

SWACHH BHARAT CAMPAIGN CONDUCTED ALONG RIVER CAUVERY

While on exploratory studies in river Cauvery during 14 to 24th August 2018, in Tamil Nadu stretch of the river, the ICAR-CIFRI Scientists and other staff conducted awareness programs on importance of Swachh Bharat Mission in two locations. The ICAR-CIFRI team comprised of Dr. V. R. Suresh, Head of Division; Ms. Sibina Mol S, Scientist; Mr. R. C. Mandi, CTO and Mr. Dilip Das, SSS.



On 16th August 2018, the team conducted the program at a river side fishing village at Hogenakkal, Dharmapuri district, Tamil Nadu, for the benefit of the fisher community in keeping their household

premisses and river clean. Most of them are aware about the benefits of cleanliness and expressed that they try their level best to maintain it and also try to encourage others in doing so.



On 20th August 2018, the ICAR-CIFRI team conducted another awareness campaign on Swachh Bharat in a river side fish landing center at Mayanur, Karur district, Tamil Nadu. The team



attempted to create awareness among fishers on maintenance of basic hygiene for better health. The team also attempted to make the fishers aware about the importance of keeping the river clean by not dumping garbage and plastic materials in to it. All the fishers unanously agreed

to the points of being neat and clean but expressed inability in keeping common places clean due to their low financial and social status.

