

Swachhta Pakhwada at ICAR-CMFRI, Kochi (16 - 31.10.2016)

In connection to “Swachh Bharat Abhiyan” or Clean India Mission” lead by the Government of India, the ICAR – Central Marine Fisheries Research Institute has actively organised a cleanliness drive during 17.10.2016 to 31.10.2016 in its Headquarters, Kochi. The main objective was to propagate a cleanliness drive in the surroundings and to create awareness among the common public. The scientists, technical, administrative, supporting and contractual staff of the institute under various division of CMFRI, NBFGR, PMFGR and Krishi Vigyan Kendra (KVK) took part in the cleanliness drive under the leadership of Dr. A. Gopalakrishnan, Director, CMFRI.

The institute has carried out the following activities under the “Swachh Bharat Abhiyan” to support India's universal mission of a clean India to build the capacity of implementing community-led behavioural change programmes targeting social norms to help ensure widespread awareness and insight towards the purpose of serving the Society. On the occasion, all the staff members of the institute have taken a Swachhta Shapath for keeping the hygiene of their surroundings. Moreover, the institute has called for the co-operation of the public for enhancing the mission. Through the official website (www.cmfri.org), the institute elicited the campaign to the public.

Celebrated Gandhi Jayanti on 02.10.2016

As part of the Swachh Bharat Abhiyan, ICAR- the Central Marine Fisheries Research Institute (CMFRI) celebrated Gandhi Jayanti on 02.10.2016 by reaching to the masses and participating in the Swachhta Campaign. Around 125 staff members of CMFRI, PMFGR of NBFGR and CIFRI actively participated in the same participating in cleaning the office premises, Managalavanam (Mangalavanam is an ecologically sensitive area situated at the centre of Kochi covering about 2.74 hectare) and High Court road as a part of the Cleanliness drive .In addition the staff members also cleaned the office premises.





ICAR-CMFRI, Kochi Launches Swachhta Pakhwada- Cleanliness Drive on 17.10.2016

As part of the Swachh Bharat Abhiyan, ICAR- the Central Marine Fisheries Research Institute (CMFRI) has launched the Swachhta Pakhwada, a 14-day cleanliness drive, in the headquarters in Kochi and its various research and field centres in the country. Under the programme, the staff of the ICAR-CMFRI will clean public places including fisheries harbours and beaches. Besides cleaning activities, awareness classes and various competitions will also be conducted during the period from October 17 to 31.

During the inaugural meeting in Kochi, a 'Swachhta Shapath' was taken by all the participants and committed to make self, community, society, villages and cities clean towards joining the country in exemplary list of the countries in the world. CMFRI Director Dr. A. Gopalakrishnan, who presided over the meeting, stressed the need for creating a new living culture and social consciousness to keep the public space clean and tidy. He also said that cleaning our premises should be part of our lifestyle and CMFRI would focus more on cleaning the premises of fishing harbours and beaches.



Later, cleaning activities were undertaken on the Abraham Madamakal Road. Around 120 staff members from Administrative Section of CMFRI participated in the cleanliness drive



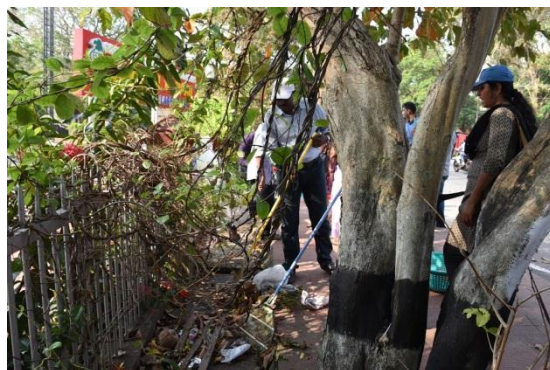


The CMFRI team of scientists and other staff will take part in the drive to clean the premises of fisheries harbour, Thoppumpady, Fort Kochi beach, high court junction, fish landing centres in Vypin and Kalamukku, Ernakulam boat jetty, Charthiath and other public spaces besides the premises of the institute. The Swachh Bharat Abhiyan in the institute is co-coordinated by Dr Shyam S Salim, Prncipal Scientist.

