

ICAR-Agricultural Technology Application Research Institute, Kanpur

Swachhta Pakhwada Report

Prologue: Swachh Bharat Abhiyan was launched on 2 October 2014, and aims to eradicate open defecation by 2019. Swachh Bharat Abhiyan is a national campaign, covering 4,041 statutory cities and towns. The mission is being launched on the concept of Mahatma Gandhi's vision, "Sanitation is more important than independence." People would undertake to dedicate 100 hours every year towards 'Swachh Bharat Abhiyan'.

Implementation at ICAR-ATARI, Kanpur: In view of this, the ICAR-ATARI, Kanpur is celebrating Swachhta Pakhwada during 16-31 December, 2018. A well formulated action plan received for each day is undergone by the Institute and its Krishi Vigyan Kendras. The programme is highlighted as below.

Swachhta Pakhwada (23.12.2018):

1. Celebration of Special Day-Kisan Diwas (Farmer's day)-23 December inviting farmers.
2. Experience sharing on Swachhta Initiatives by farmers and civil society officials.
3. Felicitating farmers/civil society officials for exemplary initiatives on Swachhta.



Swachhta Pakhwada (24.12.2018):

1. Swachhta Awareness at local level (organizing Sanitation Campaigns involving and with the help of the farmers, farm women and village youth) in new villages not adopted by any institutes/establishments.



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