

## **ICAR–NIBSM Organizes Comprehensive Swachhata Pakhwada Campaign Promoting Cleanliness, Sustainability and Community Participation**

ICAR–National Institute of Biotic Stress Management (ICAR–NIBSM), Raipur, Chhattisgarh, successfully organized Swachhata Pakhwada from 16 to 30 December 2025, implementing a wide range of cleanliness, sanitation, awareness, environmental sustainability, and community outreach activities in alignment with the objectives of the Swachh Bharat Mission. The fortnight-long campaign witnessed enthusiastic participation from scientists, officers, staff members, students, farmers, women, village youth, and local communities, transforming Swachhata into a collective people’s movement.

The campaign commenced on 16 December 2025 with Swachhata Pledge Day, during which the Hon’ble Director, ICAR–NIBSM, administered the Swachhata Pledge to all officials and staff members of the institute. The significance of Swachhata Pakhwada was highlighted, emphasizing cleanliness as a shared responsibility. Swachhata awareness messages were displayed on digital platforms, and the Swachh Bharat Anthem was played, followed by interactive discussions. A Swachhata-themed selfie booth was also set up to encourage participation and spread awareness through visual engagement. On 17 December 2025, Swachhata Awareness Day was observed with expert seminars on “Converting Waste to Wealth” and “Safe Disposal of All Kinds of Wastes.” The lectures highlighted the potential of agro-food waste utilization, biochar production, circular economy principles, climate change mitigation, soil health improvement, and economic opportunities through sustainable waste management. The session sensitized participants on transforming waste into valuable resources while aligning with national and global sustainability goals.

The focus on systematic cleanliness and efficiency continued on 18 December 2025, with activities related to review and weeding out of old records, disposal of obsolete furniture and scrap, and initiation of digitization under the e-Office system. Simultaneously, a comprehensive cleanliness drive was undertaken across offices, laboratories, corridors, record rooms, canteen, auditorium, and residential areas, ensuring high standards of hygiene and housekeeping. On 19 December 2025, a cleanliness and sanitation drive was conducted within and outside the institute campus. Emphasis was placed on waste collection, segregation of biodegradable and non-biodegradable waste, and reduction of single-use plastics. Awareness was created on sustainable sanitation practices, health education, and community responsibility, motivating both staff and local residents to adopt long-term cleanliness habits.

Environmental sustainability was further strengthened on 20 December 2025 through a Green Drive and Plantation Programme, during which Ashoka saplings were planted in open and barren areas of the campus. The initiative aimed to enhance green cover, improve ecological balance, and mitigate climate change impacts. Participants were also sensitized about avoiding single-use plastics and adopting eco-friendly alternatives to maintain a clean and green environment. On 21 December 2025, Shramdaan activities were organized within institute surroundings, residential colonies, farmlands, and villages adopted under outreach programmes. Large areas of farm land, grasslands, and roadside stretches were cleaned with active involvement of residents, farmers, farm workers, and staff members. These activities strengthened community participation and reinforced the importance of collective action in maintaining cleanliness.

Community engagement remained a key focus on 22 December 2025, when a community-based cleanliness programme was organized at Baronda village. Villagers from all sections of society actively participated in cleaning public spaces, including streets and Gram Panchayat premises. Awareness sessions highlighted cleanliness as a continuous habit essential for public health, environmental protection, and quality of life. The programme fostered strong community ownership and responsibility towards Swachhata initiatives. The campaign gained further momentum on 23 December 2025 with the celebration of Kisan Diwas, marked by farmer–scientist interactions and awareness programmes. Tribute was paid to Bharat Ratna Chaudhary Charan Singh Ji, emphasizing his contributions to farmer welfare and rural development. Clean and sustainable agricultural practices, crop diversification, soil health, and Swachhata in farming systems were highlighted. Farmers shared experiences, success stories, and best practices, strengthening the linkage between cleanliness, agriculture, and rural prosperity.

On 24 December 2025, various competitions and awareness activities were organized, including webinars, VC meetings, and Swachhata-themed painting, quiz, essay, and drawing competitions for school children and village youth. These activities aimed to inculcate cleanliness values among young minds and encourage creative expression around Swachhata themes. The Signature Campaign on Swachhata Awareness was conducted on 25 December 2025 in newly covered villages not adopted under any scheme. Farmers, farm women, and village youth actively participated, pledging to maintain cleanliness at household, farm, and village levels. Special emphasis was laid on the role of women and youth as Swachhata ambassadors, driving behavioural change within communities.

On 26 December 2025, activities focused on recycling wastewater and water conservation. Sewerage and water lines were cleaned, and awareness sessions were conducted on wastewater recycling, rainwater harvesting, and reuse of treated water for kitchen gardens and agriculture. Demonstrations showcased successful models of water reuse, promoting sustainable water management and climate resilience. The campaign continued on 27 December 2025 with cleaning of public places, including religious sites, riverbanks, bridges, roadsides, and village common areas. Stock-taking of waste disposal practices was conducted, and on-the-spot solutions were provided for segregation and safe waste management. These activities emphasized protection of natural resources and public spaces.

On 28 December 2025, massive awareness programmes were organized on plastic waste management, composting, and waste-to-wealth practices. Participants were sensitized about curbing single-use plastic, composting household and agricultural waste, promoting organic farming, and adopting clean and green technologies to support sustainable livelihoods. The Swachhata Pakhwada concluded on 29 December 2025 with a mega plogging event, walkathons, and Swachhata rallies led by senior officials. Students and staff enthusiastically participated, collecting plastic and non-biodegradable waste while spreading the message of “clean while you exercise.” The rallies created a strong visual impact, reinforcing cleanliness as a way of life.

