

DIVISION OF AGRICULTURAL EXTENSION (ICAR)

Report on various activities conducted during Swachhta Pakhwada at ATARIs and KVKs (16-31 October 2016)

At the behest of Hon'ble Prime Minister of India, the cleanliness campaign was launched in the country on 2nd October, 2014. For the same, Swachhta Pakhwada was observed with emphasis on cleanliness and fast disposal of official work in the system. In consoance with this objectives, Swachhta Pakhwada was observed in all the ATARIs and various KVKs associated. A large number of awareness, training and demonstration program were organised by the ATARIs and KVKs across the country signifying the importance and objectives of Swacchta. The different activities and program conducted during Swacchta Pakhwada were based upon the parameters as specified by the Council. Local villagers, farmers, rural youth and farm women of the area attended the program. KVK Scientists dealt with different aspects of Swachhta program and how cleanliness benefits our flora and fauna. The major activities performed during this Swachhta Pakhwada included were:-

- (i) KVKs carried out more than 1200 training programmes on treatment of bio-degradable/ non bio-degradable wastes benefitting about 46,000 participants. Farmers were given demonstrations on vermin-compost preparation from bio-gradable wastes and made them aware that all these waste materials can be re-used and the fertilizer produced in this way may be used either in homestead area or in the field.
- (ii) About 2000 awareness programs related to Swacchta activities like use of eco-friendly technologies, treatment of bio-gradable and non-biogradable wastes, creating awareness in Yoga, health, positive thinking, water conservation etc.were organised by the KVKs. About 115000 farmers, farmwomen, students, and others villagers attended these programs during Swacchta Pakhwada. KVKs also conducted about 1500 demonsrations related to Swacchta activities covering about 2260 villages across the country.
- (iii) 464 KVKs identified activities/ factors causing creation of dirt/ garbage like use of plastic bags, plastic cups for tea, throwing of garbage at public places, etc. Programs were organized to make aware the villagers and shopkeepers of the markets in the villages not to use plastic bags and tea stall owners were specially requested not to use plastic cups to serve tea; if used that should be disposed off as per norms. These were identified as a special cause of creation of dirt.
- (iv) About 340 KVKs worked upon to maintain periodical cleaning and also took preventive measures for the various factors which caused dirt/ garbage.

- (v) KVKs uploaded the activities/ photographs of Swachhta Pakhwada and also the news/ events emerged in print and electronic media and website. About 941 times the news along with photos were uploaded on websites by the different KVKs. 585 times news were published regarding the Swacchta activities carried by the KVKs and 446 times the events/ programs were covered by electronic media.
- (vi) In about 100 awareness programs, more than 1025 VIPs and dignitaries were invited to participate.
- (vii) The KVKs took steps for transparency in works, motivation and participation of institutes officials/ staffs.
- (viii) 141 KVKs took up special work like eradication of parthenium weed, involving students in awareness programs, during Swachhta Pakhwada . Awareness program on “Income generation through waste Management” was conducted by some of the KVKs. It included training programs on “Scientific Mushroom Cultivation” and “Income generation through composting of spent Mushroom substrate” to the entrepreneur of Mushroom cultivation. Awareness programs were conducted about the different methods of water harvesting technologies suited for rural households and public buildings. Number of KVKs prepared different posters on health and hygiene and displayed in the schools in the respective areas/city. Short drama competition were also organized on hand wash, garbage disposal, cleaning backyards, school campus and preparation of nutrition garden in backyards and school campus. Rural women and adolescent girls were made aware by Meetings and awareness camps along with participatory monitoring of practice good and health habits to maintain reproductive health and hygiene.
- (ix) In usage of eco-friendly technologies, lesser use of plastics, etc., 465 KVKs organized training/ awareness program and seminars.
- (x) Most of the KVKs participated in housekeeping, cleanliness in office buildings, rooms, labs, campus and residential area. Activities were conducted for cleaning of office campus; tracking of old records and destruction of unwanted records; disposal of old newspaper and old magazine; supervision of toilets; chlorination of water tank and cleaning and dispatch of plastic bags and other debris in the office premises and farm.
- (xi) All the KVKs maintained punctuality and regularity of Staff and pledge to do so in future too.

The list of Important Programs/Activities (along with the photographs) held at Eight ATARIs and Associated KVKs during the Swacchta Pakhwada from 16-31st Oct. 2016 is also enclosed.

