



Special Campaign 4.0

02nd October to 31th October, 2024



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ICAR-Indian Institute of Soil and Water Conservation

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Special Campaign 4.0 (2nd to 31st October, 2024)

Cleanliness drive and programs to reduce/eliminate pending cases in government offices

03 October, 2024

Use of plastic can cause fatal diseases

Special Abhiyan 4.0 is being organized at ICAR-Indian Institute of Soil and Water Conservation Research Centre Kota from 02 October to 31 October 2024. A series of events have been scheduled under this. In this series, the park was cleaned today at Vivekananda Park, Heart Road Kota Junction. Peepal dry leaves and grass etc. were collected and safely put in the dustbin. Plastic bags, pieces of paper spread around the swings were collected and put in the vehicle of Kota Municipal Corporation passing by. Large leaves of palm etc. trees were picked up at the market place in front of the park and kept safely towards the cantonment area. Dry leaves and twigs were also thrown there after sweeping.

This campaign started at 11.00 and completed at 13.15. 55 officers, employees, contract workers and trainees of Indira Gandhi University Raipur participated in this centre.

On this occasion, Principal Scientist and Head of the Centre Dr Shakir Ali said that the use of plastic is likely to cause fatal diseases. Use it as little as possible. Carry a cloth bag with you while going to the market.

Program Coordinator Dr Gulshan Kumar Sharma thanked everyone and urged to make compost from the waste and not to burn it. That compost can be used in the nutrition garden to grow chemical-free vegetables. Along with this, we can contribute in environmental protection.



04 October, 2024

One more step was taken towards cleanliness at ICAR-Indian Institute of Soil and Water Conservation, Research Centre, Agra. After taking the oath of cleanliness by the Centre Head Dr Avinash Chandra Rathore and all the participants, about 14 participants of the centre contributed to take the cleanliness campaign forward and in the cleanliness work outside the centre premises as all the participants enthusiastically volunteered to clean the dirt, garbage and waste created by the shopkeepers and customers on the highway outside the centre.



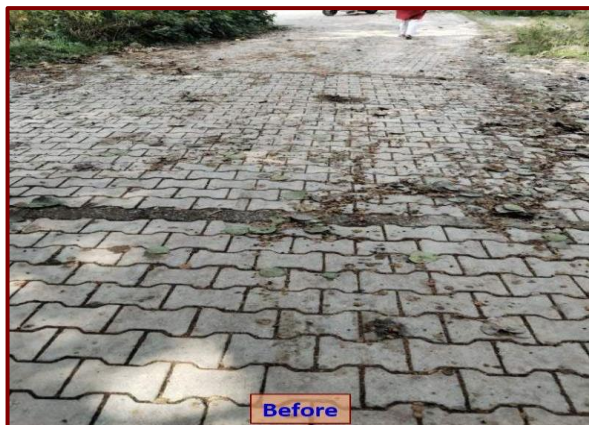
07 October, 2024

ICAR-Indian Institute of Soil and Water Conservation, Research Centre, Udthagamandalam organized a special cleanliness drive and mass awareness programme on 07.10.2024 under Swachhata Hi Seva 2024 Special Campaign 4.0 to institutionalize cleanliness and reduce pendency of cases in government offices. The event took place at the 125-year-old historical place - Government Botanical Garden, Ooty, Nilgiris, Tamil Nadu. A total of 30 staff members of Research Centre, Udthagamandalam participated in the cleanliness drive under the leadership of Dr Somasundaram Jayaraman, Head of the Centre. A cleanliness target unit was designated, and all garbage was completely removed from the designated area. The participants collectively pledged to devote 100 hours each year towards cleanliness efforts. The programme was conducted by Dr Sudheer Kumar Annepu, Scientist & Nodal Officer.



08 October, 2024

ICAR-Indian Institute of Soil and Water Conservation, Dehradun organized a special cleanliness drive and public awareness programme on 08.10.2024 under Special Campaign 4.0 to institutionalize cleanliness and reduce pendency of cases in government offices. The programme took place at Mandu Siddha Mandir, Phulsani, Dehradun. A total of 08 employees of Accounts & Vehicle Section, Headquarters, Dehradun participated in the cleanliness drive under the leadership of Shri M.S. Lawal, DDO and Officer-in-Charge (Vehicle). All the garbage from the designated area was completely removed. The participants collectively took an oath to devote 100 hours every year towards cleanliness efforts. The programme was coordinated by Smt. Nisha Singh, PS.



