

Day 5: Organizing Green Drives / Plantation Drives in Residential Areas under Swachhata Pakhwada Celebrations to Campaign for Discarding Single-Use Plastics and Reuse of Wastewater

Date: 20 December 2025

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

Summary of the Activity:

As part of the Swachhata Pakhwada celebrations 16th to 30th December 2025, a Swachhata Pakhwada activity on Organizing Green Drives / Plantation Drives in a residential area at Rajendranagar was conducted on 20/12/2025. The purpose of the activity was to campaign for the discarding of single-use plastics and the reuse of wastewater.

People were motivated not to use single-use plastic items such as plastic tea cups, glasses, plates, and carry bags commonly used in local markets. It was explained that these plastics do not decompose easily, remain in the soil and water for long periods, and pollute the environment. The gathering was educated about the importance of reducing plastic use, reusing plastic wherever possible, and recycling plastic.

Participants were also made aware of the benefits of reusing wastewater for kitchen gardens and for growing plants.

The cloth bags were distributed during the event to motivate them towards reducing the usage of plastics bags.

The response from the participants was impressive, and about 75 people attended the event, including Dr. Satish Chavan, Senior Scientist, Dr. G.S. Jasudasu, Scientist and Mr. Shravan Kumar, Technical Officer from IIRR.

The programme was organized under the guidance of Dr. V. Prakasham and Dr. Satish Chavan, Senior Scientists, ICAR–Indian Institute of Rice Research, Hyderabad.

Number of Participants:

75 (residents from Rajendranagar residential area) + Institute team members (4)

Key Outcomes:

- Campaigned for discarding single-use plastics
- Motivated people to follow the three mantras of cleanliness in the present era of plastic: **Reduce, Reuse, and Recycle**
- Sensitized people to reduce water wastage and reuse wastewater for kitchen gardens and plant cultivation



