



# Consolidated Report on Swachhta Pakhwada



**16-31 December 2023**

भा.कृ.अनु.प.- केन्द्रीय खारा जलजीव पालन अनुसंधान संस्थान

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**ICAR-Central Institute of Brackishwater Aquaculture**

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## **Detailed Report for “Swachhta Pakhwada” pertaining to ICAR-Central Institute of Brackishwater Aquaculture**

The Swachh Bharat or Clean India Mission was conceived by the Hon'ble Prime Minister, Sri. Narendra Modi to motivate and galvanise Indian citizens from all walks of life to achieve by 2019 Mahatma Gandhi's dream of a clean India. In response to the noble call, ICAR-CIBA has conducted Swachhta Pakhwada 2023 programmes at headquarters, Chennai, Muttukadu Experimental Station (MES) of CIBA, Muttukadu, Kakdwip Research Centre (KRC) of CIBA, Kakdwip, West Bengal, and Navsari-Gujarat Research Centre (NGRC) of CIBA, Navsari, Gujarat.

As a part of the Swachhta Pakhwada, CIBA scientists, staff and students has organized various activities at Institute campuses and adopted villages. Weeding of files, disposal of office scrap materials, and outdoor special swachhta programmes in the adopted villages on 'waste to wealth', cleanliness drives, rallies, tree plantation, waste management, kitchen garden, etc. were organised during 16-31 December 2023. In addition to organise awareness programmes, CIBA has distributed cleaning materials, fish waste to valued added products, Plankton<sup>plus</sup> and Hori<sup>Plus</sup>, vegetable farming materials, tanks, drip irrigation items, vegetable seeds etc to self-help group members, farmers and coastal communities. More than 760 participants, scientists, staff, farmers and students participated in the various Swachhta Pakhwada activities.

### **SWACHHTA PLEDGE and CLEANING OF OFFICE PREMISES**

Swachhta Pledge was taken by the Scientists, Officers, Staff and Students at CIBA Headquarters, MES of CIBA, Muttukadu, KES of CIBA, Kelambakkam, NGRC of CIBA, Navsari, Gujarat and KRC of CIBA, Kakdwip. During swachhta pledge and awareness programme at CIBA Campus, Dr.C.P.Balasubramanian, Director-In-Charge, CIBA, Chennai, sensitizes the participants about reduce, reuse and recycle of waste materials, to shun the usage of single use plastics in their working place, residential places and also the nearby water bodies and its maintenance. More than 150 participants, scientists, staff, and scholars participated in the activities.

It was decided that the drive for cleanliness shall be continued throughout the year where each individual staff shall be required to dedicate at least 100 hours per annum for ensuring cleanliness in their working place, adoption villages, home and community. CIBA scientist highlighted the scholars for reduction in use of plastic

materials, awareness creation, promoting individuals responsibility and monitoring and implementation of the programmes like “Clean India” are the measures for beating the plastic pollution. In addition, cleaning of office premises were undertaken and unserviceable equipment and unrepairable furniture were identified and taken necessary action for disposing of the same.



**Swachhata Pledge at ICAR headquarters, Chennai, Tamil Nadu**



**Swachhata Pledge at KRC of CIBA, Kakdwip, West Bengal**



**Swachhata Pledge at NGRC of CIBA, Navsari, Gujarat**

The weeding out of the files and records from Stores, Administration, Audit and Accounts Section and Library and cleanliness drive in various laboratories and common places in the Institute premises including research centres at Gujarat and Kakdwip were undertaken. Unserviceable/scrap items to be condemned were identified and collected to a common place at Hqrs of CIBA, Chennai and going to be disposed as per the procedure. Around 64 CIBA staff and students were participant in these cleaning activities. The processing of files by the Administration, Audit & Accounts and Stores sections were carried out through e-office, being 100% implementation of e-office, this enabling paperless office.



