

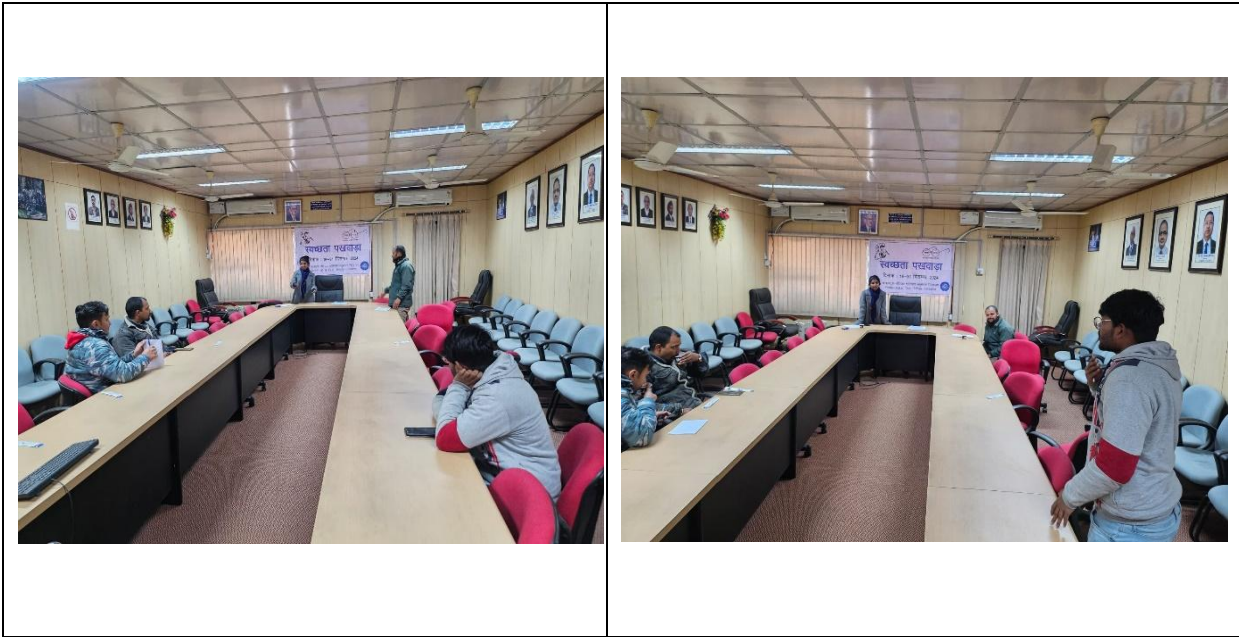
Date: 24.12.2024

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

Name of Activity: Fostering Healthy Competitions: Swachhata thematic paintings, Quiz, assay & drawing competitions for school children, village youth

As part of on-going commitment (Swachhata Pakhwada 16-31, December 2024) to promoting cleanliness and environmental sustainability, the ICAR-Directorate of Coldwater Fisheries Research (DCFR), Bhimtal, conducted a 'Swachhata Activity' under the theme "*Fostering Healthy Competitions: Swachhata Thematic Essay and Speech Delivering*" on 24.12.2024. The initiative aimed at engaging staff, students, and local people in discussions on the importance of cleanliness, hygiene, and the role of healthy competition in promoting a clean and green environment. This activity not only involved a clean-up drive but also included thematic essay writing on the topic '*Limitations in the execution of Swachhata Campaign*' and speech delivery sessions that highlighted the significance of the *Swachh Bharat Mission* and its impact on community health and well-being. The essay competition and speech delivery segment encouraged participants to engage in healthy debates and discussions. This provided them an opportunity to express their creativity and contribute to the national dialogue on cleanliness. Many participants expressed a renewed sense of motivation to take personal and community-level actions to keep their surroundings clean and to promote cleanliness in their local areas. The programme was coordinated by Dr Ananya Khatei, Scientist & team, ICAR-DCFR.





Thematic activities on 'Fostering Healthy Competitions' organized by ICAR-DCFR, Bhimtal on 24.12.24