Pledge was administered.

The programme was conducted successfully with active participation from IIRR staff contributing to the objectives of the Swachh Bharat Mission.

Key Outcomes:

- Reduce, Reuse and Recycle of plastic
- Conversion of farm and office waste into compost
- Ban on single use plastic
- IIRR declared as plastic free zone.



Indian Institute of Wheat and Barley Research, Karnal

Number of participants: 50

Summary of the activity:

The ICAR-Indian Institute of Wheat and Barley Research (ICAR-IIWBR), Karnal, organized a Swachhta (Cleanliness) Drive at the Karnal Hostel campus and surrounding areas on 28 December 2025 as part of the Swachhta Pakhwada Action Plan (16-31 December 2025). The activity was conducted in line with Mahatma Gandhi's vision of a Clean India. The programme was coordinated by Dr. Prem Lal Kashyap, Senior Scientist (Plant Pathology), and Sh. Yogesh Kumar, CTO, ICAR-IIWBR. Students from ICAR-IARI, MU Karnal Hub residing in the Karan Hostel, along with institute employees and contractual staff, actively participated in cleaning key locations of the campus. The initiative aimed to create awareness about cleanliness,

sanitation, and environmental hygiene, emphasizing the importance of maintaining clean surroundings and collective responsibility towards nature.

Key Outcomes:

- Enhanced awareness about cleanliness and environmental hygiene among participants
- Active community engagement involving students, staff, and contractual workers
- Improved cleanliness of the hostel campus and surrounding areas
- Reinforcement of the message that clean surroundings contribute to a healthy and sustainable environment
- Positive visibility of the Swachhta initiative through social media sharing



Indian Institute of Millets Research (IIMR), Hyderabad

Number of participants: 20

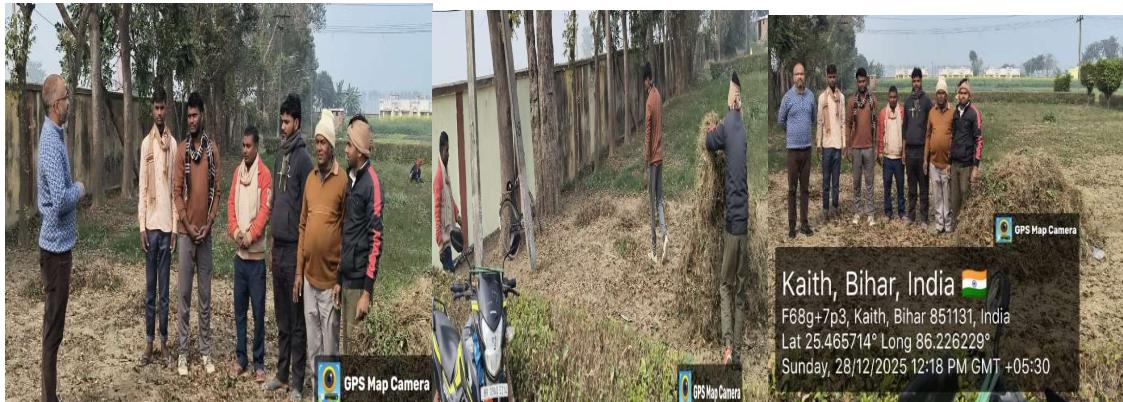
Summary of the Activity: The different methods to effectively manage the kitchen and home waste and preparation of organic manure from the waste was demonstrated to the women members. The awareness was created on separation of green waste, which decomposes to produce organic manure and the waste with plastics and electric waste, which does not decompose and pollutes the surrounding soil and water bodies by demonstrating the separation of waste material in different dustbins. Around 25-30 women members participated in the kitchen or home waste management activity. Further, an awareness activity on plastic management and its importance in reduced usage or say no to single use plastics was conducted. In this activity separate group of 25-30 women members participated. The harmful effects of plastic to the nature especially to soil degradation and its effect to natural fauna and flora was demonstrated to the participants. The importance of cleanliness and maintenance of greenery in the office campus was also highlighted in the awareness program.

Key Outcomes: Awareness is created on harmful effects of single use plastic to the soil and also to the nature earth, demonstrated the separation of kitchen waste based on the type of waste material and kitchen waste management to generate organic manure and also created awareness on importance of maintaining the office campus clean and green.



India Institute of Maize Research, Ludhiana

On the occasion of Swachhta Hi Sewa 2025, at RMR-SPC, Kushmahaut, Begusarai, Bihar a plastic and garbage free drive was organized, involving the children, staff and Scientist of the regional center. All the staff have been conveyed with the importance of cleanliness, discouraging the use of single use plastic and plastic items in the office.



Indian Institute of Oilseeds Research, Hyderabad

Number of participants: 24

Summary of the activity:

As part of the scheduled activities under Swachhata Pakhwada, an awareness campaign was conducted at Bhavani Colony, Hyderabad on disposal of waste for their effective utilization and / or management on December 28th, 2025. Further, the focus of the campaign was wealth from waste, organic waste for composting, polythene free status etc. for cleanliness and sanitation. Village youth were eager enough to learn the waste management technologies generated in ICAR institutes. Few village youths have shown interest to participate in the entrepreneurship development program organized by ICAR-IIOR at regular intervals. The program highlighted the importance of maintaining clean environment by separating degradable waster and non-degradable waste, and methods of composting degradable waste for usage in the kitchen gardens etc. Participants were sensitized on the green energy and green waste management. On the spot solutions for organic waste management was also explained in details to the residents of Bhavani colony. Some of the common areas were also cleaned.

Outcome: Participants were sensitized on the separation of degradable and non-degradable waste besides minimal use of plastics.



