

Date: 30.12.2024

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

Name of Activity:

Involvement of VIP/VVIPs in the Swachhta activities, involvement of print and electronic media may be ensured so that adequate publicity is given to the Swachhta Pakhwada.



Under Swachhta Pakhwada (16-31 December 2024), an awareness programme was conducted at village Alchauna, Bhimtal in the presence of public representatives. It was attended by more than 30 farmers and school children along with officials of state fisheries department, Bhimtal. A small lecture was delivered by Dr. Suresh Chandra, Principal Scientist on the importance of Swachhta Mission. There was an interaction session in which farmers and students expressed their views on cleanliness in daily activities including agriculture and fisheries. Press report of the programme was released.