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Together for Cleanliness: KVK-Khordha's Special Campaign 4.0

Krishi Vigyan Kendra–Khordha, ICAR- Central Institute of Freshwater Aquaculture (CIFA), Bhubaneswar in association with the Chasabasa Farmer Producer Company Ltd., Rajas, Balipatna jointly organized Special Campaign 4.0 for Swachhata at Rajas village, Balipatna Block of



Khordha District on 17 October 2024. The villagers actively participated in the Special Swachhata Campaign with enthusiasm and joy. Their collective efforts reflected a strong commitment to cleanliness and environmental sustainability. Engaging in various activities, they showcased their dedication to creating a cleaner and healthier community, fostering a sense of unity and responsibility among all participants. Mr. Surendra Singh, SMS (Crop Production) administered Swachhata Pledge to the villagers. An awareness programme on "Pathway to Wellness: Enhancing Health through Hygiene and Sanitation" was successfully organized, encouraging villagers to actively participate in a cleanliness drive. With zeal, the community came together to clean roads, public places and surrounding areas of the village. This united effort not only improved the cleanliness of the environment but also fostered a sense of responsibility among residents. Proper disposal of waste materials was prioritized, ensuring that the village maintained high standards of hygiene. The initiative not only enhanced the overall health of the community but also promoted awareness about the importance of sanitation and its impact on well-being. On the eve of Swachhata, a dedicated initiative focused on the proper disposal of waste for vermicompost production was successfully carried out. Villagers collected the organic waste materials from households and community areas. This initiative not only promoted cleanliness but also highlighted the importance of recycling organic materials. By transforming waste into nutrient-rich vermicompost, the community aimed to improve soil health and support sustainable agriculture. The venture promoted awareness about waste management practices while encouraging environmentally friendly solutions. This collective effort underscored the community's commitment to sustainability and showcased the potential of organic waste in enhancing agricultural productivity. About 62 participants including famers and women SHG from Rajas village, Scientists and Staffs of KVK-Khordha, Director and members of Chasabasa Farmer Producer Company Ltd., Rajas, Balipatna Block, Khordha District participated in the Swachhata Programme.

