

# Report On activities during Swachhta Hi Seva Campaign 2024 (15<sup>th</sup> September to 2<sup>nd</sup> October 2024)

## Theme

'Swabhav Swachhata - Sanskaar Swachhata'

(स्वभाव स्वच्छता- संस्कार स्वच्छता)

Swachhta Hi Seva is an annual cleanliness drive launched by the Government of India, aimed at promoting cleanliness, sanitation, and hygiene across the country. The initiative is celebrated with mass participation and involves various activities to encourage cleanliness at the community level. Swachhta Hi Seva 2024 marks another year of this important mission to raise awareness, engage citizens, and reinforce the government's commitment to a cleaner India.

The Department of Drinking Water & Sanitation (DDWS), Ministry of Jal Shakti, and the Ministry of Housing and Urban Affairs have observed the Swachhta Hi Seva campaign from 15<sup>th</sup> September to 2<sup>nd</sup> October 2024. In compliance with the Council's instructions, ICAR ATARI Zone-VII observed the Swachhta programme under the theme 'Swabhav Swachhata - Sanskaar Swachhata' (स्वभाव स्वच्छता - संस्कार स्वच्छता). All functional officials, including the Director, Nodal Officer of Swachhta, senior staff, and contractual employees, were promptly informed and briefed on how the Swachhta activities should be observed. An action plan for the month-long campaign was circulated to all ATARI offices. Accordingly, Swachhta was marked by the organization of various activities.

Banners reflecting the theme were displayed at the ICAR ATARI Zone-VII office in Umiam on 15th September 2024.



## Swachhta Hi Seva Campaign [15<sup>th</sup> September-2<sup>nd</sup> October 2024]

### Theme :

**Swabhav Swachhata – Sanskaar Swachhata**

### Organized by :

**ICAR- Agricultural Technology Application  
Research Institute, Zone - VII  
Umiam, Meghalaya-793103**



## Objectives of Swachhta Hi Seva 2024

- To encourage communities to actively participate in cleanliness drives and adopt hygienic practices in everyday life.
- To raise awareness on waste segregation, management, and disposal in both urban and rural areas.
- To engage citizens of all age groups, including students, local bodies, and social organizations, in cleaning activities.
- To promote sustainable waste management practices, including recycling, composting, and reducing plastic use.

## Activities under Swachhta Hi Seva

### 1. Taking of Swachhata pledge

On 15th September 2024, a Swachhta Pledge ceremony was organized by ICAR ATARI Zone-VII Umiam as part of the national initiative Swachhta Hi Seva 2024. The event saw active participation from the Nodal Officer, senior staff, and contractual employees of the organization. The pledge, aimed at promoting cleanliness and hygiene, was taken with great enthusiasm and commitment to the cause of cleanliness in the workplace and community. By participating in this pledge, the attendees reaffirmed their commitment to the principles of maintaining cleanliness in their surroundings, both professionally and personally. During the ceremony, the Nodal Officer, along with the senior and contractual staff, took the lead in reciting the Swachhta Pledge, encouraging all present to actively engage in maintaining cleanliness.



Swachhata Pledge at ICAR ATARI Zone -VII, Offices



## 2. Ek Ped Maa Ke Naam

The Swachhata Hi Seva Campaign 2024 was officially launched at ICAR ATARI Zone-VII with a special plantation drive held on September 16th, 2024, at the office campus. This initiative was part of the “Ek Ped Maa Ke Naam” campaign, which aimed at promoting environmental sustainability by planting trees and enhancing green cover. The plantation drive was inaugurated by Dr. A.K. Singha, Principal Scientist, along with the Nodal Officer, and staff members. The event was marked by a collective effort to plant trees around the office premises, emphasizing the significance of a cleaner, greener, and healthier environment as a part of the broader Swachh Bharat Mission. The presence of senior officials and staff during the inauguration highlighted the commitment of ICAR ATARI Zone-VII to environmental awareness and cleanliness, aligning with the Swachhata Hi Seva 2024 campaign's overarching goals of sanitation, sustainability, and community engagement.



