

SWACHHATA HI SEVA PROGRAMME 2026

Day 13 – Swachhata Se Samriddhi

Date: 29 September 2026

Institute: ICAR-Indian Institute of Rice Research (ICAR-IIRR), Rajendranagar, Hyderabad, Telangana

Summary of the Activity

As part of the Swachhata Hi Seva campaign, ICAR-IIRR conducted an awareness and demonstration activity on “Waste to Wealth” on 29 September 2026. The programme highlighted how reusable and recyclable materials can be given a useful second life instead of being discarded. Farmers were encouraged to reduce waste at its source, segregate it properly, and explore simple ways to reuse materials in their daily work and at home. ICAR-IIRR staff formed a human chain and took a pledge to adopt cleaner, more responsible practices.

Also, fifty farmers from Warangal also participated in the programme. Director Dr. M. S. Prasad joined the programme and planted shrubs to support campus greenery and beautification. Dr. V. Prakasham, Dr. Kemparaju, Dr. Kalyani M. Barbadikar and Dr. Roshwar Rao sensitized participants on practical ways to manage waste. The scientists discussed waste generated during farming activities and encouraged the farmers to reuse and recycle suitable farm materials wherever possible.

The activity reinforced the message of “Swachhata Se Samriddhi”: thoughtful waste management helps maintain clean surroundings while making better use of available resources. The programme carried a message: resources used wisely can help build cleaner farms and communities.

