

**Swachhta Hi Sewa (17.09.2024 to 02.10.2024) at ICAR-CTRI,
Rajahmundry**

Mahatma Gandhi Jayanthi and Closing Ceremony of Swachhta Hi Sewa on 02.10.2024:

ICAR-CTRI celebrated the Swachhta Diwas on October 2nd 2024 by commemorating the 155th birth anniversary of Mahatma Gandhi, the 'Father of the Nation.' Affectionately known as 'Bapu,' Gandhiji is known for his unwavering commitment to non-violence and his pivotal role in leading India's fight for independence from British rule.

With the inspiration drawn from Mahatma, **Dr Thotakoora Satya Narayana**, the In-charge of Prajapitha Brahma Kumaris Viswa Vidyaalayam was invited as **Chief Guest** for this occasion. Dr Satya Narayana explained about Raja Yoga and the devotional path and inculcation of moral and ethical values in day today life. He also elaborated about spiritual path, cultivation of a deep collective consciousness of peace and of the individual dignity of each soul and explained about the universal brotherhood. He also advised to transform our nature to Godly nature and become simple, stable and silent within.

The Chief Guest was felicitated by **Director, ICAR-CTRI** on this occasion. **Nodal Officer** explained the **Swachhata Hi Sewa Report** and the daily activities done for the past 15 days. The prize winners in Swachhta Run, Elocution / Asubhashan, Craft Work by creating Wealth out of Waste, Quiz Competition (Indian Cultural Heritage) etc were awarded with mementos and certificates.

Director and President of the Programme, Dr Maganti Shehu Madhav has explained about the role of Safai Karmachari (सफाई कर्मचारी) in cleanliness and Sanitation Drive. He said that they are the front-line sanitation warriors and to be recognized for their works. He awarded the sanitation workers (सफाई कर्मचारी) with '**Best Worker Awards**' on this occasion with Swachhta Awards. About 85 staff members have taken part in today's closing ceremony of **Swachhta Hi Sewa Programme**, in spite of Holiday on 02.10.2024.

Chief Guest (Brahma Kumaris) delivering his Devotional Speech on 02.10.24 at ICAR-CTRI



Chief Guest felicitating Director, ICAR-CTRI



Director and Nodal Officer and HODs felicitating the Chief Guest



CTRI Staff participating in the Closing Ceremony of 'Swachhata Hi Sewa'



Award Presentation to the Sanitary Staff of ICAR-CTRI



Prize Distribution to the winners of Quiz Competition



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Swachhata Pledge and other activities on 17.09.2024 :

Swachhata Pledge was administered at ICAR-CTRI , Rajahmundry. About 120 staff members of ICAR-CTRI have taken online pledge administered by DG, ICAR at 10.00 am. Swachhata Rally was also organized at 4.30 pm at ICAR-CTRI Campus. Swachhata Run was organized for young employees of ICAR-CTRI. About 120 staff members have actively participated in Swachhata Programmes on 17.09.2024.

CTRI staff administered Swachhata Pledge



Swachhata Run by CTRI Staff (Men)



Swachhata Rally at CTRI Campus



Swachhata Run by CTRI Staff (Women)



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Swachhata Competitions for School Children on 18.09.2024:

‘Swachhata Competitions’ were organized for the Government School Children of MPL High School at Quarry Peta, Rajahmundry on 18.09.2024. The school children from 9th and 10th classes were gathered in a hall. The school students were given a theme of ‘Swachhata Abhiyaan’ and the competitions were organized in ‘Elocution and Essay Writing’. The best performers were awarded prizes. The teachers and the organizers spoke on Swachhata Abhiyaan and its importance in day today life. Thus, a total number of 80 school children have actively participated in this event.



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Swachhata Competitions for Employees of ICAR-CTRI on 19.09.2024 :

Swachhata Competitions were conducted in Extempore Speech / आसु भाषण (Asu Bhashan) in English and Hindi Languages among ICAR-CTRI employees on Swachhata Campaign. About 35 staff members from Scientific, Technical, Administrative and Young Professional groups of ICAR-CTRI have actively participated in this event.

The participants expressed their views on Swachhata related topics viz., Cleanliness next to Godliness, Solid Waste Management, Clean India Movement, Plastics Prevention in India, Mahatma Gandhiji's Dreams on Swachh Bharath, Sanitation and Personal Hygiene, Natural Resorce Management, Open defecation in India, Garbage Free India, Inner Soul and Mind Cleanliness, Collective Responsibility in Swachhata, Reduce-Reuse and Recycle, Mass Awareness Campaign through Public Private Partnership, Human Chain on Swachhata - A Symbolic Representation, Swabhav Swachhta Sanskar Swachhata, Sundar Bharat Kaa Sapnaa, Hamaree Jeevan me Saaf Safaayi, etc., Participants were judged based on the content, clarity, expression and fluency. The programme was organized from 4.30 pm to 5.30 pm in Seminar Hall-2 of ICAR-CTRI.