Ek Ped Maa Ke Naam at Office Campus

### 3. Swachhta Runs

On 17th September 2024, Swachhta Runs were organized by ATARI Zone-VII, Umiam, at Upper Primary School, Umroi Madan. The event saw enthusiastic participation from 30 students who actively took part in the run, which was part of the larger Swachhata Hi Seva Campaign 2024. The students, under the guidance of teachers and staff, participated in this event to spread the message of cleanliness and environmental responsibility. The run not only provided an opportunity for the students to engage in physical activity but also allowed them to demonstrate their commitment to the cause of Swachh Bharat.



**Swachhta Runs at Upper Primary School, Umroi Madan**

### 4. Essay and Painting competition

On 18th September 2024, an Essay and Painting Competition was organized by ICAR ATARI Zone-VII, Umiam at Upper Primary School, Umroi Madan. A total of 13 students participated actively and enthusiastically in both competitions. The Essay and Painting Competition was part of the broader Swachhata Hi Seva Campaign 2024, aimed at raising awareness about cleanliness, sanitation, and environmental conservation. The essay competition focused on topics related to cleanliness for a sustainable environment, while the painting competition centered on themes of a clean and safe environment. The students' participation was marked by great enthusiasm and a strong interest in contributing to the Swachh Bharat Mission. Prizes were awarded to



the students in both competitions to recognize their creative efforts and commitment to the cause.



**Painting & Essay competition at Upper Primary School, Umroi Madan**

## 5. Swachhta Samvad

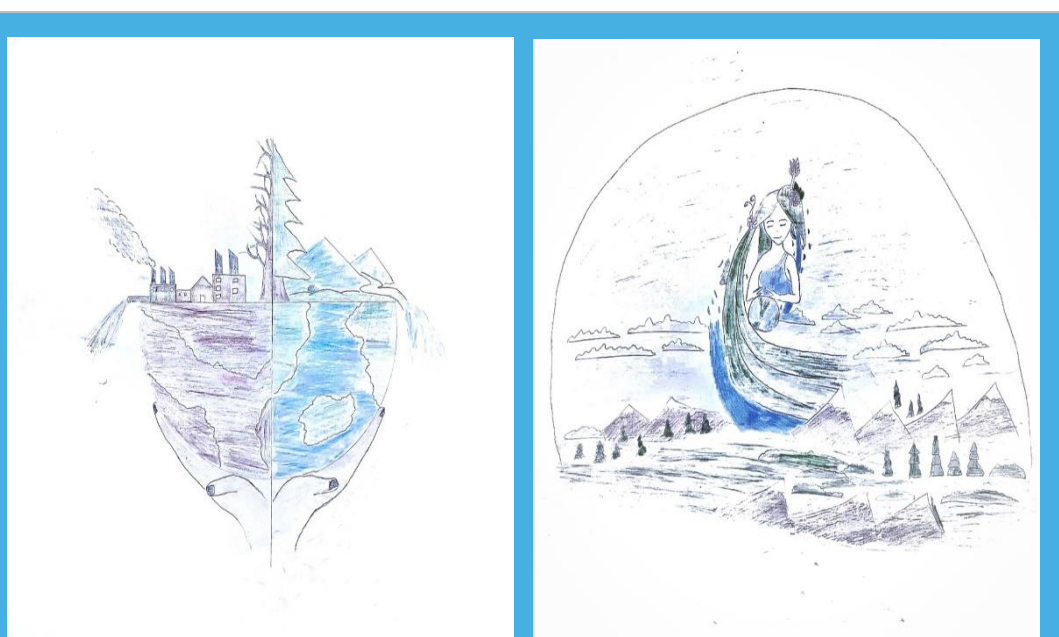
On 19th September 2024, ICAR ATARI Zone VII organized the Swachhta Samvad, an event aimed at promoting cleanliness and hygiene, which took place in the committee room of the office. The event was led by Dr. A.K. Singha, the Principal Scientist at ICAR ATARI Zone VII, who played a central role in guiding the discussions. In addition to Dr. Singha, the event was attended by the Nodal Officer, who coordinated the initiative, along with senior staff members from various departments and contractual staff employed on a temporary basis. The event likely involved conversations about improving cleanliness standards within the office and other related issues.



