

Date: 29.12.2025

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

Name of the Activity:

Organizing mega “Plogging” event, special drive on walkathons, swachhta rallies led by VIP/VVIPs. Use of social media platforms to amplify the message with videos from the rallies and addresses.

(At ICAR-CICFR Experimental Fish Farm & Field Centre, Champawat, Uttarakhand)

In a series of important activities under the swachhta pakhwada organized by ICAR-CICFR, plogging was done in the nearby main road adjacent to the Experimental Fish Farm & Field Centre. The public on the roadside and local community actively attended the campaign, which has been well appreciated by the community for maintaining cleanliness.

The main aim of the activity was to raise public awareness and community participation in swachhta activities through such type of events.

During the event, the participants have collected plastic wastes, bottles etc. and segregated for collection by the local Nagar Palika for proper disposal.