**Unserviceable equipment and unrepairable furniture were identified and taken necessary action for disposing, ICAR-CIBA, Chennai, Tamil Nadu**

## **AWARENESS CUM RALLIES ON SIGNLE USE PLASTIC**

Kakdwip Research Centre (KRC) of ICAR-Central Institute of Brackishwater Aquaculture (CIBA) organized an awareness cum cleaning drive near the Ateswar temple premises, Kakdwip. The cleaning drive at the temple premises was carried out jointly with the participation of the temple committee and the nearby villagers. Personal protective aids like face mask and gloves were distributed to the volunteers before the start of the cleaning drive. All the debris, plastics and other waste were removed, and the area was cleaned. Around 100 people including young children volunteered for the cleaning drive and participated in the Swachhata Pakhwada programme.

More than 20 staff and students of ICAR-CIBA, Chennai took part in rallies on the Santhome High Road and M.R.C main road followed by an awareness programme. P.Mahalakshmi, Nodal Officer of CIBA-Swachh Bharat Mission narrated about the reason behind conducting this programme and briefed about Swachhta Pakhwada and explained various means to avoid plastic waste and a pledge in this regard was administered to the participants. Various Placards explaining about different means to avoid plastic waste was administered to the participants. The participants understood the importance on the call on shun Single Use Plastics and affirmed solemnly on avoidance of Single Use Plastics to make our country greener and plastic free.



**Awareness cum cleaning program in Haripur village, Kakdwip, West Bengal**



**Cleaning drive in Haripur village, Kakdwip, West Bengal**



**Cleaning drive in Haripur village, Kakdwip, West Bengal**



Cleaning drive in Haripur village, Kakdwip, West Bengal



Rallies on shun single use plastics at M.R.C Road, ICAR-CIBA, Chennai



Rallies on shun single use plastics at Santhome High Road, ICAR-CIBA, Chennai

## **AWARENESS PROGRAMMES ON SAFE DISPOSAL OF DEGRADABLE/NON- DEGRADABLE ITEMS AND SHUT SINGLE USE PLASTIC**

ICAR-Central Institute of Brackishwater Aquaculture (CIBA), Chennai organized an awareness programme on cleanliness, hygiene and sanitation under Swachhata Pakhwada at Muttukadu, Tamil Nadu. Totally 40 participants including farmers, scientists, students and staff were participated in the programme. CIBA staff welcomed all participants and highlighted the importance of this campaign. They also sensitized the villagers about climate change and importance of cleanliness. Participants were also briefed about judicious use and safe disposal of single use plastic and importance fish waste processing technologies which is essential like pulicat area for getting more fish waste from markets. They were also apprised about the deleterious effect of various harmful anthropogenic activities like dumping of single use plastic in natural ecosystem, importance of safe disposal of degradable/non-degradable items etc. Later, swachh materials were distributed to the participants.



**Awareness on safe disposal of degradable/non- degradable items and shut single use plastic among pulicat farmers, Tamil Nadu**



**Distribution of Materials to pulicat farmers, Tamil Nadu**

## **WATER HARVESTING FOR AGRICULTURE AND IMPORTANCE OF KITCHEN AND VEGETABLE GARDEN**

Navsari-Gujarat Research Centre of ICAR-CIBA organized Swachhta Pakhwada at Vill. Singo, Navsari, Gujarat. On this occasion, scientists of the centre addressed a group of 40 farmers from the adopted tribal village about the necessity of cleanliness and kitchen gardening. CIBA scientists addressed the farmers about the importance of utilization of homestead and fish pond fallow land by converting to

kitchen garden for cultivation of horticultural crops that provide extra incomes, meet up domestic needs for vegetables and nutrition, and create clean and esthetic surroundings of a house. This would also help in keeping house premise weed free and maintaining healthy organic environment. Therefore, maintenance of kitchen garden as a household activity by small and marginal farmers is promoted in the adopted tribal village and tribal farmers are doing kitchen garden with the help of CIBA- NGRC Centre. As a part of the Swachhta Pakhwada programme, villagers participated in the horticulture activity and cultivation of crops on the pond dykes and with irrigation from harvested pond water.



