

भा.कृ.अनु.प. - केन्द्रीय कृषिरत महिला संस्थान, भुवनेश्वर
ICAR - CENTRAL INSTITUTE FOR WOMEN IN AGRICULTURE, Bhubaneswar

Report on the Campaign on *Swachhta Hi Sewa* on 15 September 2018

As part of the ongoing "*Swachhta Hi Sewa*" campaign observed during 15 September-2 October, 2018, the inaugural programme was celebrated at ICAR-Central Institute for Women in Agriculture (ICAR-CIWA), Bhubaneswar between 09:30 to 11:30 hrs on 15th September, 2018. The celebration started with inaugural address by Dr. S. K. Srivastava, Director, ICAR-CIWA, and discussion on the theme of *Swachhta*. It was followed by *Swachhta* pledge taken by all the staff and formation of human chain with placards highlighting clean environment. Awareness rally was also organized, which was followed by *Sharam Dann* by all the staff members, including contractual staff.



Inaugural address by Director and pledge taking



Participants of the campaign



Formation of human chain



Awareness rally

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 will be carried out in their respective plots, daily during the *Swachhta Hi Sewa* period.



Awareness rally



Awareness rally



Sharam Daan by staff



Sharam Daan by staff

Further, the following activities have been scheduled to be carried out during the *Swachhta Hi Sewa* period till, 2nd October, 2018.

Date & Time	Programmes/ Activities
15-09-2018 (09:30 to 10:30 Hrs)	<ul style="list-style-type: none"> • Inaugural programme • Sapath taking • Human chain formation • Awareness rally • Displaying the "Swachhta Hi Sewa" banners at appropriate places
15-09-2018 to 02-10-2018 (09:30 to 11:30 Hrs)	<ul style="list-style-type: none"> • Awareness programme/ discussion on Swachhta theme • Sharam Daan - Cleanliness drives in the area/ plot earmarked for each staff in CIWA premises.
15-09-2018 to 02-10-2018 (09:30 to 11:30 Hrs)	<ul style="list-style-type: none"> ➤ Location: AICRP Centres in 11 States ➤ Perform Swachhata related Nukkad Nataks/ street plays, folk song and dance performances etc. ➤ Conduct school level rallies to generate awareness about sanitation ➤ Make wall paintings in public places on the theme of Swachhta
17-09-2018 (09:30 to 16:00 Hrs)	<ul style="list-style-type: none"> • Off-campus programme - Village Bounshaput, Khordha Dist. • Awareness programme/ discussion on Swachhta theme • Organize cleaning of streets, drains and back alleys through awareness drives • Conduct door-to-door meetings to drive behaviour change with

	<p>respect to sanitation behaviours</p> <ul style="list-style-type: none"> • Organize awareness campaigns around better sanitation practices like using a toilet, hand washing, health and hygiene awareness. etc. • Awareness creation on segregation of solid waste into non-biodegradable and biodegradable wastes • Toilet pit-digging exercise and other toilet construction activities
18-09-2018 (09:30 to 16:00 Hrs)	<ul style="list-style-type: none"> • Off-campus programme - Village Banapur, Khordha Dist. • Awareness programme/ discussion on Swachhta theme • Undertake village level rallies for generating awareness about Swachhta • Organize waste collection drives in households and common or shared spaces • Mobilize community to build compost pits, where organic matter decomposes to form manure • Toilet pit-digging exercise and other toilet construction activities
19-09-2018 (09:30 to 10:30 Hrs)	<ul style="list-style-type: none"> • Debate competition on the theme of "Sanitation is everyone's business"
25-09-2018 (09:30 to 10:30 Hrs)	<ul style="list-style-type: none"> • Poster competition on the theme of 'Swachh Bharat Swasth Bharat'
26-09-2018 (09:30 to 16:00 Hrs)	<ul style="list-style-type: none"> • Off-campus programme - Village Sakhigopal, Puri Dist. • Awareness programme/ discussion on Swachhta theme • Undertake village level rallies for generating awareness about Swachhta • Organize waste collection drives in households and common or shared spaces • Mobilize community to build compost pits, where organic matter decomposes to form manure • Toilet pit-digging exercise and other toilet construction activities
27-09-2018 (09:30 to 16:00 Hrs)	<ul style="list-style-type: none"> • Off-campus programme - Village Nuasahi, Puri Dist. • Awareness programme/ discussion on Swachhta theme • Organize cleaning of streets, drains and back alleys through awareness drives • Conduct door-to-door meetings to drive behaviour change with respect to sanitation behaviours • Organize awareness campaigns around better sanitation practices like using a toilet, hand washing, health and hygiene awareness. etc. • Awareness creation on segregation of solid waste into non-biodegradable and biodegradable wastes • Toilet pit-digging exercise and other toilet construction activities
02-10-2018 (09:30 to 11:30 Hrs)	<ul style="list-style-type: none"> • Valedictory Session • Prize distribution for winners of debate and poster competitions • Felicitation of housekeeping staff