09 October, 2024

The Stores Section of ICAR-Indian Institute of Soil and Water Conservation, Dehradun organized a cleanliness drive on October 09, 2024 at Balbhadra Shaheed Smarak, Khalanga, Dehradun with the slogan "Swachh Nirmal Hamara Bharat" under Special Campaign 4.0. There was a lot of dirt spread around the memorial, for the cleaning of which 10 officers and employees of the Store Section participated. After the cleaning, the students who came to visit the memorial were also motivated for cleanliness.



10 October, 2024

The ICAR-IISWC, Research Centre, Chandigarh organized a special drive at the premises of Mata Mansa Devi in Panchkula, Haryana on 10.10.2024. This drive is a part of institutionalizing cleanliness and reducing pendency in government offices. Swachhata Pledge was taken by all the employees of the office. As per the guidelines, the special drive was organized at the historical site Mata Mansa Devi premises. Dr Brij Lal Lakaria, Head of the Centre motivated everyone to keep their surroundings clean and emphasized that it is the duty of all citizens to help achieve the objectives of Swachhata Abhiyan. Also, the aim of the special drive is to celebrate cleanliness in all offices by improving the cleanliness of government offices. Thus, this program will be helpful in motivating other pilgrims visiting the temple and will spread the message of cleanliness in public places among the people. The program was coordinated by Ms. Jatinder Kaur Arora, STA.



11 October, 2024

ICAR-IISWC, Research Centre-Vasad organized Swachhata Abhiyan 4.0 on 11 October 2024. All the staff members of Vasad Centre cleaned the outer premises (i.e. entrance) of Vasad Railway Station. Collected plastic pouches of pan masala, tobacco, gutkha, plastic bottles, polythene and other wastes. Cleaned the entire parking area of Vasad Railway Station with the help of broom and rake. Dr M.J. Kaledhonkar, Head of the Centre urged all the staff members and Station Master Shri Manoj Kumar Meena to keep all the public premises in the country clean. Dr Dinesh Jingar (Program Coordinator) also shared his views on cleanliness and its role in environmental quality. Dr D. Dinesh also explained how we can manage waste and convert it into wealth. Apart from this, Shri Anand Kumar, Shri T.M. Sonera and Shri Ram Pratap also helped in arranging banners and photography. In the end Dr Gaurav Singh gave a formal vote of thanks and all the staff members took a pledge to keep their office, home, society, village, district, state and nation clean and green. Dr Dinesh Jinagar organised this programme.



15 October, 2024

Under the nationwide campaign “Special Campaign 4.0” by ICAR-IISWC, Dehradun, on 15 October 2024, the Plant Sciences Division conducted an awareness campaign at the public place Guchhupani. Under this program, the place with excessive dirt in Guchhupani place was cleaned by everyone by collecting garbage. Tourists also cooperated in this program.

The program was inaugurated at 11:00 am by Dr J.M.S. Tomar Head, Plant Science Division, He motivated the people gathered around and made them aware about the cleanliness of the area and the importance of cleanliness in daily life and encouraged for keeping the environment clean. Cleaning program was done in public places and garbage was disposed of. The program was participated by Dr Vibha Singhal, Principal Scientist, Dr Rajesh Kaushal, Principal Scientist, Dr Anupam Bud Scientist, Mr. Rakesh Kumar, Chief Technical Officer and Mrs. Santoshi Rauthan, Technician.



