



National Launch of “Swachhta Pakhwada” Campaign at ICAR-CIFA

16th December 2024

As part of the nationwide initiative “Swachhta Pakhwada” launched under the Swachh Bharat Mission, ICAR-Central Institute of Freshwater Aquaculture (ICAR-CIFA) participated in a series of activities on 16th December 2024. Staff members of ICAR-CIFA gathered at the institute's auditorium at 11:30 AM to partake in the event, marking the formal launch of the campaign at the institute as per the scheduled of ICAR- New Delhi.

Swachhata Pledge Ceremony

The event commenced with the Swachhata Pledge, which was led by Director of ICAR-CIFA along with the staffs.



Swachhta Awareness Message

The activities were conducted at Dhauli Hill (a prominent tourist destination), Dhauli Shanti Stupa, and with the active participation of tourist to create awareness about cleanliness, promote the Swachh Bharat mission, and encourage the adoption of sustainable practices through community engagement. Volunteers, including tourist, college students, ICAR-CIFA staff, and local residents, participated in cleaning the premises and collecting waste materials. Posters and banners with Swachhta messages were displayed at strategic locations around the tourist site. Swachh Bharat Anthem was played to inspire the participants and highlight the mission's goals.



Awareness Campaign with College Students:

An interactive session was conducted with college students to discuss the importance of cleanliness, waste segregation, and reducing plastic usage.



Social Media and Website Outreach:

Swachhata awareness messages and updates on the event were posted on ICAR-CIFA's official website and social media platforms to reach a wider audience.