



भाकृअनुप - भारतीय जल प्रबंधन संस्थान
ICAR - Indian Institute of Water Management
(भारतीय कृषि अनुसंधान परिषद/ Indian Council of Agricultural Research)
रेलविहार के सामने, चंद्रशेखरपुर, भुवनेश्वर-751023, ओडिशा
Opp. Rail Vihar, Chandrasekharpur, Bhubaneswar-751023, Odisha



Subject: Report of Day: 5 (19.09.2024) on celebration “Swachhata Hi Seva” by ICAR-IIWM, Bhubaneswar - reg

A *Swachhata Awareness Campaign* involving over eighty farmers and farmwomen were organized in *Garedipanchana Khamara Bhoi Sahi* village of Balipatna block in Khordha district, Odisha on 19th September, 2024 under the ongoing *Swachhata Hi Seva* program. At the outset, scientists briefed the participants about the *Swachhata Hi Seva* programme of ICAR-IIWM and administered *swachhata pledge* to them. In the campaign, villagers were sensitized about different activities and aspects of *Swachh Bharat Abhiyan*; benefits of cleanliness and hygiene on health and village environment. Further, scientists also informed the participants about adverse impacts of polythene bags on environment and discussed safe ways of disposing and managing biodegradable and non-biodegradable wastes. Participants were advised to reduce the use of plastic and bury the plastic materials underground instead of burning, and explore the scope of creating compost out of biodegradable wastes through collective efforts and 3-R’s (Reduce, Reuse, Recycle) of environmental-friendly waste management activities aligned to Mission LiFE. Lastly, all participants joined together in cleaning common area of the village showing a good gesture of enthusiastic community participation. Some of the action and activity photographs of Day-5 are presented below.



Farmers and youths being administered *Swachhata* pledge in the village



Swachhata sensitization cum awareness programme in the village



Participants listening and interacting during the swachhata sensitization programme