Indian Institute of Groundnut Research, Junagadh

Number of participants: 34

Summary of the Activity:

- As part of *Swachhata Pakhwada*, an awareness lecture was organized to sensitize participants on plastic waste management and sustainable environmental practices.
- The lecture focused on responsible waste management, reduction of plastic usage and the concept of wealth generation from waste, with special emphasis on the utilization of organic waste.
- Key themes included achieving polythene-free status, curbing the use of Single Use Plastic (SUP) and discouraging plastic use in office premises.
- The session also highlighted composting of kitchen and household waste, promotion of clean and green technologies, and adoption of organic farming practices in new areas.
- The lecture was delivered by Dr. Suhas Vyas, Head, Department of Life Sciences, BKNMU, Junagadh, who shared scientific insights and practical approaches for sustainable living.

Key outcomes:

- Improved awareness among participants on plastic waste management and environmental sustainability.

- Increased understanding of the harmful effects of Single Use Plastic and the need for polythene-free practices.
- Enhanced knowledge on composting of household organic waste and its role in waste reduction.
- Motivation to reduce plastic use in offices and daily life.
- Encouragement for adopting clean & green technologies and organic farming practices.



Indian Institute of Pulses Research, Kanpur

Number of participants: 20

स्वच्छता के बारे में लोगों को जागरूक किया गया तथा आगे भी स्वच्छता को बनाये रखने हेतु कहा गया।

स्वच्छता पखवाड़ा 2025 के अंतर्गत दिनांक 28.12.2025 को संस्थान के कार्यालय व आवासीय परिसर में डॉ. अनूप चंद्रा, व० वै० व श्री. शिव शरण सिंह, प्रभारी सफाई के द्वारा विशेष सफाई अभियान चलाया गया तथा साथ ही लोगों को Kitchen से निकले वाले कचरे को किचन गार्डनिंग व अन्य जगह उपयोग मे लेने हेतु जागरूक किया। भविष्य में सफाई व्यवस्था को बनाये रखने हेतु लोगों को प्रेरित किया गया। कार्यक्रम से सम्बंधित फोटोग्राफ सलग्न किये जा रहे हैं।



Indian Sugarcane Research Institute, Lucknow

Number of participants: 40

Summary of the Activity:

Under the ongoing **Swachhata Pakhwada (16-31 December 2025)**, A massive community mobilization drive on Plastic Waste Shramdaan was organized at the ISRI campus and nearby public places on 28.12.2025 to promote awareness on responsible waste management and polythene-free practices. The activity focused on curbing the use of Single Use Plastics (SUP), discouraging plastic use in offices, and encouraging the composting of kitchen and household waste for wealth-from-waste initiatives. Awareness was also created on the utilization of organic waste, promotion of clean and green technologies, and adoption of organic farming practices in new areas. The activity was coordinated under the leadership of Dr. M. K. Singh, HOD, Agricultural Engineering Division, with active support from the team members: Dr. S. I. Anwar, Dr. H. S. Pandey, Dr. Shyam Nath, Dr. R. U. Modi, Sh. Saryu Prasad, Sh. Pankaj Patel, and Sh. Sachin who involved and contributed community participation and environmental awareness. In addition, the staff of ICAR-ISRI, Regional Station, KVK also participated in the activities at their respective places.

Key Outcomes: The activity led to increased community awareness on plastic waste management and polythene-free practices in and around the ISRI campus. Participants were motivated to reduce Single Use Plastics and adopt eco-friendly alternatives. Composting and wealth-from-waste practices were promoted through organic waste utilization. The campaign strengthened clean and green technologies, encouraged organic farming orientation in new areas, and enhanced public participation and collective responsibility toward a cleaner environment.



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

Number of participants: 83

Composting of biodegradable waste management & other activities on generate of wealth for waste is of prime importance in maintain a healthy surrounding. A vermicompost unit is functional in the institute. Kitchen wastes from the Scientists Home and residences, cowdung from farm are being collected regularly and composted. This serves as a model to the visitors to the Institute and nearby villagers.

Campaign on cleanliness was conducted in a nearby area and a flier of information on hygienic practices was distributed to the local public of the area.



Central Research Institute for Jute & Allied Fibres, Barrackpore

Number of participants: 20

Summary of the activity:

During the programme, participants were made aware of the harmful effects of Single Use Plastic on the environment and human health. They were encouraged to completely avoid the use of such plastics in their daily lives and to switch to eco-friendly alternatives like cloth bags, steel containers, and other reusable materials. Special emphasis was given to reducing and discouraging the use of plastic within office premises to set an example of responsible behaviour.

A large-scale cleanliness drive was conducted with active participation from staff members and members of the local community. As part of this drive, plastic waste was collected from office areas and nearby public places. The collected plastic waste was properly segregated and disposed of through appropriate waste management channels, ensuring that it did not harm the environment.

In addition, practical demonstrations and interactive discussions were organized to educate participants about composting of kitchen and household organic waste. The benefits of home composting were explained, highlighting how organic waste can be converted into useful manure. Participants were motivated to adopt composting practices at home, thereby reducing waste generation and promoting the concept of “wealth from waste.”

The programme also focused on promoting clean and green technologies that help protect the environment. Participants were encouraged to adopt organic farming practices and other sustainable methods as long-term solutions for environmental conservation. Overall, the activities helped raise awareness and inspired participants to actively contribute towards a cleaner, greener, and more sustainable environment.

Outcome:

The programme enhanced awareness on plastic waste management and discouraged the use of Single Use Plastic. The cleanliness drive improved the surroundings, while composting demonstrations promoted the concept of wealth from waste. Overall, the activities encouraged adoption of eco-friendly practices and strengthened commitment towards a clean and green environment.



National Institute for Research on Commercial Agriculture, Rajahmundry

Number of participants: 122

Summary of the activity:

On 28 December 2025, ICAR-NIRCA organized a Massive Community Mobilization Programme for Plastic Waste Shramdaan as part of its sustained efforts towards promoting Swachhata, environmental sustainability, and responsible waste management practices. The programme aimed at creating awareness among the community on plastic waste management, reduction of single-use plastics (SUPs), and adoption of eco-friendly alternatives.

The programme emphasized awareness on waste segregation, scientific waste management, and utilization of organic wastes for wealth generation. Participants were sensitized on composting of kitchen and household biodegradable waste, vermicomposting, and conversion of organic waste into value-added inputs for agriculture. Practical demonstrations and interactive sessions highlighted the economic and environmental benefits of waste-to-wealth initiatives.