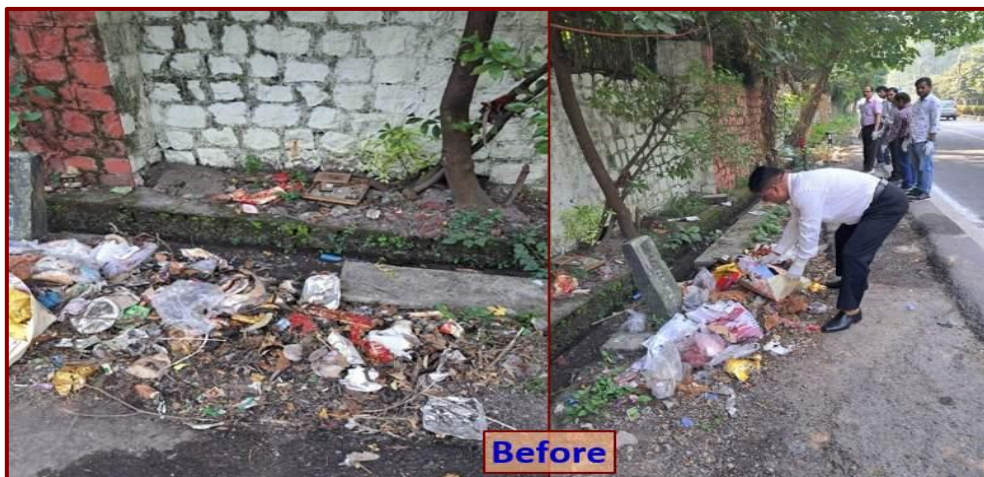
16 October, 2024

Under the special Swachhata Abhiyan 4.0, ICAR-IISWC, Research Centre, Ballari organized a cleanliness and sanitation drive at the historic Ballari Fort on 16 October, 2024. All the staff actively participated and attended the program. During the program, all the participants took part in the Swachhata Shramdaan and cleaning drive in and around the premises of the historic fort. The general public and visitors were also made aware about the Swachhata Abhiyan and its importance for our environment. The program was successfully coordinated by Dr Ravi Dupadal, Sr. Sci. (Agri. Eco.) and Nodal Officer under the overall guidance of Dr B. Krishna Rao, Head, ICAR-IISWC, Research Centre, Ballari. The program was attended by Dr M. Prabhavathi, Sr. Sci. (Soil), Dr Ramesha M.N., Sr. Sci. (Forestry) and Shri Ravi K.N., Sci. (Agri. Extn.) along with all the office staff. 22 participants took part in the programme.



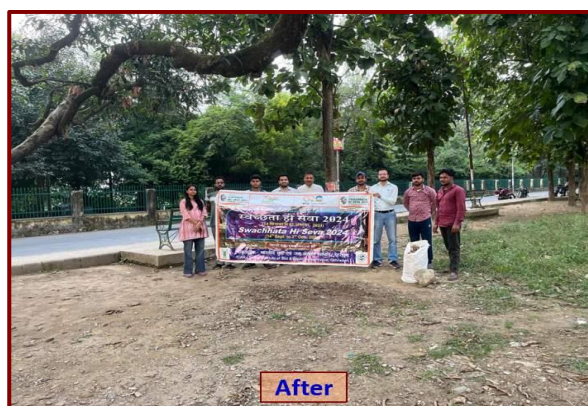
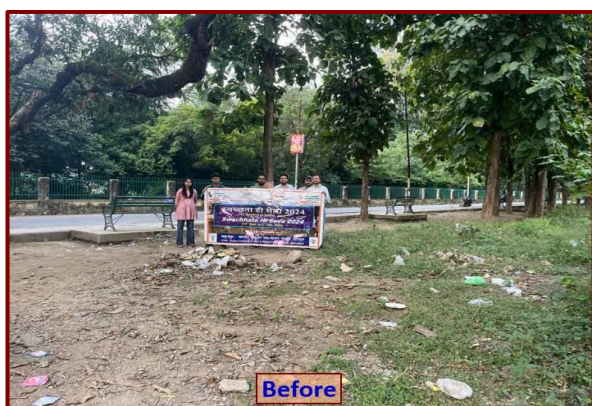
17 October, 2024

On 17 October, 2024, Hydrology & Engineering Division organized a Swachhata Abhiyan at Kali Mata Mandir, Garhi Road, Dehradun. The event was aimed at raising awareness about the importance of cleanliness, community hygiene and overall well-being. The event was led by Dr R.K. Singh, Head, Hydrology & Engineering Division, who highlighted that maintaining cleanliness not only promotes a healthy environment but also strengthens social bonds. Dr Singh emphasized the urgent need to follow the 3.R rules (Refuse, Recycle and Reduce) with regard to non-degradable materials like single-use plastics that pose significant risks to the environment. He also emphasized the role of cleanliness in improving health and reducing medical expenses. The programme saw active participation of all the staff of the Hydrology & Engineering (H&E) Division, including Dr P.R. Ojaswi (Principal Scientist), Dr Ambrish Kumar (Principal Scientist), Dr Uday Mandal (Senior Scientist), Dr Deepak Singh (Scientist), and Shri Harvirendra Singh (Technical Officer). Their commitment towards the initiative was evident as they worked together to clean the area around the Kali Mata Mandir, Garhi Road, Dehradun. The programme was successfully coordinated by Shri Harvirendra Singh, Technical Officer under the guidance of the Head of Hydrology & Engineering (H&E) Division, whose efforts ensured smooth organisation and execution of the programme. This cleanliness drive is part of the ongoing effort to inculcate a sense of responsibility towards cleanliness.



