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ICAR - CENTRAL INSTITUTE FOR WOMEN IN AGRICULTURE, Bhubaneswar

Consolidated Report on the Campaign on Swachhta Hi Sewa

As part of the ongoing "Swachhta Hi Sewa" campaign, "Sewa Diwas" was celebrated at ICAR - Central Institute for Women in Agriculture (ICAR-CIWA), Bhubaneswar between 10:00 to 12:00 hrs on 17th September, 2017. The celebration started with *Swachhta* pledge taken by all the staff and formation of human chain with placards highlighting clean environment.



Celebration of *Sewa Diwas*

Mass cleanliness drives were also organized around the farm lands of the Institute, in which all the staff actively took part and cleaned the weeds and debris around the farms and farm roads. Further, the total farm areas and the Institute premises have been earmarked for each staff in CIWA premises and cleaning and sanitation activities were carried out in their respective plots, daily during the *Swachhta hi Sewa* period.

Celebration of Samagra Swachhta Diwas

Samagra Swachhta Diwas was celebrated and on-campus cleanliness drive was organized by ICAR - Central Institute for Women in Agriculture (ICAR-CIWA), Bhubaneswar during 23rd and 24th September, 2017.

The *Samagra Swachhta Diwas* programme was organized in Kadua and Dubuduva villages under Satyabadi block in Puri district. About 50 farm women, rural youth and school children participated in the event, wherein the Secretary of the village panchayat, ward member and women SHG leaders also actively took part. The focus of the programme was on awareness creation about using the toilet facilities. Elderly women from the village shared their hardships experienced in their earlier days, where there were no toilet facilities, and forced to go for open defecation. They advised the newer women generations to make use of the toilet facilities for safety of women and hygiene. They also participated in the cleanliness drive around the community hall premises. A rally with the placards highlighting hygiene and sanitation was also arranged through the main roads of the village. The villagers were made aware about government's financial support for constructing toilet facilities under the *Swachh Bharat Abhiyan* scheme.



Samagra Swachhta Diwas



On-campus cleanliness drives

The activities carried out during the period of campaign also included the celebration of *Sarwatra Swachhta* on 25th September, 2017, wherein every employee contributed towards cleaning of public places. On 27th September, 2017, an elocution competition on the theme "*Swachh Bharat-Swasth Bharat*" was conducted, in which the staff of the Institute participated with enthusiasm, and three winners were selected. On 28th September, 2017 tree plantation campaign was also conducted in the Institute premises.



Elocution competition and Tree Plantation

Glimpses of programmes carried out by AICRP on Home Science Centres

The Centres of AICRP on Home Science, conducted awareness campaigns and lectures on significance of hygiene and sanitation in their adopted villages involving farm women, farmers, school children and rural youth.



Sarwatra Swachhta activities of AICRP Centres in different parts of the country

Swachhta of Nearby Tourist Spots (01 October, 2017)

"Swachhta of nearby tourist spot" was carried out by ICAR - Central Institute for Women in Agriculture (ICAR-CIWA), Bhubaneswar on 1st October, 2017. The programme was conducted at a parking lot of Udayagiri and Khandagiri Caves, which are partly natural and partly artificial caves of archaeological, historical and religious importance near the city of Bhubaneswar in Odisha. The staff of ICAR-CIWA cleaned the parking area and disposed off the wastes promptly. The banner highlighting the 'Swachhta Hi Sewa' campaign was also displayed in prominent place, to create awareness among the tourists visiting the caves.



Swachhta of Nearby Tourist Spots in Bhubaneswar

The programmes were carried out in AICRP on Home Science Centres also. The Faculty of AICRP on Home Science, Punjab Agricultural University, Ludhiana conducted the cleaning of tourist place (Heritage Museum) under "*Swachhta hi Sewa*" with the students of college of Home Science.



Swachhta of Nearby Tourist Spots in Ludhiana

Valedictory Programme/ Award Ceremony

During the Valedictory Programme/ Award Ceremony, prizes were distributed to the winners of the *Swachhta* elocution competition on 3rd October, 2017. Further, the housekeeping staff were also felicitated on the occasion, and motivated for the clean upkeep of the Institute's premises. The Director of the institute in her remarks encouraged the staff of ICAR-CIWA for continuing the *Swachhta abhiyan* by making a habit.

