



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



**Subject: Report of Day-10 (25.12.2024) on celebration “Swachhta Pakhwada” by ICAR-IIWM, Bhubaneswar - reg**

As per the guidelines, a *swachhta* awareness, sensitization and cleanliness drive programme was organized in a non-adopted village *Athantar* (under any scheme by Institute) of Balipatna block in Khordha district on 25<sup>th</sup> December, 2024 with the active participation of above fifty farmers, farm women, housewives and village youths. The participating staff of the Institute sensitized them about various aspects of the *Swachh Bharat Mission* and advocated for taking collective responsibilities for keeping the village clean for bringing about an improvement in the general quality of life of people. Most of the participants being women, they were especially sensitized about misconceptions and superstitions prevailed in rural areas with regard to menstrual cycle and briefed about necessary hygienic measures required during that time.

At the outset, all the participants were administered *Swachhta* pledge in local language and took part in the fortnight long ‘Signature Campaign’. Later, a cleanliness drive was undertaken on the roads and orchards with their active participation. Some of the action and activity photographs of Day-10 (25.12.2024) are presented below.

<p><i>Swachhta</i> pledge being administered to participants in local language</p>	<p>Mass awareness and sensitization on <i>swachhta</i> theme by the scientists</p>
<p>Cleanliness drive on household and village approach roads</p>	<p>Group photo of the enthusiastic participants after the cleaning drive</p>