The cleanliness drive will also be carried out by various CMFRI centres in Mumbai, Chennai, Vishakapattanam, Veraval, Karwar, Tuticorin, Mangalore, Mandapam, Calicut and Vizhinjam during the period.

Swachhtha Campaign in public utility areas on 18.10.2016

ICAR-Central Marine Fisheries Research Institute (CMFRI) scientists and other staff members actively participated in the cleanliness drive to clean notable public utility spaces in Cochin viz., Rajendera Madian and Gandhi Square as a part of the Swachhtha Pakhwada activities on 18th October 2016. Around 50 staff members Fishery Environment Management Division and Molluscan Fisheries Division, CMFRI jointly cleaned the premises of Gandhi Square and Rajendra Maidan from Fisheries Environment and Management Division of CMFRI participated and was actively supported by enthusiastic locals and passerby during the cleanliness drive.





As part of the *Swachhta Pakhwara*, on the afternoon of 18-10-2016. The area wore a fresh viewpoint once the drive was completed by the dedicated volunteers of the team. Passers-by were very keenly observing our activities with much excitement. Since it is a very demanding spot in the city, our men in action was sufficient to create awareness among the public to keep our surroundings clean and thereby throw the light on the agenda point of this mission.

ICAR-CMFRI Staff floats Human chain on 19.10.2016

ICAR-Central Marine Fisheries Research Institute (CMFRI) had floated a human chain to create awareness on 'Clean India campaign as a part of the Swachhta pakhwada activities at 11 am in front of Abraham Madamakal Road CMFRI on the 19th October 2016. Around 500 staff members from CMFRI, PMFGR of NBFGR and CIFRI actively participated in the same. The staff members carried placards signifying the importance of a Clean India and Swachh Bharat Abhiyan.



Participants in the human chain floated by CMFRI, Kochi.

Beach cleaning at Fort Kochi-MBTD on 19.10.16

In connection with Prime Minister of India's SWACHH BHARAT ABHIYAN, Marine Biotechnology Division of CMFRI, Kochi had effectively undertaken the Beach cleaning program at Fort Kochi on 19th October 2016. In this cleanliness drive program scientists, technical staff and research scholars of the division were actively participated and cleaned the plastic wastes and other debris discarded in the beach at Fort Kochi. This cleanliness drive program will definitely create awareness about the importance of clean nation in general and clean shorelines/ocean in particular among the general public those who visited the beach during the cleanliness activities performed and make them follow the cleanliness activities in their surroundings.



Before cleaning



Cleaning progressing



A talk on Environment and Development : Role of individuals and society on 20.10.2016

ICAR-Central Marine Fisheries Research Institute (CMFRI) organized a talk by Mr.C.R.Neelakantan, noted Environmentalist and Activist on "Environment and Development : Role of individuals and society at 11 am " under the auspices of the Swachh Bharath Abhiyan campaign in Room No. 606 of CMFRI, Kochi on the 20th October 2016 . All staff members from CMFRI, PMFGR of NBFGR and CIFRI actively participated in the same.



