

Date: 22.12.2025

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

Name of the Activity: Engagement of local celebrities to endorse and participate in Swachhta activities, encouraging community involvement, launch a signature campaign across the locality to gather pledges from residents for maintaining cleanliness

The swachhta activities continued with the involvement of the local body responsible for maintaining and monitoring cleanliness in Bhimtal. On this occasion, ICAR-CICFR organized a programme in collaboration with Nagar Palika Parishad, Bhimtal. In this event Shri Rahul Kumar Singh, Executive Officer and Shri Bhupendra Singh Yadav, Swachh Bharat Mission Consultant alongwith other staffs of the Nagar Palika and the local residents were present.

The programme was coordinated by Dr. D.Thakuria and Dr. Kh.Victoria Chanu (Senior Scientists) alongwith other staff members of the Institute. During the programme, a pledge was taken by the participants to maintain cleanliness in the nearby localities. Further, discussions were also held for future plan to encourage more participation and community involvement in Swachhta activities to keep the town neat and clean.