**Swachhta Samvad at ATARI Zone - VII Office**

## 6. Wall paintings

On 20th September 2024, ICAR ATARI Zone VII organized an event focused on wall painting at the Upper Primary School, Umroi Madan. The initiative was aimed at enhancing the school environment by involving students, teachers, and local community members in the creation of artistic murals or paintings on the school walls. The event may have included themes related to environmental awareness, education, local culture, or community development, with the goal of beautifying the school premises and encouraging creativity among the participants. This event also aimed to engage the local community in an important cultural and educational initiative, highlighting ICAR ATARI's commitment to supporting schools and fostering creativity and learning.



Wall paintings



## **7. Reduce, Reuse, activities**

On 21st September 2024, ATARI Zone VII, Umiam organized cleanliness drives aimed at reducing and reusing waste materials, such as plastics to promote the Swachhta (Cleanliness) campaign. These drives focused on cleaning public spaces and encouraging the community to adopt sustainable practices for maintaining a cleaner environment. Additionally, the initiative emphasized promoting cleanliness within the office premises, encouraging staff and the public to contribute to the Swachh Bharat Mission by showcasing efforts to maintain a hygienic and eco-friendly environment.



**Reduce, Reuse, activities**

## **8. Cleanliness drives**

On 22nd September 2024, ICAR ATARI Zone VII, Umiam organized cleanliness drives as part of the Swachhta Campaign. The event involved cleaning both the office premises and the roadways in a nearby village, with the goal of promoting cleanliness, raising environmental awareness, and encouraging community involvement in maintaining a cleaner and more sustainable environment.





Cleanliness drives

## 9. Tourist Spot

On 23rd September 2024, ICAR ATARI Zone VII organized a cleanliness drive at the Umiam Viewpoint, a prominent tourist spot in the region. The initiative focused on cleaning the area, ensuring that the viewpoint remained beautiful and accessible for visitors. The drive aimed to raise awareness about the importance of environmental sustainability, responsible tourism, and waste management. By engaging the local community and visitors, the event promoted collective action to maintain cleaner, greener public spaces and encouraged everyone to contribute to preserving the natural beauty of the area for future generations.



Cleandrides at Tourist Spot Umiam Viewpoint



## 10. Timebound transformation of difficult and dirty spots

On 24th September 2024, ICAR ATARI Zone VII, Umiam organized a cleanliness drive as part of the Swachhta Campaign, focusing on the timebound transformation of difficult and dirty spots within the office premises. The drive targeted areas that were difficult to clean due to their location or nature, such as neglected corners, high-traffic zones, and hidden spaces prone to accumulating waste. The aim was to efficiently clean and restore these spots to a hygienic state within a short period, enhancing the overall cleanliness and aesthetic value of the office.



Timebound transformation of difficult and dirty spots

## 11. Selfie Point at Villages

On 25th September 2024, ICAR ATARI Zone-VII, Umiam organized a special event at Umroi Madan Village, featuring a *Selfie Point* aimed at promoting cleanliness and raising awareness about the Swachhta (Cleanliness) theme. This initiative sought to engage both locals and tourists, encouraging them to recognize the importance of maintaining cleanliness in their surroundings. It also aimed to inspire individuals to take proactive steps towards promoting a cleaner, healthier environment.





