



ICAR–National Research Centre on Pig, Rani, Guwahati, Assam -781131

Report on Swachhata Pakhwada 2025

Date:24-12-2025

Venue: ICAR-NRC on Pig

As part of the Swachhata Pakhwada 2025 celebrations, the ICAR–National Research Centre on Pig, Guwahati organized a signature Campaign titled “Hamaar Swachhta, Hamaar Garima” at Barbakara village, Assam. The campaign aimed to create awareness on cleanliness, hygiene, and sanitation among the backward communities of rural Assam. The Swachhta Awareness Campaign was implemented through the coordinated efforts of scientists and staff of ICAR-NRC on Pig, with active participation from farmers, women, village youth, and children of the village. During the programme, the ideals of Mahatma Gandhi and the relevance of Swachhata in daily activities were shared with the villagers to reinforce behavioral change towards hygiene and environmental cleanliness. As part of the practical outreach activity, villagers along with their children actively participated in a cleanliness drive at the temple maidan, a key community space used for social and cultural gatherings. The programme was coordinated by Dr. Rajib Deb, Senior Scientist, ICAR-NRC on Pig.

The initiative successfully fostered community ownership, collective responsibility, and awareness towards sustaining a clean and healthy village environment.

Glimpses of the programme



