



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, Chandrashekharpur, Bhubaneswar-751023, Odisha



Subject: Report of Day-2 (17.12.2024) on celebration “Swachhhta Pakhwada” by ICAR-IIWM, Bhubaneswar - reg

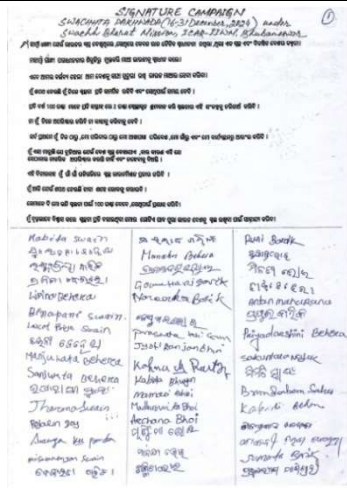
The 2nd day was celebrated as the ‘Swachhhta Awareness Day’ as per the guidelines for mass awareness and sensitization on *swachhhta* theme at one of the MGMG-adopted villages, *Pampalo* of Balipatna block in Khordha district. Above fifty villagers including women and youths enthusiastically participated in the programme. At the outset, all the participants were administered *Swachhhta* pledge in local language. The participating scientists and staff of the Institute sensitized the villagers on the objectives of the *Swachhhta Pakhwada*, importance of cleanliness on good mental & physical health, elimination of open defecation, safe ways of disposing biodegradable and non-biodegradable wastes and adverse impact of rampant use of single use plastic bags on the environment. Scientists also advised the participants to convert biodegradable wastes to wealth through compost making and to make collective efforts to keep the village clean for bringing about an improvement in the general quality of life of people.

In order to achieve the objectives of the *Swachh Bharat* Mission through community participation, a fortnight long ‘Signature Campaign’ was also started from the village. Later, a special cleanliness drive was undertaken inside the Lord Balunkeswar Shiv Ji’s temple premises with the active participation of all villagers. Some of the action and activity photographs of Day-2 (17.12.2024) are presented below.

	
Swachhhta pledge being administered to participants in local language	Mass awareness and sensitization on <i>swachhhta</i> theme by the scientists
	
Cleanliness drive inside the temple premises with the active participation of villagers	



Group photo of the enthusiastic participants after the cleaning drive



'Signature Campaign' on Swachhta started from the village