Selfie Point at Umroi Villages

## 12. Removing Weeds Across the campus

The weeding drive held on 26th September 2024 was an essential step in promoting cleanliness and maintaining a healthier, more organized office environment. It was a hands-on initiative that not only cleaned the office campus but also contributed to raising awareness about the importance of keeping workspaces and surrounding areas clean. Through teamwork, dedication, and participation, the event highlighted the significant role that every individual can play in fostering a cleaner, greener, and more sustainable environment, in line with the objectives of the Swachh Bharat Abhiyan.



**Removing Weeds Across the campus**

### **13. Distribution of dustbins in public places**

The distribution of dustbins in public places on 27th September 2024 by ICAR ATARI Zone-VII, Umiam was a pivotal event in promoting cleanliness and waste management within the community. By providing accessible and efficient waste disposal options, the initiative encouraged responsible behavior among the public and contributed to the broader goal of a cleaner, healthier environment. This activity not only supported the Swachh Bharat Abhiyan but also fostered a sense of collective responsibility towards environmental conservation, ensuring that the community plays an active role in maintaining cleanliness in public spaces.





**Distribution of dustbins in public places**

#### **14. Weeding out old files**

On 28th September 2024, a major effort to weed out old files was conducted at the ATARI Zone-VII, office to improve space management, increase organizational efficiency, and maintain a clutter-free work environment. This initiative involved systematically reviewing, sorting, and disposing of outdated or unnecessary files and documents. The process of weeding out old files is crucial for maintaining an organized, efficient, and productive workspace, while also supporting data management and document retention policies.



**Weeding out old files at Office**



## 15. Awareness Programme on cleanliness

On 29th September 2024, ICAR ATARI Zone-VII organized an awareness program on cleanliness (Swachhta) at the Upper Primary School. The purpose of this event was to engage with the students and raise awareness about the importance of cleanliness. The program aimed to educate the students on the significance of maintaining a clean and hygienic environment, both at school and at home. During the event, interactive sessions were held to highlight various aspects of cleanliness, including waste management, personal hygiene, and the impact of a clean environment on health and well-being. The students were encouraged to adopt good cleanliness practices and take responsibility for keeping their surroundings clean.



Awareness Programme on cleanliness at Umroi

## 16. Special drive on walkathons

On 30th September 2024, ICAR ATARI Zone-VII organized a special drive focused on promoting Swachhta (cleanliness) through a walkathon. The event was held with the active participation of all the staff members from the office, who came together to demonstrate their commitment to cleanliness and environmental sustainability. The walkathon aimed to highlight the role of individuals in fostering a clean environment, with staff members walking to areas in and around the office premises and local communities. By participating in this walkathon, the staff not only helped promote Swachhta but also strengthened the message that cleanliness is a collective responsibility. The initiative successfully engaged everyone involved and encouraged the local community to be more mindful of their role in keeping their environment clean.



Walkathons at ATARI, Umiam

## 17. Story Telling Session:(Feature stories to maintain cleanliness)

On 1st October 2024, ICAR ATARI Zone-VII organized a storytelling session focused on the importance of cleanliness, titled "*Feature Stories to Maintain Cleanliness.*" The session was led by Dr. A.K. Singha, who shared insightful and engaging stories related to *Swachhta* (cleanliness) with the attendees. Dr. Singha, along with the senior staff and contractual staff of ICAR ATARI Zone-VII, participated in narrating stories that emphasized the significance of cleanliness in everyday life and its positive impact on health and the environment.

