

CONSOLIDATED REPORT OF THE ACTIVITIES OF SWACHHTA PAKHWADA-2024

The ICAR-Directorate of Cashew Research, Puttur organized Swachhta Pakhwada campaign from 16th December, 2024 – 31st December, 2024. The activities were planned and implemented according to the tentative activity schedule given from the council ensuring the active participation of ICAR-DCR staff, school students, youths and local residents of nearby villages. Various activities were organized which includes cleanliness drives within and outside the institute, pledge taking by the ICAR-DCR staff, local residents of villages and school students, short video contests and tagline competitions, awareness talks by experts and distribution of dustbins to local residents of nearby village for creating awareness on the importance of swachhta. A brief report of the key activities undertaken during the Swachhta Pakhwada is outlined in the following section-

Pledge taking by ICAR-DCR staff

The campaign was initiated at the Directorate with the pledge taking by the Director and staff of the institute. Dr. Aswathy Chandrakumar, nodal officer, Swachhta committee briefed about the various activities to be taken up during the campaign after the pledge.



Cleanliness drive within institute campus

Several cleanliness drives were initiated at the Directorate in which old furnitures and scrap were disposed for effective utilisation of office space. Regular weeding were done near the office premises and efforts were taken to clear the plastic waste for a clean and safe environment within and near the institute premises. Scientists, Technical officers, administrative staff, farm staff and contractual staff including Young Professionals and lab assistants of ICAR-Directorate of Cashew Research, Puttur actively participated in the cleaning drive.



Cleanliness drive and awareness lecture on “Role of Schools in Swachha Bharat Mission” in DKZPUP school, Kemminje

A cleanliness drive and awareness lecture on “Role of Schools in Swachha Bharat Mission” in DKZPUP school, Kemminje was arranged. The programme started with the swacchata pledge. Dr. Eradasappa E., Senior Scientist (Genetics & Plant Breeding) delivered a lecture emphasizing the significance of cleanliness, hygiene, and sanitation in schools, homes, and the surrounding environment. He highlighted the history and importance of the

Swachh Bharat Mission, stressing the role of school students in the initiative. Dr. Bhagya H.P., Scientist (SPM & AP) and Dr. Jyoti Nishad, Scientist (Food Technology) also raised awareness among students about sanitation and hygiene Standard Operating Procedures (SOPs). To further engage the students, a quiz competition was held. A total of 70 students participated in the event.



Mobilizing of rural youth for cleanliness drives

As a part of the Swachhta Pakhwada campaign, 2024 the rural youth of Kemminje village were involved in the cleaning of Adka playground in the village. The playground is used by the public for organising various events such as cricket tournaments. Efforts were taken to create awareness among youth about their commitment to keep their surroundings clean by making them take pledge and involving them in such cleanliness drives. A total of 16 youth participated in the campaign.



Community outreach programme for engaging local communities in Swachh Bharat

A community outreach programme was organised in Amoonja village. The programme commenced at 12.00 pm with a swachhta pledge by the residents of the village. Following this, Dr. Aswathy Chandrakumar gave a talk on the need for community participation in swachhta campaign and the role of each individual in maintaining the villages clean. This was followed by distribution of dustbins to 10 houses in the village. 13 people attended the programme.





Technology Demonstration on Cashew Apple value addition

Cashew apple, a tropical fruit is an important source of dietary fiber, phytonutrients, minerals, and vitamin C but it is underutilised. In this context, as a part of Swachhta Pakhwada 2024, ICAR-Directorate of Cashew Research, Puttur organised a technology demonstration on cashew apple value addition for women of Kemminje village. The workshop was organised with an aim to impart knowledge on the importance of cashew apple and to demonstrate the various value added products that can be prepared from Cashew apple and thereby promote women entrepreneurship. A total of 13 women attended the demonstration.



Creating awareness on soilless vegetable production system for clean and safe food

The ICAR-Directorate of Cashew Research, Puttur organised a talk on “Cocoponics: A futuristic soilless vegetable production system” on 26th December. The talk was arranged in hybrid mode. Dr. Kalaivanan D, Senior Scientist (Soil Science and Agricultural Chemistry), Division of Natural Resources, ICAR - IIHR, Bengaluru delivered the talk. He emphasized on the importance of cocoponics and its need in urban and peri urban regions for producing safe food. He also highlighted the efforts taken by ICAR-IIHR in disseminating this technology. He

also addressed the need for kitchen waste decomposting and the need to adopt this technology for a clean and swachh bharat. The talk was very informative and people enquired about training and whether there was scope for raising cashew using cocoponics. A total of 28 ICAR-DCR staff attended the talk and 16 people attended online.



Cleanliness drive in Mottethadka Children's park (Public spot) in Kemminje

The scientists, technical officers, administrative staff, farm staff and contractual staff actively participated in the cleanliness drive organised in a public spot. The children's park is a common spot for the local residents, however it was not maintained properly and there were lot of plastic wastes and weeds. Under the able guidance of the Director, 47 staff of the Directorate participated in the cleanliness drive.



Celebration of Kisan Diwas-2024

Kisan Diwas-2024 was celebrated at ICAR-Directorate of Cashew Research (ICAR-DCR) on 23.12.2024. The programme commenced at 10.30 am. Sh. Vishwanath, Superintendent, Social Welfare Department, Puttur, Karnataka was the chief guest for the function. He emphasized the welfare programmes for scheduled caste and scheduled tribes in his address. Dr. J Dinakara Adiga, Director, ICAR-DCR, Puttur presided the function. He apprised the audience about the social status of farming communities, problems associated with achieving the goal of food security, and importance of farmers in this. He also enlightened the farmers to utilize the benefits under Tribal Sub Plan (TSP) offered by the Directorate for improving the livelihood status of farmers. Dr. Manjunatha K, Scientist (Farm Machinery and Power) and nodal officer (TSP), ICAR-DCR briefed the audience about the various activities undertaken as a part of the TSP programme. This was followed by distribution of kitchen garden tools, solar lights and tarpaulins to the ST farmers. There was also a technical session on “prospects of cashew cultivation in Dakshina Kannada” delivered by Dr. Bhagya H P, Scientist (Spices, Plantations, Medicinal and Aromatic Plants), ICAR-DCR. A total of 48 farmers attended the programme.





Short video contest and tagline contest

The Directorate, in an effort to spread awareness among youth about the campaign, organised short video contest for college students and youth. The theme for the short video contest was “Role of youth in swachhta”. The participants were asked to create 2 min videos. A total of 10 entries were received for the contest. A tagline contest was also organised for the ICAR-DCR staff and family members to promote the use and consumption of cashew apple. Entries were collected using google forms and 24 entries were received in English, kannada and hindi.