Overall, the Swachhata Pakhwada at ICAR–NIBSM, Raipur emerged as a comprehensive and impactful campaign integrating cleanliness, environmental sustainability, digital efficiency, community participation, and behavioural change. The successful execution of the programme was carried out under the able leadership and guidance of Dr. P. K. Rai, Director, ICAR–NIBSM, who consistently emphasized cleanliness as a core institutional value and a collective social responsibility. The entire campaign was effectively coordinated by Dr.

Pankaj Sharma, Joint Director and Nodal Officer (Swachhata Pakhwada), whose systematic planning, coordination, and continuous monitoring ensured smooth implementation of all activities across the institute and outreach areas. With active involvement of scientists, officers, staff members, students, farmers, women, village youth, and local communities, the initiative reaffirmed the institute's strong commitment to the ideals of the Swachh Bharat Mission and contributed meaningfully towards building a clean, healthy, and sustainable India.



कृषि एवं किसान कल्याण संस्थान

## आईसीएआर-निब्सम में स्वच्छता जागरूकता दिवस पर अपशिष्ट प्रबंधन पर संगोष्ठी, 'कचरे से संपदा' पर जोर

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स्वच्छता, पर्यावरण संरक्षण और सतत संसाधन प्रबंधन के प्रति प्रतिबद्धता को दोहराते हुए भारतीय कृषि अनुसंधान परिषद-राष्ट्रीय वैश्विक तनाव प्रबंधन संस्थान (आईसीएआर-निब्सम), रायपुर में स्वच्छता जागरूकता दिवस के अवसर पर 'कचरे से संपदा में परिवर्तन' और 'सभी प्रकार के अपशिष्टों का सुरक्षित निपटान' विषय पर एक जागरूकता संगोष्ठी का आयोजन किया गया। यह कार्यक्रम स्वच्छ भारत मिशन के उद्देश्यों के अनुरूप आयोजित किया गया।



संगोष्ठी का उद्देश्य वैज्ञानिकों, अधिकारियों, विचारार्थियों और कर्मचारियों को सतत एवं वैज्ञानिक अपशिष्ट प्रबंधन पद्धतियों के प्रति जागरूक करना तथा पर्यावरण के अनुकूल व्यवहार अपनाने के लिए प्रेरित करना था। कार्यक्रम में अपशिष्ट को मूल्यवान संसाधनों में बदलने, प्रदूषण को कम करने और प्राकृतिक संसाधनों के संरक्षण पर विशेष बल दिया गया।



कार्यक्रम में तकनीकी व्याख्यान अमिटी इंस्टिट्यूट ऑफ बायोटेक्नोलॉजी, अमिटी विश्वविद्यालय छत्तीसगढ़ की सहायक प्राध्यापक डॉ. अमिता शाक्य ने दिया। उन्होंने कृषि-खाद्य प्रसंस्करण अपशिष्टों के प्रभावी प्रबंधन की संभावनाओं पर प्रकाश डालते हुए बायोचर जैसी नवाचारी तकनीकों की उपयोगिता बताई। उन्होंने कहा कि वैज्ञानिक अपशिष्ट रूपांतरण न केवल पर्यावरण संरक्षण में सहायक है, बल्कि मृदा स्वास्थ्य में सुधार और परिपत्र अर्धव्यवस्था (संकुलर इकोनॉमी) को भी बढ़ावा देता है।

अतिथि वक्ता का औपचारिक स्वागत डॉ. श्रवाणी सान्याल द्वारा किया गया। उन्होंने इस प्रकार के जागरूकता कार्यक्रमों को संस्थानों में स्वच्छता और विम्वेदार अपशिष्ट निपटान की संस्कृति विकसित करने के लिए आवश्यक बताया।

कार्यक्रम की अध्यक्षता आईसीएआर-निब्सम के निदेशक डॉ. पी. के. राय ने की। अपने संबोधन में उन्होंने कहा कि प्रभावी अपशिष्ट प्रबंधन सतत विकास का एक महत्वपूर्ण स्तंभ है और प्रत्येक व्यक्ति की सामूहिक जिम्मेदारी है। उन्होंने संस्थान के सभी सदस्यों से स्वच्छता, अपशिष्ट न्यूनीकरण और पुनर्वर्जन को अपने दैनिक जीवन का हिस्सा बनाने का आह्वान किया।

संगोष्ठी का समन्वयन डॉ. पंकज शर्मा, नोडल अधिकारी द्वारा किया गया। उन्होंने स्वच्छता जागरूकता दिवस के उद्देश्यों और संस्थान की पर्यावरण संरक्षण से जुड़ी पहलों की जानकारी दी।

कार्यक्रम में वैज्ञानिकों, अधिकारियों, कर्मचारियों और विचारार्थियों ने सक्रिय सहभागिता की और स्वच्छता, सुरक्षित अपशिष्ट निपटान तथा संसाधन संरक्षण के प्रति अपनी प्रतिबद्धता दोहराई। कार्यक्रम का समापन स्वच्छ और हरित भविष्य के लिए सामूहिक प्रयास के संकल्प के साथ हुआ।

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आरडीजे

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