

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 (30.12.2018):

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



Swachhta Pakhwada (31.12.2018):

1. Organization of press conference for highlighting the activities of Swachh Bharat Pakhwada by involving all stake holders including farmers/VIPs/press and electronic media.



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