



Swachhata Pakhwada observed at ICAR-CIFA, Bhubaneswar

ICAR-Central Institute of Freshwater Aquaculture (ICAR-CIFA) organized a press conference on 31 December 2025 to highlight the successful implementation of **Swachhata Pakhwada**, observed from **16 to 31 December 2025**, with active participation of all stakeholders including farmers, VIPs/WIPs, print and electronic media. During the Pakhwada, the Institute conducted a series of activities such as Swachhta Pledge Day, Swachhta Awareness programmes, review and weeding out of old records as per office rules, cleanliness and sanitation drives within the campus, residential colonies, common market areas and nearby public places. Green drives and plantation programmes were organized in identified green areas, along with community outreach through *Shramdaan*, plastic waste collection, recycling of wastewater, walkathons and Swachhta rallies. Signature campaigns were launched across nearby localities to promote community involvement, while Kisan Diwas was celebrated by inviting farmers and interacting with them on cleanliness and sustainable practices. Webinars, video conferencing meetings, competitions and felicitation of best offices, residential areas and campuses for cleanliness were also organized. The programme witnessed massive community mobilization, involvement of dignitaries and media presence, reflecting ICAR-CIFA's roles towards cleanliness, environmental sustainability and public participation under the Swachh Bharat Mission.



