

**REPORT ON ‘Swachhta Hi Seva- 2025’
‘swachhotsav’ (स्वच्छोत्सव) on 25.09.2025**

The ICAR–Indian Institute of Oilseeds Research (IIOR), Hyderabad, organized the “*Swachhta Hi Seva – 2025*” campaign on 25th September 2025, as per the directions received from the Council. In continuation of the Swachh Bharat Mission, the initiative “**Ek Din, Ek Ghanta, Ek Saath**” was observed at ICAR-IIOR on 25th September 2025. The campaign called upon the staff and students to dedicate **one hour (Ek Ghanta)** on a single day (Ek Din), joining hands together (Ek Saath) for voluntary Shramdan towards cleanliness and sanitation. Activities undertaken were cleaning of IIOR research farm premises where collected and segregated the waste into biodegradable and non-biodegradable categories and created awareness on waste management, single-use plastic elimination and responsible disposal practices. The “Ek Din, Ek Ghanta, Ek Saath” campaign successfully transformed cleanliness. It reinforced the importance of voluntary participation in national missions and encouraged IIOR staff and workers to continue cleanliness practices in their daily lives. The initiative not only improved the immediate physical environment but also contributed to long-term behavioural change towards hygiene, sanitation, and responsibility.

Date of activity	Name of the nodal officer	No of staff members participated	No of dignitaries	Farmer s	Members of civil society	School children	Total
25.09. 2025	Dr A. L. Rathnakumar Shri. D. Naidu Shri. Shivam Singh Shri Anurag Panday Shri Nandeshwar	45	-	-	-	-	45



Before



During cleaning drive



After