

ICAR-CIFRI's Cleanliness Campaign in Manicktala North village, Nadia District

A cleanliness campaign was conducted under Mera Gaon Mera Gourav programme of ICAR-CIFRI involving villagers, members of Bhomra Fisheries Co-operative Society, teachers & students from a Government-aided primary school, employees of a Mid-Day meal facility, Panchayet members at village Manicktala North, Kashthadanga Block, Nadia District, West Bengal on 27 October, 2016. About 350 women and men, including students, participated in the programme. Dr. S. K. Manna, Principal Scientist, highlighted the importance and ways of cleanliness in our day-to-day life and aim of Swachh Bharat Mission, initiated by Honourable Prime Minister of India, before the gathering. Scientists and technical officers of the Institute interacted with the students and villagers about many aspects of cleanliness, sanitation and hygiene, including "no open defecation." Awareness was also created on importance of hand washing as the single most effective way to prevent spread of diseases. The Secretary of the Fisheries Cooperative Society motivated fellow members to make environment around the village clean. All the participants enthusiastically cleaned the school premise, play ground, village road and drain which also motivated others on main road, market place etc. for cleanliness.