18 October, 2024

On 18 October, 2024, the Administration Section of ICAR-Indian Institute of Soil and Water Conservation, Dehradun organized a Swachhata Abhiyan near Public Park, Mahendra Ground, Army Cantt Area, Garhi Cantt, Dehradun. The programme was aimed at raising awareness about the importance of cleanliness and community hygiene. The programme was led by Assistant Administrative Officer Shri Sanjay Pant. Nine employees of the Administration Section participated in the Swachhata Abhiyan. The waste was collected and disposed of in a proper manner. The commuters were made aware about the importance of cleanliness and hygiene.



21 October, 2024

Dehradun, On 21st October, 2024, the Audit Section of ICAR-Indian Institute of Soil and Water Conservation, Dehradun conducted a cleanliness drive in the office premises temple today under the special campaign for Swachhata 4.0. A team of 10 members of the Audit Section actively participated, cleaning the areas around the temple to keep it neat and clean for the staff and visitors. This effort supports the larger goal of the national campaign to promote cleanliness and hygiene in government offices and public places, thereby contributing to a clean and healthy India.



22 October, 2024

As a part of Special Swachhata Abhiyan 4.0, the Hindi and Official Language Cell of ICAR-Indian Institute of Soil and Water Conservation organized a cleanliness drive at Bhadrakali Temple, Garhi Cantt, Dehradun on 22 October, 2024. 11 staff actively participated in the event. During the event, all the participants took part in Swachhata Shramdaan and cleaning drive in and around the temple premises. The general public and visitors were also made aware about the Swachhata Abhiyan and its importance for our environment. The event was successfully coordinated by Shri H.N. Sharma (SAO) and Shri Ashutosh Tiwari, Deputy Director (Hindi Official Language), Shri Pramod Kumar (STO) and other staff.



23 October, 2024

On 23.10.2024, ICAR-Indian Institute of Soil and Water Conservation, Research Centre, Datia organized a cleanliness program under Vishesh Swachhata Abhiyan 4.0 in Utkrishta Madhyamik Vidyalaya No. 1. In this program, the school premises, playground and assembly premises were cleaned. The program was inaugurated by the Principal of the school, Dr. (Mrs.) Rajshree Gupta. The teachers and students of the school, including the officers and employees of the Centre, participated enthusiastically in the program and made the program successful. At the end of the program, Dr. Mukesh Meena of the Centre thanked everyone.



24 October, 2024

Under the special Swachhata Abhiyan 4.0, the PME&KM Cell of ICAR-IISWC, Dehradun organized a special Swachhata Abhiyan at Tapkeshwar Mahadev Temple premises on 24 October, 2024. The program was conducted under the leadership of Dr. M. Muruganandam, Head, PME&KM Unit. The women staff of the unit made the pilgrims aware about the importance of cleanliness and the cleanliness programs being run by the Institute and Government of India in the temple premises. All the scientists and staff of the unit actively participated in the program. Er. S.S. Shrimali, Senior Scientist, Dr. Rama Pal, Scientist, Dr. Matish Chandra, CTO, Mrs. Sonia Chauhan, CTO, Mr. M.S. Chauhan, CTO, Er. Amit Chauhan, ACTO and Mrs. Meenakshi Pant, PS, besides other staff of the unit attended the program. During the program, all the participants involved in the Swachhata Shramdaan and cleaning campaign took part in the huge parking area premises of the temple. The temple staff, general public and visitors present in the premises were made aware about the cleanliness drive and its importance for the environment and healthy life. Masks and gloves were distributed to the cleaning staff working in the temple and they were made aware about hygiene and cleanliness.



25 October, 2024

Under the special Swachhata Abhiyan 4.0, ICAR-Indian Institute of Soil and Water Conservation organized a cleanliness drive in Soil Laboratory on 25 October, 2024. All the staff actively participated and attended the program. During the program, all the participants took part in Swachhata Shramdaan and cleanliness drive in and around the laboratory. The program was successfully coordinated by Dr D.V. Singh, Principal Scientist (Soil) and Nodal Officer Shri Deepak Kaul. All the staff of the office participated in the program. 10 participants attended the program.



