

SWACHHATA HI SEVA PROGRAMME 2026

Day 2: Book Donation Drive – “Give Books a Second Life”

Date: 18/09/2026

Institute Name:

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

Summary of the Activity

On **18th September 2026**, as part of the **Swachhata Hi Seva Programme 2026**, being organized from 17th September to 2nd October 2026, ICAR-Indian Institute of Rice Research (ICAR-IIRR), Hyderabad organized a **Book Donation Drive** with the theme “**Give Books a Second Life.**” The activity was initiated at **11.00 AM at the IIRR Seminar Hall Corridors.**

The Book Donation Drive was organized with the objective of promoting the principles of **reuse, responsible consumption, waste reduction and knowledge sharing.** The initiative encouraged staff members and students to identify books that were no longer in active use and donate them so that they could be put to productive use by new readers instead of being discarded.

The activity highlighted the message “**Clean Shelves – Share Knowledge – Reduce Waste,**” linking cleanliness with the broader concept of sustainable resource utilization. By extending the useful life of books, the programme emphasized that Swachhata is not limited to physical cleanliness alone, but also encompasses **responsible use of resources, reduction of waste at source and adoption of environmentally sustainable practices.**

A dedicated **Book Donation Collection Point** was established in the **IIRR Seminar Hall Corridors**, and banners and posters carrying messages such as “**Book Donation – Give Books a Second Life,**” “**Donate a Book – Educate a Mind,**” and “**My Book, My Responsibility**” were displayed to create awareness and encourage participation among the Institute staff and students. The book collection drive is being conducted from **18th to 24th September 2026.**

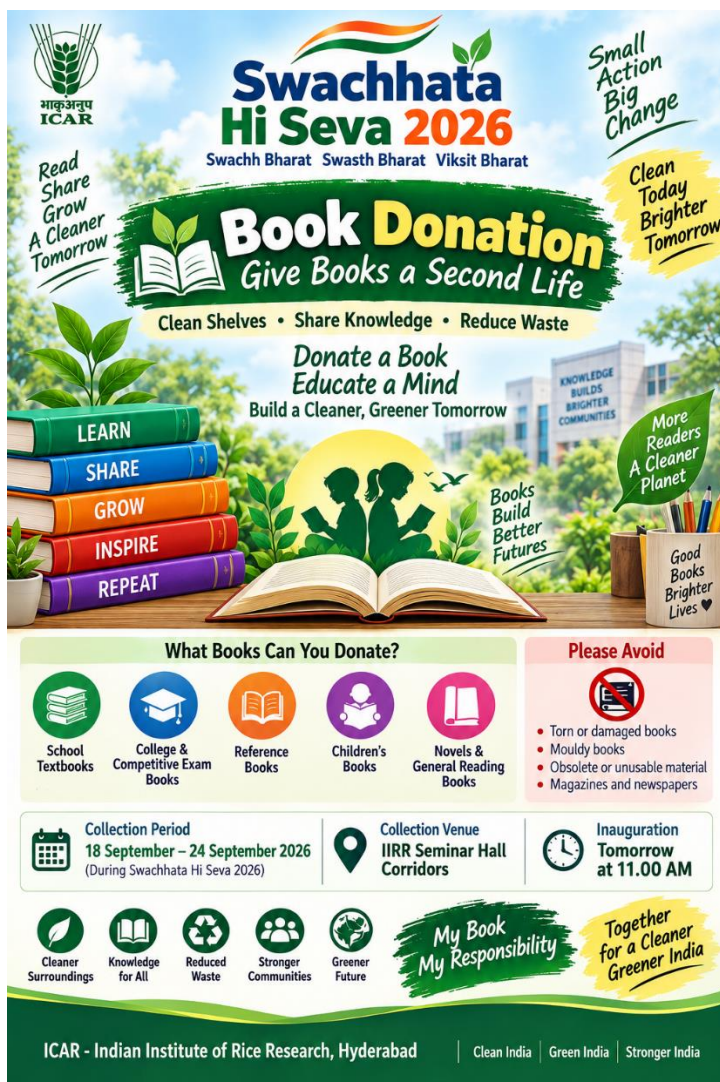
The initiative received participation from the scientific, technical, administrative, supporting and contractual staff members and students of ICAR-IIRR. The donated books will be collected and appropriately organized so that useful reading materials can be channelled towards further educational and knowledge-sharing purposes.

