



## ICAR-CIFA concludes Swachhta Pakhwada with Community-Centric Initiatives

*Bhubaneswar, December 31, 2024*

The ICAR-Central Institute of Freshwater Aquaculture (ICAR-CIFA) successfully wrapped up its two-week-long Swachhta Pakhwada on December 31, 2024, under the Swachh Bharat Mission. Held from December 16 to 31, the campaign brought together local communities, students, farmers, and staff in a series of activities focused on cleanliness, waste management, afforestation, and sustainable practices.



The campaign was launched on December 16, 2024 with a Swachhta Pledge taken by ICAR-CIFA's Director, Dr. P.K. Sahoo and staff, followed by awareness campaigns at Dhauli Hill and the Dhauli Shanti Stupa to emphasize sustainable practices.

The momentum continued December 17, with ICAR-CIFA collaborating with KVK Khordha to demonstrate waste-to-wealth technologies like vermicomposting to over 20 participants. December 18 witnessed a large-scale cleaning drive at ICAR-CIFA headquarters, complemented by waste segregation stations to encourage sustainable waste management. The next day, outdated records and scrap materials were cleared during a cleanliness drive at the office premises. A Swachhata Selfie Booth was set up to promote the initiative on social media.



Afforestation efforts took center stage on December 20, with plantation drives at ICAR-CIFA's headquarters in Bhubaneswar and regional centers in Kalyani,



Bangalore, Vijayawada, and Bhatinda. This was followed by cleaning drives on December 21 at various locations, including Laxminarayanpur and the Regional Research Centre in Vijayawada. ICAR-CIFA's Social Science Section organized a signature campaign on December 22 in Kairi village, Puri, engaging villagers, youth, and women in cleanliness drives.

The institute celebrated Kisan Diwas on December 23 in Barijanga village, Khordha, by honoring progressive farmers and promoting organic farming, with a special focus on women's roles in biofloc aquaculture. On December 24, essay, drawing, and debate competitions were held at



Arjuneswardev Nodal High School in Kairi, involving 80 students in creative discussions on cleanliness. A Swachhta Signature Campaign on December 25 at Shiv Temple, Ekchalia village, saw active participation from over 40 local farmers and youth. Swachhta Pakhwada initiative on December 26, 2024, in Gobardhanpur focused on promoting wastewater recycling, cleaning sewerage systems, and water harvesting techniques for agriculture and kitchen gardens. December 27 marked large-scale cleaning efforts at Saradeipur village's Shiv Temple

and the Daya River Basin at Dhauli. Waste management demonstrations followed on December 28 at Bankipokhari, Pipili, teaching participants sustainable composting techniques. ICAR-CIFA employees took part in a mega plogging event and a Swachhta Run walkathon on December 29, 2024, raising awareness of cleanliness and encouraging sustainable habits. The campaign culminated with a community cleanup in Pubasasan village, Puri, on December 30, where local women spearheaded efforts to enhance public hygiene. Concluding the campaign, ICAR-CIFA's Director, during a press conference on December 31, emphasized the institute's commitment to the Swachh Bharat Mission. Through its wide-ranging activities, ICAR-CIFA engaged thousands of individuals, fostering a cleaner, greener, and more sustainable India. The Swachhta Pakhwada exemplified ICAR-CIFA's dedication to empowering communities and reinforcing environmental responsibility.