A major focus of the campaign was on achieving and maintaining a polythene-free status, with special emphasis on curbing the use of single-use plastics (SUPs). Participants were encouraged to adopt reusable and biodegradable alternatives and to actively discourage the use of plastic materials within office premises and public spaces. ICAR-NIRCA officials reiterated institutional commitment towards creating a plastic-free workplace. As part of the Shramdaan activity, community members, staff, and volunteers actively participated in the collection and segregation of plastic waste from the identified locality. The collected plastic waste was segregated and disposed of through appropriate channels, reinforcing the message of collective responsibility towards environmental cleanliness.

Key Outcome:

The programme also promoted clean and green technologies, organic farming practices, and sustainable lifestyle choices in newly identified areas. Awareness was created on reducing chemical inputs in agriculture and adopting eco-friendly practices that support soil health and environmental conservation.

The event witnessed enthusiastic participation from local residents, farmers, staff, and volunteers, resulting in heightened awareness and collective resolve towards plastic-free living, effective waste management, and sustainable development. The programme significantly contributed to strengthening community engagement in Swachhata initiatives and reinforced ICAR-NIRCA's role in promoting environmentally responsible practices.

Central Institute for Cotton Research, Nagpur & its Regional Stations at Sirsa and Coimbatore

Number of participants: 94

As part of the ongoing Swachhta Pakhwada (16–31 December 2025), a series of activities like Plastic waste Shramdaan, Swachhta Pledge to Utkharsha Vidya Mandir, Parsodi-Khapri students on Khapri ground were conducted at ICAR-CICR, Nagpur on 28th December 2025. Further, Swachhta on roads and cleanliness drive was conducted in Khapri bazaar and metro station surrounding areas. In this program 35 members including swachhta team, and sanitation helpers, garden cleaners of were participated. Signature campaigns were organised in public places of khapri and punarvasan saw 59 participants. This activity was coordinated by Dr. A. Manikandan and Mr. Rakesh Tiwari.



National Research Institute for IPM, New Delhi

Number of Participants: 14

Summary of the Activity:

Awareness was created by the NRIIPM staff to locals for composting of kitchen and home waste materials to promoting clean and green technologies and organic farming practices in kitchen gardens of residential colonies and at least one nearby village and proving on the spot technology

Key Outcomes:

Awareness created **regarding** Cleanliness and sanitation for overall health improvement and well-being of rural communities.

National Bureau of Agricultural Insect Resources, Bengaluru

Number of participants: 60

Summary of the activity:

- Awareness of waste management and other activities including Utilization of vegetables, fruit and kitchen wastage to convert into organic fertilizer using the black soldier fly technologies.

- More than 60 farmers were trained using the black soldier fly technologies and enhance their knowledge to convert the waste to wealth.

Key outcomes:

Enhanced farmer's knowledge in the field of nil use of plastic and utilize the black soldier fly technologies to convert the waste to wealth and increase the income of the farmers.



National Institute of Biotic Stress Management, Raipur

Number of participants: 25

Summary of the activity: Massive community mobilization for Plastic Waste Shramdaan: Awareness on waste management & other activities including utilization of organic wastes/generation of wealth from waste, polythene free status. Curb the use of Single Use plastic (SUP) and discourage the use of plastic in the office. Composting of kitchen and home waste materials, promoting clean & green technologies and organic farming practices in new area.

Key outcomes: As a part of Swachhta Pakhwada, Dr. Binod Kumar Choudhary and Dr. Mamta Choudhary were actively involved in awareness creation on "Waste to Wealth" management and related cleanliness initiatives. An awareness programme was conducted on effective waste management and conversion of waste into useful resources. Participants were sensitized about utilizing organic wastes such as weeds, grasses, and crop residues for wealth generation. The process of compost preparation using locally available biomass was explained in detail. The importance of segregating organic and inorganic waste at source was highlighted. Demonstrations showed how weeds and grasses, usually considered waste, can be valuable inputs. The benefits of compost in improving soil health and crop productivity were discussed. Emphasis was laid on reducing open dumping and burning of waste. The concept of circular economy at the village level was introduced. Community participation in waste management was encouraged. The programme motivated villagers to adopt sustainable waste utilization

practices. Awareness was also created on composting of kitchen and household waste materials through simple and low-cost methods. Participants learned about pit and heap composting techniques suitable for rural households. The role of compost in organic farming practices was emphasized. Clean and green technologies for waste recycling were promoted. The environmental benefits of composting, such as reduced landfill load and improved soil fertility, were explained. Villagers were encouraged to establish household compost units. The linkage between composting and sustainable agriculture was highlighted. Use of compost for kitchen gardens and field crops was demonstrated. The initiative promoted eco-friendly farming practices in newly covered areas. Overall, the activity strengthened adoption of organic and sustainable farming systems.



Vivekanand Parvatiya Krishi Anusandhaan Sansthan, Almora

Number of participants: 20

Cleanliness promotion through biocomposting under Swachhata Pakhwada

Report on Swachchata Programme (28 December 2025)

As part of Swachchata Pakhwada (16–31 December 2025), a Swachchata awareness programme on biocomposting was organized on 28 December 2025 by ICAR–VPKAS, Almora. The programme focused on scientific composting of different biological wastes, including household and kitchen waste, crop residues, and weed biomass, and other such material to promote sustainable waste management. Participants were sensitized about waste segregation, composting techniques, and the role of biocomposting in maintaining cleanliness and improving soil health. The programme emphasized the principles of Reduce, Reuse, and Recycle in alignment with the Swachchh Bharat Mission. The initiative encouraged adoption of eco-friendly practices for maintaining a clean and healthy environment. Apart from that the emphasis was also laid on **plastic waste management**, including segregation, reduction of single-use plastics, and safe disposal practices. The plastic material spread around the farm was also collected and removed. Staff members, sanitation workers and labours of the institute actively participated in the programme and were sensitized on source-level waste segregation and cleanliness practices.