**Awareness programme on Kitchen gardening and distribution vegetable saplings at Singod Village, Navsari, Gujarat**



**Planation of saplings by tribal farmers at Singod Village, Navsari, Gujarat**



**Planation of saplings by tribal farmers at Singod Village, Navsari, Gujarat**

### **NATIONAL FARMERS DAY OR KISAN DIWAS**

ICAR-Central Institute of Brackishwater Aquaculture (CIBA), Chennai, Tamil Nadu, has observed the Kisan Diwas as an activity of Swachhata Pakhwada at Kasimedu fishing harbour, Chennai, Tamil Nadu, by conducting awareness programme on waste to wealth and sharing of experience of different stakeholders who has used CIBA-Plankton<sup>Plus</sup> and CIBA Horti<sup>Plus</sup>, products developed from fish waste. Dr.P.Mahalakshmi informed the gathering that Dr. Kuldeep Kumar Lal, Director, CIBA had directed and provided all facilities to install the recycling of fish waste processing unit in all the fish markets and coastal states based on the need and interest shown by the farmers, and also to encourage the use of CIBA-Plankton<sup>Plus</sup> and CIBA Horti<sup>Plus</sup> in agriculture.

Dr.N.Unnamalai, Sr. Principal Scientist and Dr.P.Sukumaran, Principal Scientist, Shri A.M.M. *Murugappa Chettiar Research Centre (MCRC)*, non-profit research organization, Chennai, Tamil Nadu, informed that as per the MoU signing with CIBA, we have demonstrated the usage of CIBA-Plankton<sup>Plus</sup> in paddy farming at Thiruvallur district, Tamil Nadu. She highlighted that the application of CIBA-Plankton<sup>Plus</sup> has increasing the tiller and yield and also reducing the usage of chemical fertilizers. They also informed that MCRC has given CIBA-Plankton<sup>Plus</sup> to 500 farmers for paddy farming at Chengalpet district, Kancheepuram district, Thiruvallur district, Cuddalore district and Sivaganga district.

Shri.T. Kennit Raj, fish farmer and proprietor of V.S. Fish Waste Hydrolysate, Kasimedu and Nammbikkai Fish Farmers Group, Pattinapakkam, Tamil Nadu, shared his experience about the establishment of fish waste processing unit at Nambikkai Nagar and Kasimedu, Chennai, under the technical guidance and support of CIBA for the production of CIBA-Plankton<sup>plus</sup> and CIBA Horti<sup>Plus</sup>, recycling of fish waste to value added products. He expressed that this Fish Farmers Group has generated employment opportunities for more than 40 coastal families in and around Chennai and their socio-economic status has been uplifted through this technology.

Around 150 fish farmers including local fishermen cooperative society members, panchayat representatives, press and media, MCRC team, and CIBA team participated in the programme. During the programme, Plankton<sup>Plus</sup> was handed over to the MCRC who is going to apply CIBA-Plankton<sup>Plus</sup> in the paddy farming. At the end of the event, CIBA has distributed the plastic waste collection bin and cleaning materials to fishermen cooperative society representatives and fish waste processing unit for cleaning the work and village premises.



**National farmers day or Kisan Diwas, Kasimedu fishing harbour, Chennai, Tamil Nadu**



Sharing of experience of farmer who is producing Plankton<sup>Plus</sup>, a product developed from fish waste - ICAR-CIBA, Chennai



Sharing of experience of Dr.N.Unnamaial, Sr. Principal Scientist, Shri A.M.M. Murugappa Chettiar Research Centre (MCRC), Chennai, Tamil Nadu, who has used Plankton<sup>Plus</sup>, a product developed from fish waste - ICAR-CIBA, Chennai



**Plankton<sup>Plus</sup>, a product developed from fish waste was handed over to the Shri A.M.M. Murugappa Chettiar Research Centre, Chennai, Tamil Nadu, – CIBA, Chennai**



**Distribution of cleaning materials to fish waste processing unit at Kasimadu, Chennai – CIBA, Chennai**



**Press and Media coverage about Kisan diwas and fish waste to wealth initiatives by CIBA at Kasimadu, Chennai, Tamil Nadu**

