



Subject: Report of Day-7 (23.9.2025) of SHS 2025 by ICAR-IIWM – reg.

On Day-7 of SHS-2025 (i.e. 23.9.2025) a *Swachhta Advocacy cum Awareness Programme* involving over eighty farmers and farmwomen was organized in Haridamada village of Bhubaneswar block in Kurdha district, Odisha. At the outset, scientists briefed the participants about the *Swachhata Hi Seva* programme of Govt. of India and administered *swachhta pledge* to them. The participants were sensitized about different aspects of Swachhta, benefits of cleanliness and hygiene on health and village environment. Further, scientists also informed the participants about polythene pollution and its adverse impacts on environment, animals and biodiversity. They also advocated safe ways of disposing non-biodegradable wastes. Participants were advised to reduce the use of plastic, avoid burning of such materials and explore the scope of creating compost out of biodegradable wastes through individual and collective efforts. Thereafter, all participants joined for cleaning of village roads and roadsides thereby demonstrating their collective responsiveness in achieving community goals. Lastly, mango saplings were distributed to all the participants for plantation in their homestead under Ek Ped Maa Ke Naam initiative. About 75 persons from nearby villages attended the programme. Some of the photographs of Day-7 are presented below.



Participants taking swachhta pledge on the occasion



Advocacy and sensitisation on swachhta



Distribution of mango saplings under Ek Ped Maa Ke Naam initiative



Cleaning of village roads by participants