Key outcomes: The programme has enhanced awareness among staff, sanitation workers and field labours on scientific biocomposting of household, agricultural, and weeds biomass wastes. This event also improved understanding of plastic waste management, including segregation, reduction of single-use plastics, recycling, and safe disposal practices.



Indian Institute of Agricultural Biotechnology, Ranchi

Number of participants: 17

Summary of the activity:

The event commenced with a Plastic Waste Shramdaan, where volunteers and participants joined forces to clean the local premises. This collective effort focused on the manual collection of littered plastic, emphasizing the importance of community responsibility in maintaining a clean and sustainable environment. To promote circular waste management, participants were taught how to convert organic kitchen and garden waste into nutrient-rich manure. The session highlighted how simple, at-home composting can significantly reduce the volume of waste sent to landfills. The program concluded with a vigorous Anti-Single-Use Plastic Drive. Through awareness posters and direct interaction, the team educated the participants on the environmental hazards of disposable plastics. We encouraged the adoption of eco-friendly alternatives, such as cloth bags and steel containers, to foster a plastic-free lifestyle.

Key outcomes: The initiative successfully combined physical action with practical education, empowering the community to transition from a 'throw-away' culture to a more sustainable, zero-waste approach.

Identification of plastic waste, lecture on composting and avoiding single use plastic



National Institute of Plant Biotechnology, New Delhi

Number of participants: 11

Summary of the report: On December 28, 2025, the NIPB activity team, led by Dr Navin C. Gupta, Senior Scientist (SS), and Mr Deepak Kumar Rathore (STA), organized Waste to Wealth activities at the NIPB's LBS premises. During the program, the importance of using organic waste materials from plants as green manure was demonstrated to the gardeners at the institute. The audience was encouraged to avoid single-use plastics and adopt cloth bags and reusable water bottles as part of their daily habits. It was also shown that mixing waste plant leaves with cow dung can promote healthy plant growth, reduce the need for chemical fertilizers, and lower nursery cultivation costs.

Key outcomes:

- Massive community mobilization for Plastic Waste Shramdaan.
- Awareness on waste management & other activities, including utilization of organic wastes/generation of wealth from waste, polythene-free status.
- Successful utilization of organic waste through composting and other sustainable methods, contributing to soil health improvement and reduced landfill burden.



FISHERIES SCIENCE DIVISION

Central Institute of Freshwater Aquaculture, Bhubaneswar

As part of the nationwide “**Swachhta Pakhwada**” campaign under the **Swachh Bharat Mission**, the **ICAR-Central Institute of Freshwater Aquaculture (ICAR-CIFA)** conducted a series of structured awareness activities to promote institutional hygiene and environmental sustainability. In accordance with **ICAR guidelines**, an awareness programme on waste management was organized at **ICAR-CIFA, Kausalyaganga, Bhubaneswar**, covering the office premises, guest house facilities, and the post office premises, with the objective of encouraging adoption of scientifically sound and sustainable waste management practices among staff members.

The programme focused on segregation of waste at source, scientific processing of organic waste through composting and vermicomposting, and promotion of the “**Wealth from Waste**” approach through recycling, material reuse, and application of circular economy principles to minimize waste generation and improve resource-use efficiency. Emphasis was also placed on achieving and sustaining a **polythene-free and single-use plastic-free campus** by systematically reducing disposable plastic items and promoting environmentally compatible alternatives and eco-friendly stationery. Staff members were sensitized to the environmental impacts of plastic pollution and encouraged to integrate sustainable practices into routine office operations.

The programme resulted in enhanced awareness, improved understanding of Swachh Bharat Mission objectives, and strengthened institutional commitment towards maintaining a clean, green, and plastic-minimal campus, thereby reinforcing ICAR cleanliness initiatives and contributing to long-term environmental sustainability through collective and responsible participation.



National Bureau of Fish Genetic Resources, Lucknow

Massive community mobilization for Plastic Waste Shramdaan

Swachhta Pakhwada (Dec. 16-31, 2025) program at ICAR-NBGR, Lucknow on 28.12.2025, an awareness on waste management & other activities including utilization of organic wastes/ generation of wealth from waste, polythene free status was conducted with staffs and school going students in **Residential colony**, with total participation of 19



Central Institute Fisheries Education, Mumbai

भारूअनुप-सीआईएफई, काकीनाडा केंद्र में स्वच्छता अभियान

आईसीएआर-सीआईएफई काकीनाडा केंद्र ने "स्वच्छता पखवाड़ा" अभियान के हिस्से के रूप में अपने कार्यालय परिसर में एक स्वच्छता पहल का आयोजन किया। कार्यक्रम में सभी वैज्ञानिकों, तकनीकी कर्मचारियों, प्रशासनिक कर्मियों, मल्टी-टास्किंग स्टाफ और संविदात्मक कर्मचारियों की सक्रिय भागीदारी थी। 28 दिसंबर, 2025 को सुबह 10:00 बजे शुरू हुए स्वच्छता अभियान में कार्यालय स्थानों, खेत क्षेत्रों, अनुसंधान सुविधाओं और छात्रावासों सहित विभिन्न क्षेत्रों की व्यापक सफाई शामिल थी। स्वच्छता अभियान के साथ, केंद्र ने स्वच्छता पखवाड़े के हिस्से के रूप में एक वृक्षारोपण पहल भी की।

Cleanliness Drive at ICAR-CIFE, Kakinada Centre

The ICAR-CIFE Kakinada Centre organized a cleanliness drive within its office premises as part of the "Swachhta Pakhwada" campaign. The program had an active participation from all scientists, technical staff, administrative personnel, multi-tasking staff, and contractual staff. Commenced at 10:00 AM on December 28, 2025, the cleanliness drive encompassed a comprehensive cleaning of various areas, including office spaces, farm areas, research facilities, and hostels. In conjunction with the cleanliness drive, the Centre also executed a plantation initiative as part of the Swachhta Pakhwada.





