

Clean Green Utsav Activities of 23.9.2025 under *Swachhta Hi Sewa Campaign 2025*

The “Clean Green Utsav” under the banner of *Swachhta Hi Sewa Campaign 2025* was successfully organized at ICAR-CAZRI, Jodhpur, on 23.09.2025. The program commenced at 10:00 AM with a welcome address to all participants including Students from skill development institute, Jodhpur and ICAR-CAZRI staff members followed by the formal inauguration of the *Cleanliness Drive Campaign* by Director, ICAR-CAZRI. At 10:30 AM, Dr. Reena Rani, Scientist, ICAR-CAZRI, delivered a lecture on the theme “*Organisation of Eco-friendly and Zero-waste Celebrations*”, highlighting the importance of sustainable and environmentally friendly practices during social events. Subsequently, at 10:45 AM, Dr. O. P. Meena, Scientist, Div-VI, delivered a lecture on “*Integrating Citizen Participation and Partner Mobilization to Tackle General Swachhta Challenges across Local Bodies*”, emphasizing the role of community involvement in achieving cleanliness goals. This session was followed by insightful remarks from the Director, ICAR-CAZRI, at 11:00 AM, who appreciated the initiative and encouraged all staff to adopt cleanliness as a daily practice.

Later in the day, at 4:30 PM, a *Cleanliness Drive* was organized at the main gate and its surrounding areas of ICAR-CAZRI. All staff members enthusiastically participated in the campaign and thoroughly cleaned the premises, reflecting their commitment and excitement towards maintaining a clean and green environment. The program concluded with a strong message of collective responsibility and sustainable practices, in line with the vision of *Swachhta Hi Sewa Campaign 2025*.



