

SWACHHATA HI SEVA PROGRAMME 2026

Day 15- Swachhata Hi Seva programme

Ek Din, Ek Ghanta, Ek Saath- collective action for voluntary shramadaan

Date: 01/10/2026

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

Summary of the Activity

On 1st October 2026, as part of the Swachhata Hi Seva programme, being organized from 17th September to 2nd October 2026 at the ICAR-IIRR, Hyderabad, the programme was organized at MRO office Rajendranagar Hyderabad, Telangana-500030.

The programme was organized under the theme “Ek Din, Ek Ghanta, Ek Saath” – Collective Action for Voluntary Shramdaan, with the objective of encouraging citizens to voluntarily contribute at least one hour towards cleanliness and sanitation as Swachhata Ambassadors. The initiative brought together representatives from different sections of society, including political leaders, government officials, scientists, postgraduate students, school students, project staff and local citizens.

Banners and posters were displayed to create awareness among the staff of local bodies, students and visiting citizens along with cleaning drive at the Premises of MRO office and The cleaning activity also covered the common road connecting the MRO Office, NIRD and ICAR–NAARM, Rajendranagar, thereby extending the Swachhata initiative beyond institutional premises and into the nearby public spaces. The programme encourages citizen participation and to foster community involvement and collective responsibility for the nations cleanliness to reinforce the message of cleanliness and sanitation. The programme emphasized that cleanliness is a collective responsibility and that sustained citizen participation is essential for creating clean, healthy and environmentally responsible communities.

The cleaning drive was conducted under the supervision of Dr. P. Senguttuvel, Dr. Divya Balakrishnan and Mr. K. Jaswanth, with active participation from M.Sc. and Ph.D. students and project staff of ICAR-IIRR, Tahsildar office officials, political representatives, school students and local citizens with more than 50 participants taking part in the event.

The programme was attended by Smt. Mooga Jayasree, State Vice President, Bharatiya Janata Party, Telangana; Shri Y. Sreedhar, General Secretary, Ranga Reddy BJP; and Shri G. Babu Rao, former Division President, Rajendranagar, along with Ms. Navatha, Deputy Tahsildar, Office of the Tahsildar-cum-Joint Sub-Registrar and Executive Magistrate, Rajendranagar. During the programme, Smt. Mooga Jayasree interacted with the students and project staff of ICAR-IIRR and emphasized the importance of creating wider awareness on Swachhata and encouraging community participation in maintaining clean and hygienic surroundings.

The programme was also supported by the leadership and scientific community of ICAR-IIRR, including Dr. M. Sreenivas Prasad, Director, ICAR-IIRR; Dr. Chinna Babu Naik, Nodal Officer; Dr. Papa Rao V.; Dr. Jesudasu; and Mr. Devadas, Farm Management Technical Officer, along with other scientists, technical and supporting staff.

The initiative reinforced the message that Swachhata is not one-day activity but a shared responsibility requiring continuous participation from citizens, institutions and local communities. The collective shramdaan at Rajendranagar served as an effective platform for promoting awareness on cleanliness, sanitation, proper waste management and responsible citizenship, in line with the objectives of the Swachhata Hi Seva campaign.

Key Outcomes:

- The Swachhata Hi Seva programme by ICAR-IIRR was conducted at the Tahsildar cum Joint Sub Registrar and Executive Magistrate office at Rajendranagar, Rangareddy District
- Enhanced community participation through voluntary shramdaan involving more than 50 participants from ICAR-IIRR, local administration, students and citizens.
- Increased awareness on cleanliness, sanitation, proper waste management and civic responsibility among participants and the local community.
- Strengthened collective responsibility by encouraging participants to act as Swachhata Ambassadors and sustain cleanliness practices beyond the programme.