Agricultural Engineering Division

ICAR-CIRCOT, Mumbai

Activity : Stock taking of waste management & other activities including utilization of organic wastes/ generation of wealth from waste, materials. polythene free status, composting of kitchen and home waste farming Promoting clean & green technologies and organic at least practices in kitchen gardens of residential colonies and one nearby village and proving on the spot technology solutions.

As part of the observation of *Swachhta Pakhwada* during December 16-31, 2025, the ICAR-Central Institute for Research on Cotton Technology (CIRCOT), Mumbai, hosted a practical session titled "Aerobic Composting of Canteen Waste for Garden Manure." This initiative was designed to advance sustainable waste management and foster environmental responsibility.

The demonstration provided participants, comprising staff, students, and local community members, with actionable techniques to transform organic canteen / kitchen waste into nutrient-rich compost for gardening. Dr. N. Vigneshwaran, Principal Scientist & Head, CBPD, noted that aerobic composting is a vital and simple tool for reducing wastes from individual household and societies that can be used to revitalize soil quality in home garden. Supporting this, Director Dr. S.K. Shukla encouraged for the transition from chemical fertilizers to organic alternatives to combat pollution and build agricultural resilience. The programme concluded with a collective pledge to maintain cleanliness and adopt eco-friendly lifestyles.



Demonstration activity on Composting of kitchen and home waste materials

ICAR-CIPHET, Ludhiana

Activity: An awareness-cum-community mobilization programme was organised at ICAR-CIPHET, Ludhiana, for visiting farmers by the team comprising Dr Maharishi Tomar, Dr Poonam, Sh. Jaswant Singh, Sh. Tarsem Singh Purba, and Smt. Sonia Rani, focusing on massive community mobilization for Plastic Waste Shramdaan, segregation and responsible disposal of plastic waste, achieving polythene-free practices, and curbing the use of single-use plastics (SUP) by discouraging disposable plastic items in households and offices and promoting reusable alternatives; the farmers were also sensitized on waste management and “wealth from waste” approaches through utilization of organic wastes, particularly composting of kitchen and home biodegradable waste and its agronomic benefits, and were encouraged to adopt clean and green technologies and organic farming practices for improved environmental hygiene, soil health, and sustainable agriculture. The photos of the site and activities performed are as given hereunder.



ICAR-CIAE, Bhopal

The ICAR-Central Institute of Agricultural Engineering (CIAE), Bhopal, is organizing the *Swachhta Pakhwada* programme from 16 to 31 December 2025, during which a series of thematic activities are being conducted daily. Under the theme “Massive Community Mobilization for Plastic Waste Shramdaan,” an awareness programme was organized on 28 December 2025 at the CIAE Colony, Nabibag, Berasia Road, Bhopal. The programme focused on promoting effective waste management practices, utilization of organic waste for wealth generation, achieving polythene-free status, curbing the use of Single-Use Plastic (SUP), and discouraging the use of plastic within office premises. Activities also included demonstrations on composting of kitchen and household waste, and the promotion of clean and green technologies along with organic farming practices in the locality. The activities were coordinated by Dr. Manoj Kumar, Dr. Satya Prakash Kumar, and Sh. Anjani Parsai and others. Residents of the CIAE Colony actively participated in the programme. A comprehensive awareness campaign was conducted to reinforce the theme while emphasizing cleanliness and environmental responsibility. These initiatives aimed to promote sustainable living, strengthen waste management practices, and encourage the adoption of eco-friendly habits among the community.



ICAR-NISA, Ranchi

1. Summary of the Activities:	<ul style="list-style-type: none"> • Community Mobilization for Plastic Waste • Collection, segregation, and responsible disposal of plastic waste • An awareness programme was organized with participation of farmers from different parts of Ranchi district. <p>The sessions focused on:</p> <ul style="list-style-type: none"> ○ Harmful effects of plastic waste on soil, water, crops, and human health ○ Importance of waste segregation at source ○ Concepts of “Reduce, Reuse, and Recycle” ○ Utilization of organic waste for productive purposes ○ Generation of wealth from waste through value addition <ul style="list-style-type: none"> • Composting and Promotion of Clean & Green Technologies <p>Practical demonstrations and discussions were conducted on:</p> <ul style="list-style-type: none"> • Composting of kitchen and household organic waste • Use of compost in agriculture and kitchen gardens • Promotion of clean & green technologies • Adoption of organic farming practices in new areas
2. Number of participants:	50 Persons
3. Key Outcomes:	<ul style="list-style-type: none"> Enhanced awareness among farmers on plastic waste hazards and sustainable waste management Improved understanding of composting techniques and utilization of organic waste Promotion of clean & green technologies and organic farming practices Encouraged community participation through Shramdaan Strengthened concept of “wealth from waste” among rural households
4. Photographs of the Activities of that day with caption:	



Farmers participation in Mobilization for Plastic Waste through Shramdaan



Group photo after Shramadaan with the community participated in Shramadhan at ICAR-NISA, Ranchi



Explaining farmers regarding use of compost in agriculture and kitchen gardens



Strengthening concept of “wealth from waste” among rural households through practical demonstration



Awareness programme on Waste management

ICAR-IASRI, New Delhi

As part of the ongoing **Swachhata Pakhwada activities (16th–31st December 2025)**, an **email-based awareness and action campaign** was organized at **ICAR–Indian Agricultural Statistics Research Institute (ICAR–IASRI)** to promote sustainable waste management practices and adoption of clean and green technologies among staff members.

Objective of the Activity

The primary objectives of the email campaign were:

- To take stock of existing **waste management practices** at household and residential colony levels.
- To promote **utilization of organic waste** and encourage **generation of wealth from waste**.
- To encourage adoption of **polythene-free practices**.
- To popularize **composting of kitchen and household waste materials**.
- To promote **clean and green technologies** and **organic farming practices** in kitchen gardens.
- To extend these practices to **at least one nearby village**, wherever feasible.
- To encourage sharing and demonstration of **on-the-spot, low-cost technology solutions** related to cleanliness, waste management, and organic farming.