28 October, 2024

The Research Farm, Selaqui of ICAR-Indian Institute of Soil and Water Conservation, Dehradun organized a special cleanliness campaign on October 28, 2024 in the premises of Gurdwara Shri Guru Teg Bahadur Sahib Ji Nauwan Pathshahi, Bayakhala, Selaqui under Special Swachhata Abhiyan 4.0. The program was conducted under the leadership of Dr. M. Shankar, Officer-in-Charge (Research Farm). All the officers/employees of Research Field, Selaqui participated in this event. In which the Officer-in-Charge Field and the Superintendent-in-Charge Field expressed their views on the importance of cleanliness. The citizens living in and around the Gurudwara were also made aware of the importance of cleanliness and various schemes run by the Government of India.



29 October, 2024

On 29.10.2024, ICAR- IISWC, Research Centre, Koraput undertaken weeding of records activity at main office. All the staff members actively participated in this activity and 48 old files were reviewed and 17 files related to administrative sections and miscellaneous correspondences were weeded out. Under this campaign 4.0 the Swachhta programme at residential colony and around main office by removing weeds, trimming of hedge activities in main office campus. of research farm. The programme begins at 11AM and continued up to 1PM. A total of 25 participants including Head of Centre, Scientists, Technical staff, project staff, contractual staff and trainee students and out sourcing personnel participated in this event and clean the area around 4000 Sq Feet.



30 October, 2024

ICAR-Indian Institute of Soil and Water Conservation, Research Centre, Agra organized the cleanliness drive under Special Campaign 4.0 on October 30, 2024. Under this Swachh Bharat Abhiyan, about 10 participants of the centre contributed to the cleanliness work at the Ganesh temple located at Kuberpur on National Highway NH-1. The program was organized under the leadership of Dr. A.C. Rathore, Head, Research Center, Agra. Pilgrims in the temple premises were made aware about the importance of cleanliness and the cleanliness programs being run by the Government of India. After the cleanliness work, all the participants including the priest of the temple took the oath of cleanliness.



01 November, 2024

Closing Ceremony of Special Campaign 4.0 at IISWC Dehradun Marks Remarkable Achievements in Efficiency and Sustainability

Dehradun, November 1, 2024 — The Indian Institute of Soil and Water Conservation (IISWC) held the closing ceremony of the Special Campaign 4.0 drive, which ran from October 2 to October 31, 2024, under the guidance of IISWC Director, Dr. M. Madhu. This national-level campaign, focused on record management, cleanliness, and environmental responsibility, achieved notable progress across multiple initiatives aimed at streamlining operations and promoting sustainability within the institute.

During his address at the closing ceremony, Dr Charan Singh, HoD Of HRD&SS division, said that throughout the month-long campaign, IISWC conducted a total of 23 activities by its eight Research Centres, four Divisions and five sections, each aligned with the campaign's central theme of enhancing workplace efficiency and environmental stewardship. As part of the record management effort, 523 files were meticulously reviewed, and 154 files were recommended for closure or disposal following established protocols. Upon completion of the file closure process and other area cleaning, IISWC will free up approximately 4,044 square feet of space, demonstrating a commitment to efficient resource use and organizational tidiness. Moreover, IISWC digitized 531 files, an achievement that aligns with broader government goals of digital transformation and improved document accessibility, reducing reliance on physical paper files.

During his address at the closing ceremony, Dr. Madhu highlighted several pioneering sustainability initiatives undertaken by IISWC. A constructed wetland has been developed on the premises, designed to convert domestic sewage into irrigation water for lawns and flower beds. This initiative not only promotes water recycling but also supports sustainable landscape management practices. Additionally, IISWC has implemented comprehensive waste management practices. Waste materials are segregated into biodegradable and recyclable categories, with biodegradable waste being converted into compost, contributing to soil health. The institute has also minimized the use of plastic and polyethylene, with any plastic waste generated safely disposed of for recycling.

The closing ceremony was attended by heads of all divisions, administrative officers, and staff members. Nodal Officer (SBM) Shri Anil Kumar Chauhan coordinated the program, ensuring its smooth execution. The ceremony concluded with a collective commitment from the IISWC team to maintain these newly instituted practices and to uphold the spirit of the campaign in daily operations.

The Special Campaign 4.0 at IISWC Dehradun stands as a model of effective record management, sustainability, and organizational efficiency, showcasing IISWC's commitment to the mission of creating a sustainable, efficient, and eco-conscious workplace.