### **COMMUNITY MOBILIZATION FOR PLASTIC WASTE SHRAMDAAN**

ICAR-Central Institute of Brackishwater Aquaculture (CIBA), Chennai organized a community mobilization for plastic waste shramdaan as part of Swachhta Pakhwada at Elavur village, Tiruvallur district, Tamil Nadu, to create awareness on shut single use plastics, waste management, usage of organic farming, cleanliness, hygiene and sanitation among the shrimp farmers and villagers. CIBA staff explained about Swachh Bharat Mission aim and objectives; importance of self-help principles; safe disposal of wastages from village premises including domestic wastages; and hygiene and sanitation. They also highlighted the importance of organic farming related with their health aspects. Around 50 were participated including farmers, students, scientists and staff of CIBA in this programme. Various Placards explaining about different means to avoid plastic waste was administered to the participants. The participants understood the importance on the call on shun Single Use Plastics and affirmed solemnly on avoidance of Single Use Plastics to make our country greener and plastic free.



**Community mobilization for plastic waste shramdaan - ICAR-CIBA, Chennai**



**Community mobilization for plastic waste shramdaan - ICAR-CIBA, Chennai**

ICAR-Central Institute of Brackishwater Aquaculture (CIBA), Chennai, organised an awareness campaign related with plastic waste shramdaan and cleanliness, hygiene and sanitation under Swatchhata Pakhwada in Maathampattinam

village, Sirghazi taluk of Mayiladuthurai district of Tamil Nadu. About 64 villagers most of them women, youth, village leaders and officials from ICAR-CIBA and Fish for All MSSRF Centre in Poompuhar have participated. Participants were also briefed about judicious use and safe disposal of single use plastic. They were also apprised about the deleterious effect of various harmful anthropogenic activities like dumping of single use plastic in natural ecosystem, importance of safe disposal of degradable/non-degradable items etc. Cleaning materials, sanitizers and two syntax water tanks were distributed to the villagers as per their requirement during the occasion. Dr Vel Vizhi Principal Scientist and Head of Poompuhar Centre MSSRF briefed about the cleanliness, hygiene and malnutrition among the children. Subsequently the streets of the villages were cleaned by all the participants.



**Cleaning of village streets by participants, Maathampattinam village, Sirghazi taluk of Mayiladuthurai district of Tamil Nadu**



**Cleaning of village streets by participants, Maathampattinam village, Sirghazi taluk of Mayiladuthurai district of Tamil Nadu**



**Awareness cum distribution of Materials to Villagers, Maathampattinam village, Sirghazi taluk  
of Mayiladuthurai district of Tamil Nadu**

### **DRAWING COMPETITION AMONG COASTAL COMMUNITIES**

Kakdwip Research Centre (KRC) of ICAR-Central Institute of Brackishwater Aquaculture (CIBA) organized a drawing competition for the school students at Kakdwip with the theme, “Clean India, Green India” as part of the Swachhata Pakhwada organized at Kakdwip research centre under the Swachhata. The drawing competition was conducted for two groups Class V to VII and Class VIII to X. Around 60 participants including 30 school students from six schools in and around Kakdwip, and KRC staff and scholars participated in the programme. In the valedictory session. The certificates and prize for the winners of the competition was distributed. The programme was coordinated by the scientists and staff of KRC, ICAR-CIBA, Kakdwip.



Awareness and drawing competition among staff and students at Kakdwip Research Centre of CIBA, West Bengal



Drawing competition among students at Kakdwip Research Centre of CIBA, West Bengal



**Prize distribution for drawing competition among students at Kakdwp Research Centre of CIBA, West Bengal**

## **AWARD AND RECOGNITION**

ICAR-CIBA has distributed 40 rain coats to housekeeping staff for rewarding their work towards cleaning of campus and maintenance of hygiene inside and outside the campus at headquarters and Muttukadu Experimental Station of CIBA. P.Mahalakshmi, Nodal Officer of CIBA-Swachh Bharat Mission briefed about Swachhta Pakhwada and explained various means to avoid plastic waste, importance of shun single use plastics and a pledge in this regard was administered to the participants. Various Placards explaining about different means to avoid plastic waste was administered to the participants. More than 100 staff and students were participated in the programme.