Details of the Email Campaign

An official email communication was disseminated to all staff members of ICAR–IASRI during Swachhata Pakhwada. The email sensitized staff about their role in strengthening the Swachh Bharat Mission through individual and collective actions at their residences and nearby communities.

The communication emphasized:

- **Stock-taking of waste management activities**, including segregation of waste and reuse of organic waste.
- Initiatives related to **composting of kitchen waste**, vermicomposting, and use of compost in kitchen gardens.
- Maintaining and promoting **polythene-free residential areas** through eco-friendly alternatives.
- Adoption of **organic farming practices** in kitchen gardens of residential colonies.
- Outreach and demonstration of these practices in **nearby villages**, wherever possible.
- Sharing of **simple technological solutions** and best practices that can be easily implemented at the household and community levels.

Outcome and Impact

- Enhanced awareness on **waste segregation, composting, and organic waste utilization**.
- Increased adoption of **polythene-free practices** in residential areas.
- Promotion of **organic kitchen gardening** and clean technologies.

- Strengthened linkage between institutional initiatives and community-level implementation.
- Reinforced ICAR–IASRI’s commitment towards environmental sustainability and the Swachh Bharat Mission.

Conclusion

The email campaign proved to be an effective tool for sensitization and collective action under Swachhata Pakhwada. By focusing on practical, household-level solutions and community outreach, the initiative contributed meaningfully to sustainable cleanliness practices. ICAR–IASRI remains committed to continuing such awareness-driven and participatory initiatives in the future.

Natural Resource Management Division **Indian Institute of Water Management, Bhubaneswar**

On Day-13 of the on-going Swachhta Pakhwada, an awareness programme for curbing single-use polythene, and discouraging the use of plastic materials was organized in Garedipanchan village of Balipatna block in Khordha district, Odisha. At the outset, the participants were administered *Swachhata* pledge and informed about *Swachhata* activities being undertaken across the country. They were also urged to keep their houses and village environment clean. IIWM team then discussed about unregulated use of plastics and challenges in plastic waste management. Villagers were informed about adverse effects of extensive plastic use on environment, soil and water resources. They also discussed the effects of burning plastic wrappers and bags- a practice that has increased manifold over years- on air pollution and accompanying health implications. In this context, participants were motivated to reduce or avoid the use of plastics, wherever possible, as in case of fetching vegetables, non-veg items, and were explained the method of safe disposal of plastics both household and community level. IIWM team also sensitized the participants about the availability of bio-plastics or compostable plastics and their advantages vis-à-vis conventional plastics, and advised them to go for use of disposable plates, spoons bowls made up of bio-degradable materials. The Sarpanch of Garedipanchan GP who was present in the programme. A total of 36 men and women participated in the programme. Some of the action and activity photographs of Day-13 are presented below.



Swachhata pledge being taken by the participants

Interaction with the participants in presence of local leader

ICAR Research Centre for Eastern Region, FSRCHPR, Ranchi

Report on the Swachhata activity undertaken at ICAR RCER, Patna, FSRCHPR, Ranchi, and its KVks located in Buxar and Ramgarh

Summary of the Activity: Swachhata Awareness Programme was organized on 28.12.2025 at ICAR-RCER, FSRCHPR, Ranchi with the participation of 20 farmers of Jharkhand. The programme aimed to create awareness on scientific waste management, safe disposal practices, and community participation in maintaining cleanliness. Farmers were sensitized on segregation of biodegradable and non-biodegradable waste, ill effects of plastic waste, and the importance of cleanliness under the Swachh Bharat Abhiyan. Special emphasis was given on generation of wealth from waste through composting, vermicomposting, and recycling of farm and household waste. A plastic waste Shramdaan activity was conducted in the campus and nearby areas, where participants actively collected plastic waste and disposed of it properly. The activity helped in mobilizing the community and strengthening collective responsibility towards environmental protection.

No. of Participants: 20

Key Outcomes: Farmers gained practical awareness on scientific waste management, segregation of waste, and safe disposal practices. Enhanced understanding of harmful effects of plastic waste and the role of cleanliness under Swachh Bharat Abhiyan. Farmers were motivated to adopt “wealth from waste” practices such as composting, vermicomposting, and recycling. Community participation was strengthened through plastic waste Shramdaan, promoting collective responsibility for environmental cleanliness.



KVK Ramgarh

Summary of the Activity: Swachhata Plastic Waste Mobilization Campaign

No. of Participants: 07

Key Outcomes: Enhanced understanding of harmful effects of plastic waste and the role of cleanliness under Swachh Bharat Abhiyan.



Directorate of Weed Research, Jabalpur

Summary of the Activity: Under the Swachhta Pakhwada 2025, officers and staff of the Directorate conducted a cleanliness drive at the Directorate's guest house premises. During this drive, plastic waste and other debris lying behind the premises were cleaned up. The Director informed everyone about the harmful effects of using polythene and plastic and requested them to refrain from using these materials.

No. of Participants:39

Key Outcomes: Through this campaign, people were made aware of the harmful effects of plastic and polythene.



Central Island Agricultural Research Institute, Port Blair

In conjunction with Swachhta Pakhwada, an awareness and cleanliness initiative was effectively carried out on 28 December 2025 at the ICAR-Central Island Agricultural Research Institute (ICAR-CIARI). The program aimed to foster cleanliness, environmental stewardship, and collective involvement among staff and students, in line with the national mission of Swachh Bharat Abhiyan. The initiative underscored the significance of maintaining hygienic conditions within research and experimental areas, which are essential for sustainable agricultural practices and ecological equilibrium. As part of the program, organized cleaning activities were executed around key operational zones of the institute. These included the pond area, vegetable experimental plots, and the agro-eco tourism ship ghat, all of which are vital for the research, demonstration, and outreach efforts of the institute. Accumulated waste, weeds, and undesirable vegetation were cleared, and the surrounding areas were tidied up to enhance both sanitation and aesthetic appeal. Participants actively took part in the activity, showcasing teamwork and a strong sense of responsibility towards upholding a clean and healthy campus environment. The initiative also functioned as an awareness-building exercise, emphasizing the importance of cleanliness in achieving effective research results, safeguarding natural resources, and improving agro-eco tourism facilities. The program reinforced the notion that cleanliness is not merely a one-time endeavor but a continuous collective commitment. Overall, the Swachhta Pakhwada activity was executed successfully and made a positive contribution towards nurturing a culture of cleanliness, discipline, and environmental awareness within the institute.