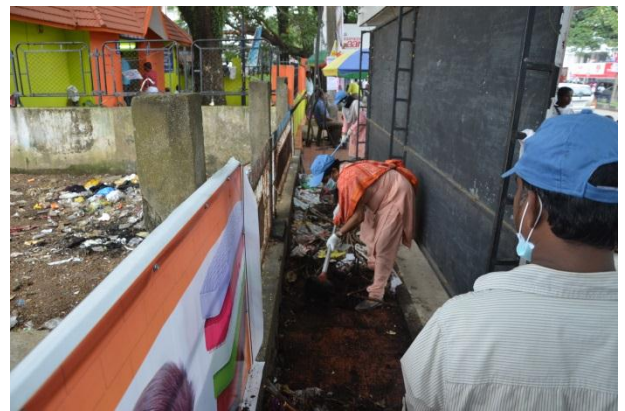
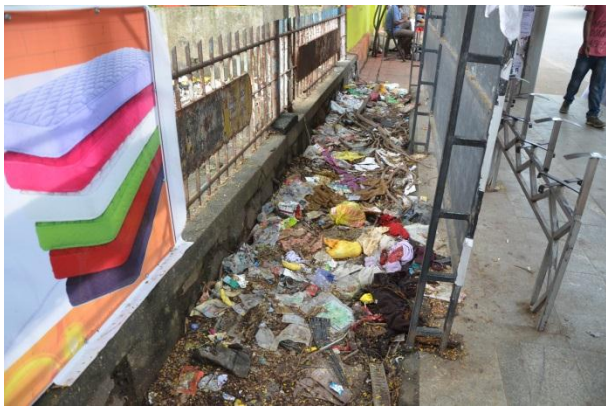
Clean notable public water transportation spaces in Cochin on 20.10.2016

ICAR-Central Marine Fisheries Research Institute (CMFRI) scientists and other staff members actively participated in the cleanliness drive to clean notable public water transportation spaces in Cochin namely Ernakulam Boat Jetty, as a part of the Swachhta Pakhwada activities on 20th October 2016 with members from Demersal Fisheries Division & Pelagic Fisheries Division of CMFRI took active lead during the cleanliness drive.



Swachhtha Campaign in public utility areas on 21.10.2016

ICAR-Central Marine Fisheries Research Institute (CMFRI) scientists and other staff members actively participated in the cleanliness drive to clean notable public utility spaces in Cochin viz. at High court bus shelter premises on 21.10.16, Swachh Bharat Abhiyan activities by CFD and ATIC.



Cleaning of Hatchery at CMFRI, Kochi on 22.10.2016

ICAR-Central Marine Fisheries Research Institute (CMFRI) scientists and other staff members actively participated in the cleanliness drive to clean hatchery at CMFRI, Kochi on 22.10.16.



Swachhta Pakhwada activities in public utility areas on 24.10.2016

ICAR-Central Marine Fisheries Research Institute (CMFRI) scientists and other staff members of SEETT Division actively participated in the cleanliness drive to clean Vypeen Bus Stand, Fisheries Station- Vypeen, Walkway and its surrounding areas on 24.10.16. The area had lot of plastic waste including drinking water bottles, plastic cups, biscuits wrappers, plastic tarpaulin etc. The team cleaned the whole area.





Cleaning of fish landing centre, Kalamukku on 25.10.2016 by staff members of Library, PME, EMC Division of CMFRI, Kochi



Cleanliness Drive at office premises on 26.10.2016

ICAR-Central Marine Fisheries Research Institute (CMFRI) scientists and other staff members of Mariculture & MBD actively participated in the cleanliness drive to clean the Marine Hatchery and Aquarium at CMFRI, Kochi on 26.10.16.



Lecture on "Breaking the myth of Yoga " at CMFRI, Kochi on 28.10.2016

Mr. Sarvesh Shashi ,Chief Executive Office, Zorba - A Renaissance Studio,Chennai popularising yoga delivered a talk on "Breaking the myth of Yoga " on (28.10.16) at 2.30 pm in Room no: 606 under the auspices of the Swacch Bharat Abhiyan campaign.



Cleaning of Pathways as a part of Swachh Bharat Abhiyan by PMFGR Centre, NBFGR on 28.10.2016



Valedictory function of the Swachhta Pakhwada held at 11.00 am on 31.10.2016 at CMFRI Headquarters, Kochi.

Shri. Deepak Joy, Ward Councillor, Ayyapapankavu, Cochin Municipal Corporation was the Chief Guest for the Valedictory function of the Swachhta Pakhwada held at CMFRI, Kochi on 31.10.2016.

