

Date: 29.12.2024

Name of the Institute: ICAR-Directorate of Coldwater Fisheries Research, Bhimtal 263136, Nainital, Uttarakhand

Name of Activity:

Swachhta Runs: Organizing mega “plogging” event, special drive, walkathons, swachhta rallies and swachhta raths led by VIP/WIPs. Use of social media platform to amplify message, with videos from the rallies and addresses.



Under Swachhta Pakhwada (16-31 December 2024), a swachhta run was organized by ICAR-DCFR in which staff of the institute participated actively to promote cleanliness and fitness. Moreover, human chain was formed to raise awareness on sanitation and restrain single use plastic amongst the public. Photos of run were also posted in social media platform of ICAR-DCFR.