

# 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 (25.12.2018):

1. Cleaning of public places, community market places and/or nearby tourist spots.



### Swachhta Pakhwada (26.12.2018):

1. Fostering healthy competition: Organising competition and rewarding best offices/residential areas/campuses on cleanliness.
2. Quiz, essay & drawing competitions for school children, village youth.



(Shantanu Kumar Dubey)  
Principal Scientist (Agril Extn)