Central Research Institute for Dryland Agriculture, Hyderabad

Theme: Awareness on waste management & utilization of organic wastes/ generation of wealth from waste/Vermicompost pits.

As per the action plan, the activities of Swachhta Pakhwada were implemented on 28th December 2025. As per the action plan, organized awareness on waste management & utilization of organic wastes/ generation of wealth from waste/Vermicompost pits at ICAR-CRIDA KV Ranga Reddy District. Krishi Sakhis under the Assam State Rural Livelihoods Mission (ASRLM) visited KV Ranga Reddy of the Central Research Institute for Dryland Agriculture (CRIDA) in Hyderabad to strengthen their technical knowledge in agriculture and allied activities as a part of NIRDPR's training programme. They were educated about the importance of the programme and role of sanitation in our daily life. ICAR-CRIDA KV staff also created awareness on Stock taking of biodegradable and non-biodegradable waste disposal status and providing on the spot solutions. They also created awareness on waste management & utilization of organic wastes/ generation of wealth from waste/Vermicompost pits.



Awareness on waste management & utilization of organic wastes/ generation of wealth from waste/Vermicompost pits

National Bureau of Soil Survey and Land Use Planning, Nagpur

Summary of the Activity: Organized Mega Swachhata Drive and Cleanliness campaign in institute campus. Organized awareness campaign about no use of single use plastic in institute campus.

No.of Participants:15



Indian Institute of Soil & Water Conservation,-RC-Kota -Rajasthan

With the *Swachh Pakhwada* on December 16-31, 2025, as part of the Swachh Bharat Mission (SBM), the culture of joint effort was rekindled by activities like *Shramdaan* and the national appeal in the form of the slogan *Ek Din, Ek Ghanta, Ek Saath*. This Swachhata Pakhwada emphasizes sustainable single use plastic waste management through reduction, segregation, and eco-friendly alternatives. The Indian Institute of Soil and Water Conservation, Research Centre, Kota, organized a Special **Plastic Free Zone** cleanliness drive on December 28, 2025, as part of the Swachhta Pakhwada (Cleanliness Fortnight) at Nehru Urban Park-Station Road, Kota. This activity started at 10.00 am with all scientists, technical officer and administrative persons including contractual labours and general public, totally 76 peoples were involved with great enthusiasm to promote cleanliness, environmental responsibility, and sustainable waste management practices. Our head of the Centre, Dr Shakir Ali was inaugurated this program with awareness speech on plastic free zone through reducing waste generation and abatement plastic pollution at Nehru Urban Park-Kota at on December 28, 2025. He highlighted that growth rate of the Indian plastics industry is one of the highest in the world: plastics consumption is growing at 16 per cent per annum in the country. In 2014, per capita consumption, however, has been low at 11 kg per annum, compared to the global average of 28 kg. What is alarming is that per capita consumption of plastic products in India is rising – it is expected to go up to 16-20 kg per annum by 2025. India generates around 9.4 million tonnes of plastic waste annually, with around 42 pc falling in the category of single-use plastics, causing serious damage to the environment. With the clarion call of our Prime Minister to ban these, India is coming up with several alternatives and ways of cutting their usage. This plastic consumption poses serious threats to the future of marine life. Single-use plastic products are one of the biggest sources of plastic waste in oceans. More than a million marine species die annually due to the plastic pollution in oceans. Reports suggest that if the current rate of plastic pollution prevails, by 2050, there will be more plastic in the oceans than fish. Instead of

throwing single-use plastics away, reusing them helps reduce the amount of waste that ends up in landfills, which can take years, even centuries, to decompose. A lot of plastic waste, especially single-use plastics, ends up in oceans, harming marine life. People and Govt has adopted a three-pronged approach in tacking this problem, viz. behavioral change, institutional mechanisms, and extended producer responsibility. An awareness talk delivered to general public on Single use plastics based microplastic generation and their impacts and management strategies on earth by Dr. S. Kala, Senior scientist. She emphasized that single-use plastics (SUPs) are a major source of microplastics can take up to thousands of years to decompose, contaminating soil and water in the process. Instead, they slowly break down into smaller fragments known as microplastics. As India grapples with chronic air pollution, researchers warn of a newly emerging menace - inhalable microplastics in the markets of metropolitan cities in India. Microplastics now make up as much as 5% of particulate pollution in India's cities. During winter seasons, rural poor people might use single use plastic waste material burned for heat or cooking, exposing people to toxic emissions. Disposing of plastic waste by burning it in open-air pits releases harmful gases like furan and dioxin.

New art and craft products developed and displayed by Kota Centre

New products developed by our Kota centre were displayed at Nehru Urban Park -Station Road, Kota for awareness creation to ladies and kids for effective reusing plastic items like bottles, bags, or containers can save money. Reusing single use plastics helps reduce this pollution. Instead of buying new items for specific purposes, you can repurpose the plastic you already have. Alternative Products and Technologies to plastics and their applications. For example, using plastic containers as organizers, planters, designed bangles or storage solutions saves you from having to buy new products. Repurposing plastics for crafts, home decor, or toys can be fun and cost-effective, as you're turning something you already have into something useful. You can use pieces of plastic packaging to make earrings, bracelets, and other jewelry. Cut the plastic into shapes and decorate them with paint, markers, or other craft supplies.

