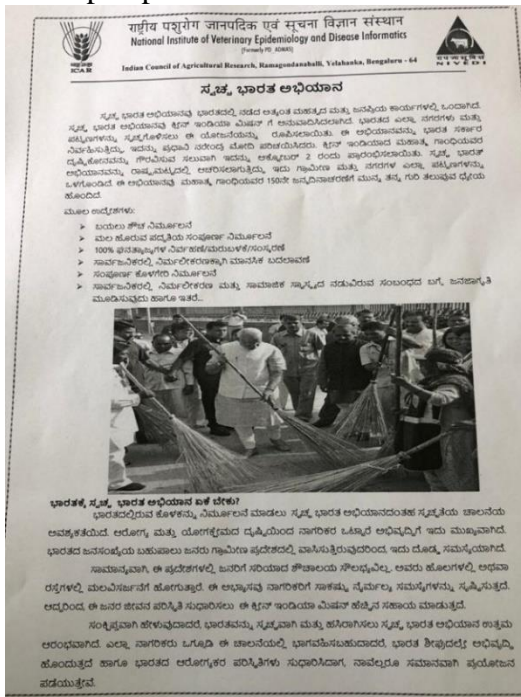


Swachhta Pakhwada - 2020

30th December 2020 (Day 15) report

Under Swachhta Pakhwada 2020, ICAR-NIVEDI on 30.12.2020 ICAR-NIVEDI organised a Swachhta publicity campaign at Yelahanka Farmers' Vegetable Market and distributed pamphlets in Kannada language on cleanliness in Ananthapura and Ramagondanahalli sub-urban areas. The theme of the programme was "Swachhta in cross-section of society".

The awareness programme was organized at **Farmers' Vegetable Market Centre, Yelahanka**. The vegetable vendors were mobilized for creating awareness on **Swachh Bharat Abhiyan** inaugurated by the Honourable Prime Minister of India. A brief one-page pamphlet prepared in Kannada language was distributed to all the vendors as well as consumers. The content of the pamphlet was as follows:



Objectives of Swachh Bharat Mission

- Elimination of open toilets
- Psychological Change for Sanitation in Public
- Complete slum eradication
- Raising public awareness on the relationship between sanitation and social well-being in the public and others ...

Why India Needs Swachh Bharat Abhiyan?

India is in dire need of a cleanliness drive like Swachh Bharat Abhiyan to eradicate dirtiness. It is important for the overall development of citizens in terms of health and well-being. As the majority of the population of India lives in rural areas, it is a big problem. Generally, in these areas, people do not have proper toilet facilities. They go out in the fields or roads to excrete. This practice creates a lot of hygiene problems for citizens. Therefore, this

Clean India mission can be of great help in enhancing the living conditions of these people.

In short, it was explained in the pamphlet that Swachh Bharat Abhiyan is a great start to make India cleaner and greener. If all the citizens could come together and participate in this drive, India will soon flourish. Moreover, when the hygienic conditions of India will improve, all of us will benefit equally. India will have more tourists visiting India every year and will create a happy and clean environment for the citizens.

Distribution of Pamphlets conveying message on “stop using plastics” “Causes of Malaria, Dengue diseases”



Distribution of Pamphlets conveying message on “Clean Water” “Clean House”, “Clean Environment” for Healthy India



Conducting publicity programme organized at Farmers' Vegetable Market Centre, Yelahanka



Distribution of Pamphlets conveying message on Swachha Bharat Abhiyan in main public meeting places of semi-urban areas



Educating women buyers and sellers of vegetables on COVID-19 preventive measures