Format 1
(Consolidated up to 29.10.24)
Special Campaign 4.0 (2nd – 31st Oct., 2024)
Pendency Identification and Achievement Status Form

Name of the Organization /Unit: - ICAR-Indian Institute of Soil & Water Conservation, Dehradun

Information as on date: - 30/10/2024

S.No	Subject/Activity	Achievements
1.	Digitization/ E-Office	531
2.	Improving Office Spaces/enhancing office spaces	Under Process
3.	Timely Scrap disposal	Under Process
4.	Weeding/ Preservation of Office Records	Under Process
5.	Inclusivity measures	Yes – Adopted
6.	Sanitation Protocols – use of 3R's approach/ Vidyanjali	<ul style="list-style-type: none"> ➔ Waste materials are segregated into biodegradable and recycle waste, Biodegradable waste is being converted to compost. ➔ Plastic/ Polyethene use has been kept minimum, and used plastic/polyethene are safely disposed off for recycling. ➔ Constructed wet land is converting domestic sewerage to lawn/flower bed irrigation water thereby reducing/recycling of water.

Special Campaign 4.0 [2nd – 31st Oct., 2024]

Pendency Identification and Achievement Status Form

Name of the Organization/Unit:-ICAR-Indian Institute of Soil & Water Conservation, Dehradun

Information as on date: 30.10.2024

A. Total Pending references identified & Achievement thereof

	Pendency as on 25.09.24	Received after 25.09.24*	Disposed After 25.09.24*	Remarks
References of MPs/VIPs	Nil	Nil		By all the Divisions
IMC References	Nil	Nil		By DARE (IC-I)
Public Grievances	Nil	Nil		By all the Divisions
Parliamentary Assurances	Nil	Nil		By Parl. Section
State Government References	01	Nil		By all the Divisions
PMO References	Nil	Nil		By all the Divisions

B. Target for Record Management during the Special Campaign (2nd – 31st Oct, 2024)

i. Physical Files

Target for number of files to be reviewed	Total physical files reviewed after 25.09.24*	Files transferred to NAI after 25.9.24*	Total no. of files identified for weeding after 25.9.24*	Total no. of physical files weeded out after 25.09.24*	By all the Divisions
500	523	-	154	Under process	

ii. E-Files

Target for number of e-files to be reviewed	Total number of E-files closed after 25.09.24*	By all the Divisions
50	Nil	

C. Cleanliness & Official Scrap Disposal

i. INDOOR

System in Place (Yes/No)	Inspection Architecture in Place (Yes/No.)	Outsource Agency Deployed (Yes No.)	Level of Inspecting Officer (US/DS/Director)	By all the Divisions
Yes	Yes	Yes	Technical Officer	

ii. OUTDOOR- Number of Campaigns during the Special Campaign (2nd – 31st Oct, 2024)

Target for total number of campaigns to be conducted	Total campaign conducted after 25.09.24*	Highest Leading Level of Any Campaign
20	23	OIC (Research Farm)

(Please send two photographs of each such campaign site clearing mentioning before and after conducting the campaign)

iii. OFFICE SCRAP DISPOSAL during the Special Campaign (2nd – 31st Oct, 2024)

Item	Target	Achievement after 25.09.2024*	By all the Divisions
Space (Sq. ft.)	500 sqft	4044Sq.Feet	
Revenue to be generated (Rs.)	Rs.1.00 lakh	Under process	
Approx. Quantity (in tonnage)			

D. EASING OF RULES/PROCESSES

Numbers of Rules Identified for Simplification	Number of Rules Simplified after 25.09.24	By all the Divisions
Nil	Nil	

E. PUBLIC GRIEVANCE APPEALS

Pendency as on 25.09.2024	Received After 25.09.2024*	Disposed after 25.09.24*	By ICT Division
Nil	Nil	Nil	

