

Date: 21.12.2024

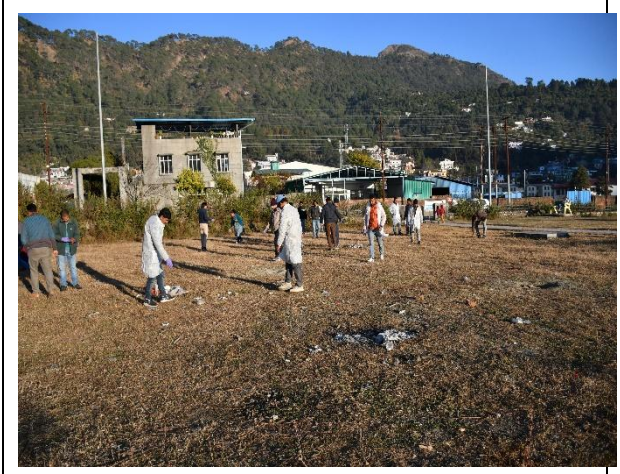
Name of the Institute: ICAR-Directorate of Coldwater Fisheries Research, Bhimtal

Name of Activity:

Community Outreach: Cleanness & Sanitation drive at Bhimtal Lake/residential colonies, common market places/public park etc.

The report on “Cleanness & Sanitation drive at public road and park near Vikas Bhavan, Bhimtal, Nainital, Uttarakhand is outlined as follows:

The Swachhata Pakhwada (Cleanliness Fortnight) is an annual initiative under the Swachh Bharat Mission (SBM), aimed at promoting cleanliness, hygiene, and sanitation across India. In alignment with this national campaign, a special cleanliness and sanitation drive has been organized at the ‘Public road & Park’ near Vikas Bhavan in Bhimtal, Nainital, Uttarakhand, on 21st December 2024. The primary goal of the initiative is to foster a cleaner environment and raise awareness among the public about the importance of sanitation, waste management, promote eco-friendly practices, and ensure a cleaner and healthier environment for the residents and visitors of Bhimtal. Many staff (22 nos.) of ICAR-DCFR participated in the cleanness drive and conducted a thorough cleaning of the park. This included picking up trash, sweeping pathways, and clearing overgrown vegetation. With this cleanness drive, the road and park have become significantly cleaned, and litter, debris, and unwanted vegetation have been removed, making it a more pleasant environment for families and visitors. The initiative not only cleaned the road and park but also educated the community about the importance of sanitation, waste segregation, and the role of every individual in maintaining public spaces. Swachhata Pakhwada is instrumental in creating a cleaner, healthier environment, and its continued success relies on the active participation of all sections of society; government bodies, local communities and individuals.



Cleanness & Sanitation drive at 'Public road and Park' near Vikas Bhavan, Bhimtal, Nainital