Finally the Concluding session was ended with dialogues and discussions that were promoted to create awareness by involving all the CTRI staff members in cleanliness initiatives. Thus the programme was focused on discussing and addressing the Campaign of 'Swachh Bharath Abhiyaan'.



Swachhta Hi Sewa (17.09.2024 to 02.10.2024) at ICAR-CTRI, Rajahmundry

Swachhata Competitions for Employees of ICAR-CTRI on 20.09.2024 :

Swachhata Competitions on creating ‘Wealth out of Waste’ were conducted among ICAR-CTRI young employees on Swachhata Campaign. About 35 staff members from Scientific, Technical, Administrative and Young Professional groups of ICAR-CTRI have actively participated in this event.

The participants have prepared an array of articles by utilizing the concept of ‘Reduce, Re-use and Re-cycle’. The participants prepared craft items like Kitchen Garden Compost Unit Models, Flower Pots, Grain Storage Unit Models, Eco-Friendly Forest Concepts, Wall Hangings and decorative Items from the given waste material like beads, threads, feathers, chaff, grass, brown papers, news paper, bamboo leaves, sea shells, wooden spoons, feathers, bottles etc., The programme was judged based on the novelty, creativity, final finishing touch, piece of art etc. and its relevance in day today use and finally its relevance to Swachhata Concept. The programme was organized from 4.30 pm to 6.30 pm in Seminar Hall-2 of ICAR-CTRI.

Finally the Concluding session was ended with dialogues and discussions that were promoted to create awareness by involving all the CTRI staff members in cleanliness initiatives. Thus the programme was focused on creating Wealth out of Waste by addressing the Campaign of ‘Swachh Bharath Abhiyaan’.



CTRI Staff Participating in Wealth out of Waste Competition



CTRI Staff Participating in Wealth out of Waste Competition



Swachhta Hi Sewa (17.09.2024 to 02.10.2024) at ICAR-CTRI, Rajahmundry

Swachhata Human Chain Formation and Mega Cleanliness Campaign/ Shramdaan for Employees of ICAR-CTRI on 23.09.2024 :

The Institute taken an initiative to spread the Swachhata Hi Sewa Campaign, under the inspiring theme of "Swabhav Swachhata – Sanskaar Swachhata," marking a decade of progress in cleanliness and sanitation. This integrated nationwide initiative will culminate with the grand celebration of Swachh Bharat Diwas on 2nd October, reaffirming India's commitment to Sampoorna Swachhata.

Human Chain Formation at ICAR-CTRI: Expression of Unity and Integrity in Diversity through formation of **Human Chain** at CTRI office Premises, Rajahmundry was observed from 4.30 – 5.00 pm on 23.09.2024. This **Human Chain Formation** is a form of demonstration in which CTRI staff (employees) link their hands for expression of unity on **Swachhata Mega Cleanliness Campaign**. About 72 staff members from Scientific, Technical, Administrative and Young Professional groups of ICAR-CTRI have actively participated in this event. The participants have expressed their devotion, support and cooperation to promote cleanliness, sanitation and personal hygiene.

Cleanliness Campaign/ Shramdaan was also conducted at ICAR-CTRI as a part of Swachhata Campaign. **Shramdaan** was followed after Human Chain Formation from 5.00pm to 5.30 pm. About 65 staff members have actively participated in this event. The participants expressed their devotion which has ignited large-scale advocacy and participation, focusing on transformative **Mega cleanliness drive** targeting dirty and difficult garbage spots in the office campus.



CTRI Staff Participating in Shramdaan



CTRI Staff Participating in Shramdaan



Swachhta Hi Sewa (17.09.2024 to 02.10.2024) at ICAR-CTRI, Rajahmundry

Swachhata / Cleanliness Drive in Tourist Spots on 24.09.2024 :

The Institute taken an initiative to spread the Swachhata Hi Sewa Campaign, under the inspiring theme of "Swabhav Swachhata – Sanskaar Swachhata," marking a decade of progress in cleanliness and sanitation.

Cleanliness and Sanitation Drive in Godavari Tourist Spots

Awareness was created to public on the use of Eco Friendly (earthen) Ganesha idol & immersion of paint free idols in place of idols decorated with paints and inorganic wastes for protecting the environment and keeping the river Godavari clean and safe. This prevents paints, chemicals and other inorganic matter to enter the river Godavari. The programme has attracted huge public gathering.

The ICAR-CTRI team has taken Cleanliness Initiative at the common tourist spots at Gautami Ghat, on the bank of River Godavari, which has attracted attention of larger groups of audience.