**Awareness on single use plastic among staff and students at headquarters of ICAR-CIBA, Chennai**



**Distribution of rain coats to housekeeping staff at headquarters of ICAR-CIBA, Chennai**

## **MEDIA COVERAGE**

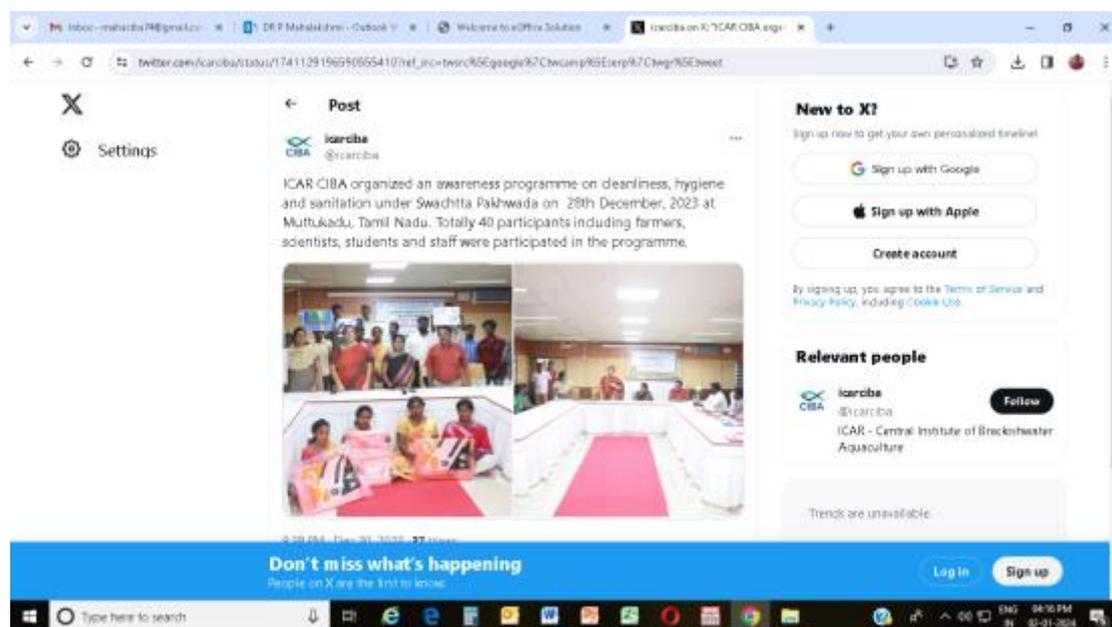
Kisan Diwas programme and Recycling of fish waste to value added products was highlighted in the following social and print media:

- "CIBA மற்றும் அனாதை மீனவர்கள் சங்கம் இணைந்த மீன் கழிவுகளில் இரந்த விவசாயத்திற்கு" on [https://youtu.be/KIs2OA5IC\\_4?si=4BcTqY4\\_tDWjLCvD](https://youtu.be/KIs2OA5IC_4?si=4BcTqY4_tDWjLCvD)



## DIGITAL AND MEDIA DISPLAY

All the Swachhta pakhwada activities conducted at Headquarters of CIBA, Muttukadu Experimental Station (MES) of CIBA, Muttukadu, Kakdwip Research Centre (KRC) of ICAR-CIBA, Kakdwip, and Navsari Gujarat Research Centre (NGRC) of CIBA, Navsari are displayed in the digital display system, institute website and twitter for creating awareness about cleanliness, hygiene, shut single use plastics, importance of safe disposal of bio-degradable/non-bio-degradable etc among the visitors and importance of sanitization at personal and community levels.



Swachhta Pakhwada activities are posted in Twitter



Swachhta Pakhwada activities are posted in Institute display system



Swachhta Pakhwada activities are posted in Institute website