

Swachhata Hi Seva (SHS) campaign at ICAR – Directorate of Cashew Research , Puttur

On 27th September, 2019 as part of the SUP free India campaign, we visited Purushara Katte area under Narimogaru Gram Panchayat. The people of the area and officials of the Gram Panchayat were pre informed about our visit and their participation was sought in creating awareness.

We around 40 staff members along with auto rickshaw drivers of that area started picking waste plastic materials from roadsides in front of the Gram Panchayat building. Thousands of pieces of Gutka (Paan) and tobacco pouches, chocolate and biscuit wrappers, wrappers of daily use consumer articles, cold drinks bottles, plastic sheets, ploy bags, used water bottles, cigarette pack wrappers and others were seen along the way and were lifted. We could just cover half a kilometer in one hour, so much was the plastic waste litter, and the tractor which was brought to transport waste was full to the brim.

Banners were exhibited on the vehicles and also held in the procession to draw attention of the public. Hand gloves and mask were distributed to all who participated in cleaning drive. Light refreshment were arranged for the staff members and the public who participated in the campaign in the end. Sri Muralikrishna , FS and nodal officer, SHS campaign, thanked Sri Seetaraam , a retired employee who resided in that area for coordinating the program.



