



भाकृअनुप - भारतीय जल प्रबंधन संस्थान

ICAR-Indian Institute of Water Management
(भारतीयकृषिअनुसंधानपरिषद/Indian Council of Agricultural Research)
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Subject: Report of 25.10.2024 on 'Special Campaign 4.0' of the 'Swachh Bharat Abhiyan' by ICAR-IWM, Bhubaneswar - reg

An important outreach *swachhata* activity, i.e., cleanliness drive at the Farmer FIRST Project adopted tribal hamlet (*Adivasi Sahi*) of *Jamujhari* village in Khordha was undertaken on 25th October, 2024 under the ongoing Special Campaign 4.0. At the outset, the Nodal Officer of the committee administered *swachhata* pledge to over fifty enthusiastic male and female participants of the village. The committee members sensitized the villagers on *swachhata* and emphasized on general cleanliness of residential houses as well as public places, maintaining good health and hygiene, safe ways of disposing household wastes, stopping open defecation, prohibiting single use plastic, utilization of backyards for kitchen garden purposes, tree plantation, and technology for converting biodegradable kitchen and home waste materials to compost for bringing about an improvement in the general quality of life in the village.

Then, they participated in the cleanliness drive in front of two public premises (i) Village Anganwadi Centre and (ii) *Jamujhari* Forest Office. They cleaned the garbage and waste polythene from the Anganwadi playground, cut adjoining bushes, uprooted bushes from the approach road of Forest Office, cleaned roadside grasses and weeds, trimmed branches of trees obstructing the roads, and disposed of the garbage in a demarcated village pit. The 'Before and After' photographs of two cleanliness activities at the adopted village and Institute, and some of the activity photographs of 25.10.2024 are presented below.



'Before and After' photographs of the *swachhata* drive in front of Anganwadi Centre



Swachhata activities being performed in front of Anganwadi Centre



'Before and After' photographs of the *swachhata* drive in front of Jamujhari Forest Office



Swachhata activities being performed in front of Jamujhari Forest Office



Swachhata pledge being administered to the participating villagers