About Swachh Bharat Abhiyan was launched on 2 October 2014, and aims to eradicate open defecation by 2019. Swachh Bharat Abhiyan is a national campaign, covering 4,041 statutory cities and towns. The mission is being launched on the concept of Mahatma Gandhi’s vision, “Sanitation is more important than independence.” People would undertake to dedicate 100 hours every year towards „Swachh Bharat Abhiyan‟.

The Swachhta Pakhwada was observed at ICAR-ATARI, Umiam (Barapani) during 16 - 31 December, 2018. The following activities were undertaken by the Institute and its KVKs during the Swachhta Pakhwada:

Swachhta Pakhwada (16.12.2018) - Display and Banner at prominent places, taking Swachhta pledge, stock taking and briefing of the activities to be organized during the Pakhwada, plantation of trees.


Swachhta Pakhwada (18.12.2018) - Sanitation and SWM
Cleanliness and sanitation drive within campuses and surroundings including residential colonies, common market places. Stock taking of biodegradable and non-biodegradable waste disposal status and providing on the spot solutions.
Swachhta Pakhwada (19.12.2018) - Sanitation and SWM

Cleanliness and sanitation drive in the villages adopted under the Mera Gaon Mera Gaurav programme or other schemes by ICAR Institutes/KVKs involving village community. Reviewing the progress of ongoing Swachhta activities including implementation of SAP and providing at the spot solutions.

Swachhta Pakhwada (20.12.2018) - Stock taking of waste management and other activities including utilization of organic wastes/generation of wealth from waste, polythene free status, composting of kitchen and home waste materials, promoting clean and green technologies and organic farming practices in kitchen gardens of residential colonies/one nearby village and providing on the spot technology solution.

Swachhta Pakhwada (21.12.2018) - Campaign on cleaning of sewerage and water lines, awareness on recycling of waste water, water harvesting for agriculture/horticulture application/kitchen gardens in residential colonies/1-2 nearby villages.
Swachhta Pakhwada (22.12.2018) - Organizing workshops, exhibitions, technology demonstrations on agricultural technologies for conversion of waste to wealth, safe disposal of all kinds of wastes. Debate on Swachhta at the DARE/ICAR establishments, seminars, awareness camps, rallies, street plays and expert talks.


Swachhta Pakhwada (24.12.2018) - Swachhta Awareness at local level (organizing Sanitation Campaigns involving and with the help of the farmers, farm women and village youth in new villages not adopted by any institutes/establishments.)
Swachhta Pakhwada (25.12.2018) - Cleaning of public places, community market places and/or nearby tourist spots.


Swachhta Pakhwada (28.12.2018) – Campaign on cleaning of sewerage and water lines, awareness on recycling of waste water, water harvesting for agriculture/ horticulture application/ kitchen gardens in residential colonies outside campuses/ nearby villages with the involvement of local/ village communities.


Swachhta Pakhwada (30.12.2018) – Involvement of VIP/ VVIPs in the Swachhta activities, involvement of print and electronic media may be ensured so that adequate publicity is given to the Swachhta Pakhwada.