The programme reinforced the idea that **reuse is an important component of waste minimization and sustainable living.** Giving books a second life not only prevents usable resources from becoming waste but also facilitates access to knowledge and encourages a culture of sharing within the community.

The activity formed part of the series of programmes being undertaken by ICAR-IIRR during **Swachhata Hi Seva 2026** to promote cleanliness, environmental responsibility and sustainable practices. Today’s programme was coordinated by Dr Brajendra, Dr Arun Kumar S, Dr D Sanjeeva Rao & Mr K Shravan Kumar (Swachhata Hi Seva 2026 Team of ICAR-IIRR)

Key Outcomes:

- The **Book Donation Drive** was initiated at ICAR-IIRR under Swachhata Hi Seva 2026 with the message “**Give Books a Second Life.**”
- The activity promoted **reuse and waste reduction at source** by encouraging the productive use of books that were no longer required by their original owners.
- The programme strengthened awareness that **Swachhata also encompasses responsible consumption, resource conservation and sustainable waste-management practices.**
- A dedicated collection point was established at the **IIRR Seminar Hall Corridors** for receiving books from **18th to 24th September 2026.**
- The initiative promoted a culture of **knowledge sharing and collective responsibility** among ICAR-IIRR staff and students.
- The activity demonstrated a simple and replicable approach for integrating the principles of **Reduce, Reuse and Resource Recovery** with Swachhata activities.
- The donated books will gain an **extended useful life**, simultaneously contributing to waste reduction and wider access to knowledge.



The poster for the Swachhata Hi Seva 2026 Book Donation Drive features a vibrant design with a green and blue color scheme. At the top, the ICAR logo is on the left, and the Swachhata Hi Seva 2026 logo is in the center, with the tagline 'Swachh Bharat Swasth Bharat Viksit Bharat' below it. To the right, a speech bubble says 'Small Action Big Change'. Below the main title, a green banner reads 'Book Donation Give Books a Second Life' with the subtext 'Clean Shelves • Share Knowledge • Reduce Waste'. Further down, it says 'Donate a Book Educate a Mind Build a Cleaner, Greener Tomorrow'. The central image shows a stack of books with labels 'LEARN', 'SHARE', 'GROW', 'INSPIRE', and 'REPEAT', and an open book with silhouettes of two children reading. To the right, a speech bubble says 'Clean Today Brighter Tomorrow' and another says 'More Readers A Cleaner Planet'. Below the main image, a section titled 'What Books Can You Donate?' lists five categories: School Textbooks, College & Competitive Exam Books, Reference Books, Children's Books, and Novels & General Reading Books. To the right, a 'Please Avoid' section lists: Torn or damaged books, Mouldy books, Obsolete or unusable material, and Magazines and newspapers. Below this, a 'Collection Period' box states '18 September – 24 September 2026 (During Swachhata Hi Seva 2026)'. A 'Collection Venue' box indicates 'IIRR Seminar Hall Corridors'. An 'Inauguration' box says 'Tomorrow at 11.00 AM'. At the bottom, a row of icons represents 'Cleaner Surroundings', 'Knowledge for All', 'Reduced Waste', 'Stronger Communities', and 'Greener Future'. To the right, a green banner says 'My Book My Responsibility' and a yellow banner says 'Together for a Cleaner Greener India'. The footer of the poster reads 'ICAR - Indian Institute of Rice Research, Hyderabad | Clean India | Green India | Stronger India'.

Swachhata Hi Seva 2026
Swachh Bharat Swasth Bharat Viksit Bharat

Book Donation
Give Books a Second Life

Clean Shelves • Share Knowledge • Reduce Waste

Donate a Book
Educate a Mind
Build a Cleaner, Greener Tomorrow

What Books Can You Donate?

- School Textbooks
- College & Competitive Exam Books
- Reference Books
- Children's Books
- Novels & General Reading Books

Please Avoid

- Torn or damaged books
- Mouldy books
- Obsolete or unusable material
- Magazines and newspapers

Collection Period
18 September – 24 September 2026
(During Swachhata Hi Seva 2026)

Collection Venue
IIRR Seminar Hall Corridors

Inauguration
Tomorrow at 11.00 AM

Cleaner Surroundings | Knowledge for All | Reduced Waste | Stronger Communities | Greener Future

My Book My Responsibility

Together for a Cleaner Greener India

ICAR - Indian Institute of Rice Research, Hyderabad | Clean India | Green India | Stronger India



