

ICAR-CMFRI, Kochi Extends Swachhta Hi Seva Message from Silent Valley to the Coast

ICAR-Central Marine Fisheries Research Institute, Kochi, carried the message of cleanliness, environmental responsibility and community participation to diverse public spaces as part of Swachhta Hi Seva 2026. A team of senior women scientists and staff of ICAR-CMFRI, along with retired



personnel and research scholars, visited Silent Valley National Park, Kerala, and interacted with visitors as part of an awareness campaign. The team sensitised visitors on avoiding littering, proper waste segregation, recycling and responsible practices essential for protecting natural ecosystems.

During the interaction, the team emphasised the importance of responsible visitor behaviour in safeguarding the fragile environment of protected natural habitats and preserving these ecosystems for future generations.

Cleanliness Message Reaches the Coast

Taking the Swachhta Hi Seva message to the coastal front, the ICAR-CMFRI Tuticorin Regional Station, in association with We Can Trust and with the support of the Thoothukkudi Municipal Corporation, organised a coastal cleanup drive at Thoothukkudi. The event was graced by Shri A. Srinath, Minister for Fisheries and Fishermen Welfare, Government of Tamil Nadu, and Smt. S. Priyanka, IAS, Commissioner, Thoothukkudi Municipal Corporation. The campaign also reached young minds through an awareness-oriented drawing competition organised by the staff of ICAR-CMFRI at St. Antony's Lower Primary School, Kannamaly, Ernakulam district. The activity provided an engaging platform for sensitising children to the importance of cleanliness and environmental stewardship.



Swachhta Hi Seva 2026 is being observed at the ICAR-CMFRI Headquarters in Kochi and its Regional Centres and Research Stations through a range of cleanliness and sanitation activities. As part of the campaign, cleanliness drives are also being organised at beaches, coastal areas, public places and other community spaces.

Through these initiatives, ICAR-CMFRI is reinforcing the message of “Swachhta Mein Sahbhag, Swachh Bharat, Viksit Bharat”, highlighting community participation as a key element of cleanliness, environmental protection and the creation of a clean and healthy society.