Program Outcome

The program outcome focused on the concept of “**to massive community mobilization for plastic waste shramdaan and curb single use plastic in office use** **Converting single use plastic waste into wealth**”, awareness on safe disposal of different kinds of single use plastic wastes, the role of single use plastic water bottle for dustbin and tree guard making **for plant protection**. The program urged all participants to commit to reducing single-use plastics within office environments. Exploring methods to repurpose plastic stimulates creative thinking, potentially leading to innovative ideas for crafts, art, or functional products, transforming waste into something both practical and aesthetically pleasing. Initiatives such as Shramdaan and Swachhata Pakhwada serve as national efforts to harness collective energy, yet fostering a culture of cleanliness is essential for sustainable change. This endeavor relies on the conscious engagement of each individual, shared accountability, and collective responsibility. Eventually, Dr. S. Kala, Senior scientist -cum- Nodal Officer (Kota Centre), expressed her gratitude to all participants for their enthusiastic engagement in single-use plastic cleanup activities on December 28, 2025, during the Shramdaan Drive. The program concluded with the Swachhotsav Pledge, wherein all employees committed to curbing single-use plastics within the campus area, aiming to establish a campus as a *Plastic-Free Zone* at ICAR-IISWC-Research Centre, Kota-Rajasthan.

		
Engagement in single-use plastic cleanup activities on December 28, 2025, during the Shramdaan Drive at Nehru Urban Park-Kota (Rajasthan)	Curbing Single Use Plastic Awareness walkathon inside Nehru Urban Park-Kota (Rajasthan)	Displayed products developed from reuse of single use plastics with Art and crafts work at Gate zone-1 -Nehru Urban Park-Kota (Rajasthan)

Central Agroforestry Research Institute, Jhansi

Summary of the Activity: Swachhta Campaign done successfully at ICAR-CAFRI Jhansi

No. of Participants: 10

Key Outcomes: Swachhta campaign at ICAR-CAFRI Jhansi



Indian Institute of Soil Science, Bhopal

Summary of the Activity: Massive Community Mobilization For Plastic Waste Shramdaan

Key Outcomes: Under the guidance of Dr. Monoranjan Mohanty, Director, ICAR-Indian Institute of Soil Science (ICAR-IISS), Bhopal, a Community Mobilization for Plastic Waste Shramdaan was organized on 28 December 2025. The programme focused on plastic waste management, waste utilization, waste-to-wealth concepts, and organic farming practices. Community members actively participated in the collection and segregation of plastic waste, while the team emphasized the conversion of agricultural and biodegradable waste into valuable products such as compost and highlighted nutrient management in organic farming. The initiative enhanced public awareness, encouraged community participation, and reinforced collective responsibility towards environmental cleanliness and sustainable agriculture.



Agricultural Education Division

As part of *Swachhta Pakhwada*, an awareness programme on “**Creating Wealth from Waste**” focusing on **plastic waste management** was conducted for the farm and housekeeping outsourcing staff of the Academy.

During the programme, discarded phenyl cans and other plastic storage boxes were cut and reused as planters for nurturing ornamental plants, thereby promoting reuse and sustainable waste management practices.

Around **15** staff members participated in the activity. The programme was coordinated by Dr. Laxman Ahire, Shri M. Srinivasa Rao, and Shri S. V. S. Narayana.

Photographs of the Activity



Cutting of the plastic boxes



Preperation of plastic boxes for the plantation



Group Photo at the Nursery

Animal Science Division

ICAR-DPR, Hyderabad

Shraamdaan on roadside to clean up surroundings.

Awareness was created among the public of Budwel village, Rajendranagar Mandal, Hyderabad on solid waste management. They were educated on the impact of use of single use plastic on the environment and advised to reduce/avoid use of plastic. Further, they were also apprised on the importance of segregation of waste and advantages of composting of the kitchen waste.



Public of Budwel village educated on curbing single use plastic and segregation of home waste



Central Institute for Research on Goat

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 28.12.2025 को केंद्रीय बकरी अनुसन्धान संस्थान में आज संस्थान में स्थित सेलफी पॉइंट (I Love CIRG) वाले पार्क एवं प्रशासनिक भवन के पीछे वाले स्थान (रोड) पर सफाई अभियान चलाया गया जिसके अंतर्गत वहाँ पर घास को काट कर सफाई मित्रों द्वारा झाड़ू लगा के उक्त पार्क को ओर रोड को साफ बनाया स्वच्छ बनाया। इस अवसर पर संस्थान के श्री सुगड़ सिंह (तकनीकी अधिकारी), श्री वी के शर्मा (तकनीकी अधिकारी) एवं संस्थान के कर्मचारियों, तकनिशियन, यंग प्रोफेशनल ने भाग लेकर कार्यक्रम को सफल बनाया।



AGRICULTURAL EXTENSION DIVISION

Consolidated Report on Celebration of Swachhta Pakhawada during 26 December 2025 - Swachhta Hi Suraksha'.

S.No.	Date	Activities	ATARIs, Zone-I to XI & CIWA		
			No. of KVks involved	No. of Participants (Farmers/ Staffs/ other Participants)	No. of VIPs attended the program
13	28.12.2025	Massive community mobilization for Plastic Waste Shramdaan: Awareness on waste management & other activities including utilization of organic waste/ generation of wealth from waste, polythene free status. Curb the use of Single Use plastic (SUP) and discourasge the use of plastic in the office. Composting of kitchen and home waste materials, promoting clean &	455	5440	1

		green technologies and organic farming practices in new area			
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Swachhata Pakhwada

Department of Drinking Water & Sanitation
Ministry of Jal Shakti

Action Plan details : (Duration : 16th – 31st December 2025)- Massive community mobilization for Plastic Waste Shramdaan: Awareness on waste management & other activities including utilization of organic wastes/ generation of we.....

Show Your Progress

(Please read disclaimer before uploading the file)

Description of the task performed: *

Massive community mobilization for Plastic Waste Shramdaan

92

S.No	State Name	District Name	Block Name	Panchayat Name	Village Name	Uploaded Images	Uploaded Data	Action
1	Delhi	New Delhi				1	Video :--	Delete

CLICK HERE TO ADD IMAGES *

Pdf (If any) : (<= 500kb) No file chosen

Youtube Video(URL) (If any):

No. of participants*

Date of activity performed: *

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