

Campaign on Swachhta Hi Sewa- Celebration of *Samagra Swachhta Diwas*

As part of the ongoing "*Swachhta Hi Sewa*" campaign, *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 were also organized at the Institute's premises, 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 are being carried out in their respective plots, daily for one hour during the *Swachhta hi Sewa* period.



On-campus cleanliness drives

