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Report on the Campaign on Swachhata Pakhwada on 24 December, 2021

As part of the 'Swachhata Pakhwada' campaign being observed during 16-31 December, 2021, a sanitation campaign was organized in Gadachandapur village of Nimapada block in Puri district on 24 December 2021. Farm women were briefed by Dr. Sabita Mishra about the importance of cleanliness and sanitation in human life. In this event, more than 50 farm women participated. They were sensitized by Er. Subrat Das on the significant role of women in maintaining family health by practicing sanitary habits. Mr. B.C. Behera advised the farm women and rural youths to maintain a pollution free environment by using eco-friendly and biodegradable items. As a cleanliness activity village roads were cleaned by participants. Participants rally around the village with the placards highlighting clean environment.



Farm women interacting with scientists of ICAR-CIWA



Cleanliness drive by women farmers of Gadachandapur village



Rally held on swachhata campaign with placards by farm women, rural youths and school children