***On Cumulative basis**

F. DETAILS OF SITES HAVING MAXIMUM POSSIBLE IMPACT OF THE CAMPAIGN

Name of the site	Location	Before and After Photographs	By all the Divisions
Vivekanand Park	Hart Road, Kota	03.10.2024	Res.Center, Kota
National Highway, Agra	N.H - 1(Delhi - Lucknow)	04.10.2024	Res.Center, Agra
Botanical Garden, Ooty	Botanical Garden, udagmandalam	07.10.2024	Res.Center, Ooty
Worship Place	ManduSidhMander,Phoolsani,Dehradun	08.10.2024	H.Q.,Dehradun
B.B.K.Yudh Smark	Tapowan, Nalapani, Dehradun	09.10.2024	H.Q.,Dehradun
Mansa Devi Temple	near ICAR-IISWC, RC, Chandigarh	10.10.2024	Res.Center, Chandig
Railway Station	Railway Station , Vasad	11.10.2024	Res.Center, Vasad
G.P.SchoolVill.KaliMati	Raipur,Dehradun	14.10.2024	H.Q.Dehradun
GuchchuPani	GarhiCantt Dehradun	15.10.2024	H.Q.Dehradun
Bellari Fort	Cantonment Area -283104Bellari	16.10.2024	Res.Center, Bellari
Mata Mandir	Garhi Cantt Road Dehradun	17.10.2024	H.Q.,Dehradun
Mahendra Ground Army	Garhi Cantt Dehradun	18.10.2024	H.Q.,Dehradun
HQ Campus Mandir	218 Kaulagarh Road, IISWC, Dehradun	21.10.2024	H.Q.,Dehradun
BhadraKali Mandir	Garhi Cantt, Dehradun	22.10.2024	H.Q.,Dehradun
Utkrisht Inter College N	Datiya	23.10.2024	Res. Center, Datiya
Tapkeshwar Temple	GarhiCantt., Dehradun	24.10.2024	H.Q., Dehradun
Soil Laboratory	ICAR-IISWC, Dehradun	25.10.2024	H.Q., Dehradun
Gurudwara, Bainkhala	Selaqui, Dehradun	28.10.2024	H.Q., Dehradun
ICAR-IISWC, RC, Koraput	ICAR-IISWC, RC, Koraput	29.10.2024	Res.Center, Koraput
Ganesh Mandir	Kuberpur, NH-1, Agra	30.10.2024	Res.Center, Agra

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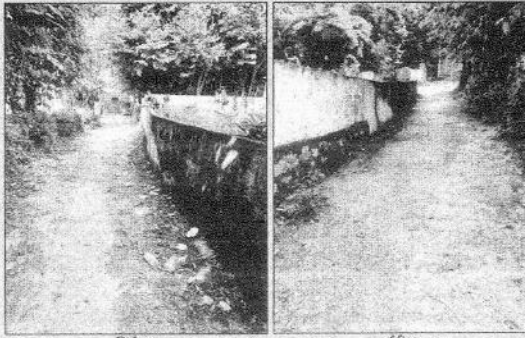
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Cleanliness drive held at Govt Primary School, Village Kalimati by HRD&SS

By OUR STAFF REPORTER
DEHRADUN, 14 Oct: The Human Resource Development and Social Science (HRD&SS) Division organised a cleanliness drive at the Govt Primary School in Village Kalimati, Raipur. The event aimed to raise awareness about the importance of cleanliness among students and villagers, emphasising both personal and community hygiene.

The programme was led by Dr. Charan Singh, Head of the HRD and SS Division, who delivered an insightful address on the significance of cleanliness in human life. He highlighted how maintaining cleanliness not only fosters a healthier environment but also strengthens social relationships. In his speech, Dr. Singh stressed on the urgent need to reduce the use of harmful materials like polythene, which pose significant risks to the environment. He also laid emphasis on improving health for



reduction on medical expenditure. The event saw active participation from all the staff of the HRD&SS Division, including Dr. Lata Chand (Principal Scientist), Dr. M Singh (Senior Scientist), Dr. Indu Rawat (Senior Scientist), Dr. Abhimanyu Jha (Scientist), Suresh Kumar (Chief Technical Officer), Lata, P.S. Dharampal, and Sonu (Technician), etc. Their commitment to the initiative was evident as they worked alongside the school children and villagers to clean the surroundings.

The programme was successfully coordinated by Anil Kumar Chauhan, Chief Technical Officer & Nodal Officer (SBM), under the guidance of Head, HRD&SS.

This cleanliness drive is part of an ongoing effort to instil a sense of responsibility toward cleanliness among school students and the village community, aligning with the national campaigns focusing on a cleaner, greener India.

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IISWC undertakes cleanliness awareness at Gucchupani

By OUR STAFF REPORTER
DEHRADUN, 15 Oct: ICAR-Indian Institute of Soil and Water Conservation (IISWC), Dehradun, is actively participating in the nationwide campaign 'Cleanliness drive under Vishesh Abhiyan 4.0 and

reducing/eliminating pendency of cases in government offices'. In this series, an awareness campaign was conducted today in the public place, Gucchupani, in collaboration with all the scientists and technical staff, including the Head of the Plant

Science Division of ICAR-IISWC. Under this programme, the places with excessive waste in Gucchupani was cleaned by collecting garbage. In this work, people who had come to visit there also helped in the programme. The programme was

begun at 11 a.m. by Dr. JMS Tomar, Head, Plant Sciences Division. He motivated the people and made them aware of the need for cleanliness in the area. Dr. Tomar highlighted the importance of cleanliness in daily life and encouraged all to keep the environment clean.

