

Date: 21.09.2024

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

Name of Activity: Human Chain

In alignment with the Government of India's esteemed initiative, "Swachhta Hi Sewa Campaign-2024," and echoing the profound theme "Swabhav Swachhta - Sanskaar Swachhta" which emphasizes cleanliness as an intrinsic value and a cultural ethos, ICAR-DCFR, Bhimtal, organized a symbolic and impactful event on September 21, 2024. This event featured a human chain, embodying unity and collective responsibility towards environmental preservation.

The event sought to raise awareness on the critical principles of "Reduce, Reuse, and Recycle" among diverse groups, including office staff, students, and members of the local community. By promoting these sustainable practices, the initiative aligned itself with the broader objectives of Mission LiFE (Lifestyle for Environment), which advocates for environmentally conscious living and responsible consumption. Through this symbolic gesture, participants were not only encouraged to adopt sustainable habits but also to inspire others in their communities to contribute to a cleaner and greener future for all.

