

**Date: 17.9.2025**

**Name of the Institute: ICAR-Central Institute of Coldwater Fisheries Research, Bhimtal, Uttarakhand**

**Name of the Activity: Display of banners at the prominent places and taking of swachhata pledge at the Institute hqrs. Bhimtal and the Experimental Fish Farm & Field Centre, Champawat.**

**Organization of plantation drive “Ek Ped Maa Ke Naam” alongwith beautification activities.**

Swachhta Hi Sewa “Swachhotsav” started at ICAR-CICFR, Bhimtal on September 17, 2025. All the members of staff participated in the pledge administered online by the Secretary DARE & DG, ICAR on the day. The pledge was also taken by all staff members of ICAR-CICFR Experimental Fish Farm & Field Centre, Champawat. The date wise activities to be carried out during the whole swachhotsav were brought to the notice of all the members of staff for successful execution.

Banners on the theme have also been placed at the entrance of the institute building facing the main road to Bhimtal bypass to give a wide publicity to this important event. The awareness messages were posted on the institute website, instagram, facebook, twitter etc.

A plant in the institute campus at Bhimtal as well Experimental Fish Farm & Field Centre, Champawat was also planted on the theme “Ek Ped Maa Ke Naam”.

