

Report of “Swachhata Hi Seva Campaign 2026” dated 17-09-2026

As per the correspondence received from the Department of Drinking Water and Sanitation (DDWS), Ministry of Jal Shakti, and the Ministry of Housing and Urban Affairs, followed by the communication from ADG (Coordination), ICAR, New Delhi, the “Swachhata Hi Seva Campaign 2026” was inaugurated at ICAR-Indian Institute of Water Management (ICAR-IIWM), Bhubaneswar, on 17 September 2026. The campaign is being observed from 17 September to 2 October 2026 with the theme “Swachhata Mein Sahbhag, Swachh Bharat, Viksit Bharat.”

The programme commenced with the Swachhata Pledge, which was administered by the Director, ICAR-IIWM. Nearly 60 staff members of the Institute participated in the pledge and reaffirmed their commitment towards cleanliness, sanitation, hygiene and responsible waste management. The pledge emphasized the importance of individual responsibility and collective participation in creating clean and sustainable surroundings.

The theme “Swachhata Mein Sahbhag, Swachh Bharat, Viksit Bharat” highlights that cleanliness is not merely the responsibility of government agencies but requires the active participation and cooperation of every citizen, institution and community. The theme emphasizes Jan Bhagidari (people’s participation) as a key component of sustainable cleanliness initiatives. Active community involvement, responsible waste disposal, source segregation, reduction of plastic use, recycling and adoption of hygienic practices can contribute significantly towards building a cleaner and more developed India.

Following the pledge, the Chairman, Swachh Bharat Abhiyan Committee, ICAR-IIWM, briefed the gathering about the activities planned under the campaign during the period from 17 September to 2 October 2026. The proposed activities include awareness programmes on waste segregation, home composting, reduction of plastic use, Reduce, Reuse and Recycle (RRR) practices, cleanliness drives, site beautification, and other activities aimed at promoting sustainable sanitation and hygiene practices.

The programme was followed by an address by the Director, ICAR-IIWM, who highlighted the importance of maintaining cleanliness not only within the Institute premises but also in the surrounding community. The Director encouraged all staff members to actively participate in the campaign and adopt cleanliness as a regular habit rather than limiting it to a campaign period.

The programme concluded with a vote of thanks, expressing gratitude to the Director and all staff members for their active participation and support in making the Swachhata Hi Seva Campaign 2026 a meaningful and successful initiative.



Plate 1: Swachhata Pledge administered by Director, ICAR-IIWM, Bhubaneswar



Plate 2: Swachhata Pledge taken by staffs of ICAR-IIWM, Bhubaneswar

