

**Date: 27.12.2024**

**Name of the Institute: ICAR-Directorate of Coldwater Fisheries Research, Bhimtal – 263 136, Nainital, Uttarakhand**

**Name of Activity:**

**Signature Campaigns:** Cleaning of public places: public places, community market places and/or nearby tourist/selected spots, Shramdaan on roadside to clean up surroundings.

Aligned with the Government of India's initiative, "Swachhta Pakhwada" (Cleanliness Fortnight) is being observed from December 16-31, 2024 at ICAR-DCFR and a cleanliness drive was conducted on December 27, 2024. The activity mainly focused on cleaning of the public place. On this occasion, the front area of the Vikas Bhawan near ICAR-DCFR, Bhimtal was cleaned. Adjacent street of the area was also cleaned and the plastic wastes were collected and disposed-off properly. Additionally, participants were sensitized about the importance and advantages of maintaining cleanliness. The scientists, technical and other staff participated in the cleaning campaign.

