



National Launch of “Swachhata Hi Seva” Campaign at ICAR-CIFA 17th September 2024

As part of the nationwide initiative “Swachhata Hi Seva” launched under the Swachh Bharat Mission, ICAR-Central Institute of Freshwater Aquaculture (ICAR-CIFA) participated in a series of activities on 17 September 2024. Staff members of ICAR-CIFA gathered at the institute's auditorium at 10:00 AM to partake in the event, marking the formal launch of the campaign at the institute as per the scheduled of ICAR- New Delhi.

The event commenced with the Swachhata Pledge, which was led by Dr. Himanshu Pathak Director General (DG) and Secretary of ICAR, Director of ICAR-CIFA along with the staffs. The pledge emphasized the importance of maintaining cleanliness in both public and private spaces, encouraging the staff to actively contribute to building a cleaner and healthier environment. This pledge is in line with the instructions provided by the Indian Council of Agricultural Research (ICAR) and forms part of the ongoing Swachh Bharat Mission.

Following the pledge, all staff members proceeded to the designated "Selfie Points" within the campus for a group photo session. These points were strategically chosen to highlight clean and green areas of the ICAR-CIFA campus, serving as symbols of the institute's commitment to cleanliness and environmental sustainability. The event created a sense of community and reinforced the importance of cleanliness in both the workplace and beyond.



As a part of observing ‘Swachhta hi Sewa’ campaign during 17 Sept -2 Oct 2024 the Social Science Section, ICAR-CIFA, Bhubaneswar organized Swachhta run, cycle rally today on 17 September 2024. Around 150 numbers of School Children and Staffs of Arjuneswar Dev Nodal High School, Kairi, Pipili, Puri actively participated in the Program. The students and the staff of the school along with the ICAR-CIFA team created awareness through speeches and Swachhata song. The cycle rally covered near about 2.5 kms from Kairi village to Kausalyapur via Bhoula, Padhisahi, Dihasahi, etc. Students started the rally with swachhta plaque cards to make people aware of cleaning and sweeping of nearby places. Dr G. S. Saha, Principal Scientist and In-Charge, Social Science Section led the group and at last reached at the foot of historic Dhauli, the Peace Pagoda. Then some awareness speeches, debates, slogans were conducted. Mr. Antaryami Bhoi, Head Master of the School provided active supports for the program.



As part of the National Launch of the "Swachhata Hi Seva" campaign, ICAR-CIFA undertook the "**Ek Ped Maa Ke Naam**" mega initiative, planting 150 wood apple plant (Bael Plant), 3 mango plant, 23 Arecanut plant inside the campus.