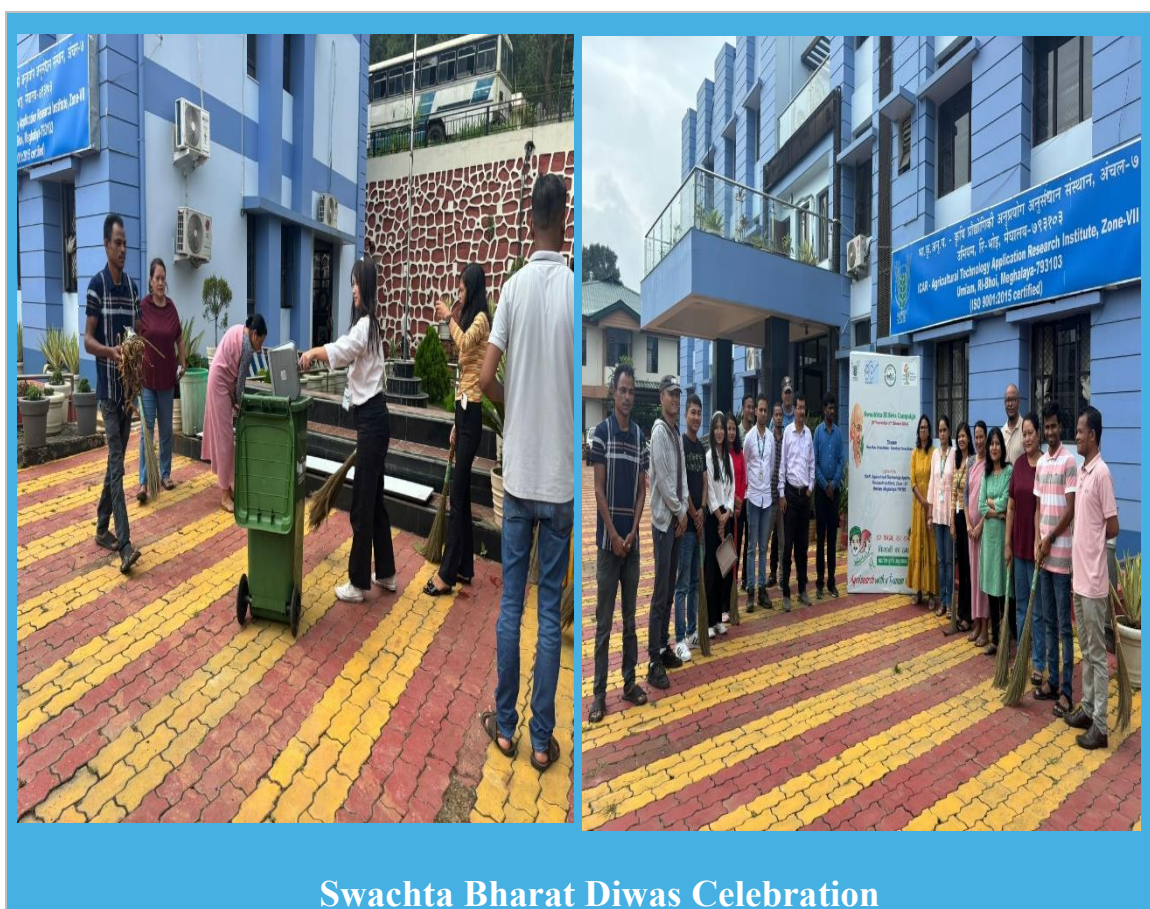


Story Telling Session at Office



## 18. Swachta Bharat Diwas Celebration

On 2nd October 2024, ICAR ATARI Zone-VII celebrated *Swachh Bharat Diwas* at its office premises. The event was organized with active participation from both permanent and contractual staff, including senior staff members. The celebration focused on promoting cleanliness and hygiene, aligning with the vision of the *Swachh Bharat Abhiyan* initiated by the Government of India. During the event, various activities were conducted to raise awareness about the importance of maintaining a clean environment. These activities included a cleanliness drive within the office premises, discussions on the benefits of cleanliness, and encouraging everyone to adopt cleanliness practices in their daily lives. The celebration was a reminder of the collective responsibility to contribute to a cleaner and healthier environment for all.



Swachta Bharat Diwas Celebration



## Creating Awareness Through Website & Social Media

A social media campaign was run through ICAR ATARI Zone – VII, Umiam handles during the celebration of Swachhta Hi Seva. All the events were also highlighted on social media for public awareness.