Swachhta Hi Sewa (17.09.2024 to 02.10.2024) at ICAR-CTRI, Rajahmundry

Quiz Programme about Indian Cultural Heritage on 25.09.2024 :

The objective of SHS 2024 is to facilitate large-scale advocacy and citizen participation for swachhata, mega cleanliness drives & clearing of dirty and difficult garbage spots (black spots), recognize the contribution of sanitation workers, celebrate the achievements over the past decade, and also reaffirm our commitment to the future of sanitation and sustainable waste management in India. This year also marks the 10th anniversary of the launch of the Swachh Bharat Mission, making the campaign even more significant..

Indian culture and traditions are something which has now become renowned all across the world. We all refer to rich cultural heritage, customs and traditions of India as something very diverse and unique. Topics of Indian Mythology, Dance, Music, Art, Film, Theatre, Cuisine, Epics, Martial arts and Languages were selected for Quiz..

Quiz Programme on Indian Cultural Heritage was conducted among the CTRI employees, viz., Scientific, Administrative, Technical, Supporting staff and Young Professionals. A total of 55 staff members have actively participated in this Quiz programme in connection with Sanskaar Swachhata (Swachhata Hi Sewa Programme). A total of 25 members were divided into 5 groups and a total of 6 rounds of Questions were administered. The rest of the people participated as audience. One group has taken lead role and scored highest marks. Thus the Quiz Programme was conducted successfully conducted as a part of 'Swachhta Hi Sewa'.





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Preventive Medical Health Check Up on 26.09.2024 :

The Objective of Swachh Bharat Mission is to make a significant impact on public health and safeguarding the income of the poor, ultimately contributing to the national economy. As health is one of the core principles of national development, CTRI has focused its Mission on Health check up of the employees including supporting staff and sanitary workers.

All the ICAR-CTRI Employees were provided **Preventive Medical Health Checkup by KIMS Bollineni Hospital**, Rajahmundry, where the full body health checkup is arranged to facilitate early identification of various health issues, particularly identification of risk factors like high blood pressure, diabetes, and heart problems. **Random Blood Sugar level and Blood Pressure and ECG (Electrocardiogram)** were tested and Consultancy was provided by the Medical Team. The employees of ICAR-CTRI have utilized this facility on 26.09.2024 at CTRI Headquarters. This package aided in detecting potential health conditions and deficiencies at an early stage, enabling to prevent the onset of complications. The tests included in this package served as a warning for unhealthy habits, prompting to adopt a healthier lifestyle. About 120 staff members have participated and tested their health status in this Health Campaign.





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Talk by State Bank of India about Digital Transactions and Cyber security as part of Swachhta Hi Sewa on 30.09.2024 :

The Nodal officer of Swachh Bharath Abhiyaan of ICAR-CTRI has arranged a Swachhta Hi Sewa programme, where Jan Dhan Yojana, Policies, Loans, Products and other facilities were explained by the Managers, Sri Vara Prasad and Sri Goutham Kumar from State Bank of India, Paper Mills branch, Rajahmundry. They conducted awareness about Digital transactions, Cyber security as a part of Swachhta Hi Sewa. The activities conducted on Swachhata have inspired the staff, which resulted in opening salary package by the newly joined Technicians by bringing awareness in different products, schemes, SIP, Term Insurance and packages of SBI. About 52 staff members have taken part in this Swachhta Hi Sewa Programme.

SBI staff explaining the SBI Products and Plans



CTRI Staff participating in Awareness Programme by SBI



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Yoga Teaching by Dr Murthy, Bodhisatva Pyramid House, Rajahmundry as part of Swachhta Hi Sewa on 01.10.2024:

Common Yoga Protocol (CYP) was observed as a part of Swachhta Hi Sewa at ICAR-CTRI, Rajahmundry. **The Yoga Master, Dr Murthy** addressed the gathering and requested the participants to devote their time for Yoga as it transforms the individuals into a healthy human being. He suggested that every staff member must practice it for exuberant and energetic personal and professional life.

Nodal Officer, Dr.K.Suman Kalyani, introduced the Members to the staff. Dr. Murthy, Yoga Master and his disciples from Pyramid House, Rajahmundry demonstrated and taught the Yogasanas of Common Yoga Protocol given by Ministry of Ayush to the staff of ICAR-CTRI. Dr. Murthy explained that regular yoga practice can improve heart health, reduce blood pressure, enhance flexibility, and increase muscular strength. Some of the asanas practiced include Tadasana, Vrikshasana, Pada-hastasana, Ardha chakrasana and Trikonasana, Bhadrasana, Vakrasana, Bhujangaasana, Shalabhasana, Makraasana, Setubandha Sarvangaasana, Pawana Muktasana and Shavaasana etc.,

About 55 staff members from the institute have actively participated in the programme. Leaflets on Yoga were supplied to all the participants for physical, mental and spiritual well being. The participants were inspired and enlightened towards Yoga to lead a happy, healthy, and peaceful personal and professional working atmosphere.