Disposal of the garbage was also carried out. Dr. Vibha Singhal, Principal Scientist, Dr. Rajesh Kaushal, Principal Scientist, Dr. Anupam Barh, Scientist, Rajesh Kumar, Chief Technical Officer, and Santoshi Rauthan participated in the event.



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Cleanliness Drive held at Kali Mata Mandir, Garhi Road, by IISWC

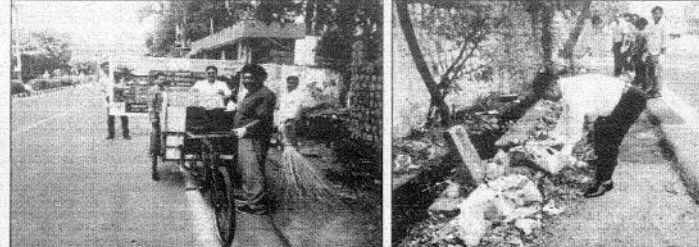
By OUR STAFF REPORTER
DEHRADUN, 17 Oct: The Hydrology and Engineering (H&E) Division of ICAR-IISWC organised a cleanliness drive at Shakti Mandir, Garhi Road, here, today. The event aimed to raise awareness about the importance of cleanliness, community hygiene, and overall well-being.

The programme was led by Dr. RK Singh, Head, Hydrology and Engineering (H&E) Division, who highlighted how maintaining cleanliness not only fosters a healthier environment but also strengthens social relationships. Dr. Singh stressed the urgent need to follow the 3R rules (Refuse, Recycle and Reduce) in respect of non-degradable materials like single use plastics which pose significant risks to the environment. He also emphasised the role of cleanliness in improving health and reducing medical

expenditure. The event saw active participation from all the staff of the Hydrology and Engineering (H&E) Division, including Dr. PR Ojasi (Principal Scientist), Dr. Ambrish Kumar (Principal Scientist), Dr. Uday Mandal (Senior Scientist), Dr. Deepak Singh (Scientist), and Harvirendra Singh (Technical Officer). They worked together to clean the surroundings of Kali Mata Mandir, Garhi Road.

The programme was successfully coordinated by Harvirendra Singh, Technical Officer, under the guidance of the Head of the Hydrology and Engineering (H&E) Division, whose efforts ensured the smooth conduct of the event.

This cleanliness drive is part of an ongoing effort to instil a sense of responsibility toward cleanliness, aligning with national campaigns focused on building a cleaner, greener India.



Swachhhta Campaign held by IISWC at Mahendra Ground

By OUR STAFF REPORTER DEHRADUN, 18 Oct: The Administration Section of ICAR-IISWC, Dehradun, organised a cleanliness drive near the Public Park of Mahendra Ground, Garhi Cantt, here, today. The event aimed to raise awareness about the importance of cleanliness and community hygiene. The programme was led by Sanjay Pant, Assistant Administrative Officer. Nine employees of the Administration Section participated in the Cleanliness Campaign. The garbage was collected and disposed of properly. The commuters were made aware of the importance of cleanliness and hygiene.



IISWC holds 'Special Swachhhta Campaign' at Tapkeshwar Mahadev Temple Complex

By OUR STAFF REPORTER DEHRADUN, 24 Oct: As a part of the Special Swachhhta Campaign, A.O. Research Project Monitoring, Evaluation and Knowledge Management (PME & KM) Unit of Indian Institute of Soil and Water Conservation (ICAR-IISWC), here, organised a cleanup event at the Tapkeshwar Mahadev Temple complex, here, today. The programme was conducted under the leadership of Dr. M. Muruganandam, Head, PME & KM unit. The women staff of the Unit sensitised the pilgrims in the temple premises about the importance of cleanliness and Swachhhta programmes being run by the Institute and Govt. The programme was actively attended and participated in by all scientists and staff members of the Unit. The programme was attended by Er SS Shrivastava, Sr Scientist, Dr Rama Pal, Scientist, Dr



Matish Chandra, CTO, Sonia Chauhan, CTO, MS Chauhan, CTO, Er Amit Chauhan, ACO and Minakshi Pant, PS, besides other staff of the Unit. During the programme, all the participants took part in Swachhhta, shramdan and cleanliness drive in the huge parking area of the temple. The temple staff, general public and visitors were sensitised about the Swachhhta campaign and its importance to the environment and healthy life. Masks and gloves were distributed to the sanitation staff working in the temple and they were also sensitised on cleanliness and hygiene.