

## Madras Research Centre of ICAR-CMFRI

An intensive Swachh Bharat Abhiyan (Cleanliness drive) was conducted at Madras RC of CMFRI from 02.10.2016 to 15.10.2016 based on the circular no. 13 (3) / 2014 / Estt. dated 20.09.2016.

All the staff members were requested to assemble in the Library Hall of Madras RC of CMFRI at 9 am on 02.10.2016. The special cleanliness drive was initiated on the Gandhi Jayanthi day by the Scientist-in-Charge, Dr. P. Laxmilatha with a “Swachh Pledge” taken by all the staff members. Intensive cleaning of the roof, walls and floor of the office corridor, common areas and the rooms of the individuals was carried out until 12 noon. After a small refreshment (tea & biscuits), the staff members left office.

From 03.10.2016 till 14.10.2016 further cleaning was carried out on the terrace area, corridor, laboratories, garden, windows and doors by grouping the staff members into several small groups. Old unwanted things were identified and discarded during this period.

On 15.10.2016 the intensive Swachh Bharat Abhiyan was concluded with the massive cleaning programme of the Pattinapakkam beach area and the fish market. About 100 people, including the staff members of Madras RC of CMFRI, the local people, volunteers from the Ramakrishna Mission and the Chennai Corporation employees participated in the cleaning programme. At 9.00 am all the participants assembled before the temple in Pattinapakkam village and the programme was flagged off by the Scientist-in-Charge, Dr. P. Laxmilatha with the Swachh pledge taken by all. The trilingual banners (Tamil, Hindi and English) and charts with cleanliness slogans and pictures were fixed in several places in that area to create awareness among the local people. The gloves, mask, broomsticks, racks and gunny bags were provided to the participants for the cleaning purpose. Light refreshment (buttermilk and biscuits) was provided to more than 100 people including the locals. The collected garbage which included glass bottles, plastic papers, slippers etc. was about 500 kg (in 30 gunny bags) was disposed off into corporation vehicle by the corporation employees. The cleaning was successfully completed by 12 noon. This awareness programme attracted the attention of several groups of people, including tourists, film institute students and some non-governmental organisations like Ramakrishna Mission and Art of Living, as this fishing village is located along the famous Marine beach in the heart of Chennai city.



