

ICAR-Indian Institute of Maize Research
PAU Campus, Ludhiana, Punjab-141004

22nd December, 2020

ICAR-IIMR, PAU Campus, Ludhiana, Punjab conducted an online campaign on Swachhta Pakhwada on 22nd December, 2020. Awareness information on cleanliness, sanitation, waste management issues such as segregation of waste, banning use of plastic, use of toilets, composting of kitchen waste etc. were disseminated through social media platforms of the institute such as Twitter, Facebook and the institute's website. Hashtags such as #MyCleanIndia, #OpenDefecationFree, #SwachhBharatMission, #Swachhata, #SwachhataHi Seva etc. were used for wider dissemination and support of the Swachh Bharat mission. The staffs were very much encouraged to be part of the online campaign and the posts were widely shared and retweeted by them.






MINISTRY OF URBAN DEVELOPMENT,
GOVERNMENT OF INDIA



WHAT YOU THROW AWAY CAN THROW UP A NEW IDEA

KEEP TWO DUSTBINS TO HELP IN RECYCLE AND RE-USE

#PledgeToSegregate #MyCleanIndia #BlueGreenPledge



स्वच्छ भारत अभियान

एक कदम स्वच्छता की ओर





पेयजल एवं सफाई विभाग
जल शक्ति मंत्रालय
DEPARTMENT OF DRINKING WATER AND SANITATION
MINISTRY OF JAL SHAKTI



Swachh Bharat, Swasth Bharat

Continue the jan andolan from the comfort of your homes: _____



Use toilets:
हर कोई, हर रोज़,
हमेशा



Wash your hands
frequently with
soap and water



No spitting in
public places



Practice social
distancing: Stay
home, Stay safe

PLASTIC

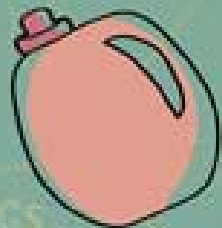
PLASTIC BAGS



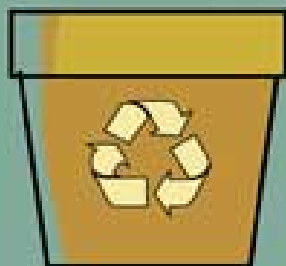
PLASTIC BOTTLES



PACKAGING



BAGS

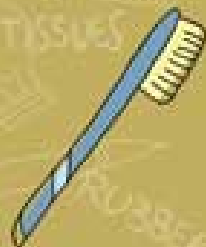


GENERAL

NAPIES



USED TISSUES



PAPER

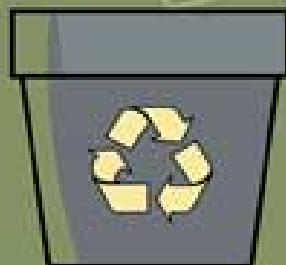
CARDBOARD



NEWSPAPER



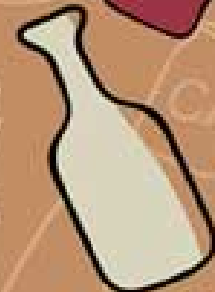
PAPER BAGS



GLASS

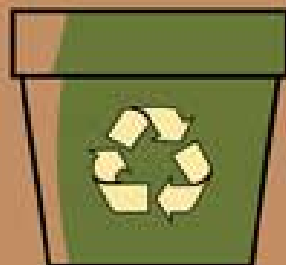


CLEAR GLASS



GLASS BOTTLES

CANS



ORGANIC

GREEN WASTE



FOOD WASTE



COFFEE FILTERS



WASTE





SAY NO TO MIXED WASTE FOR A CLEAN AND GREEN ENVIRONMENT

Waste Segregation: Why & How?



Organic waste
can be
composted.

Plastic, paper
and metal can be
reused and
sold to scrap dealers
for **recycling.**



The amount of waste
that goes to landfill site
is reduced
considerably.





GurZaib
Art