

ICAR-CMFRI, Kochi adds creative and community action to Swachhata Hi Seva 2026

Turning discarded materials into art, transforming aquarium walls into marine-life murals and bringing people together through human chains, the ICAR-Central Marine Fisheries Research Institute, Kochi has adopted a range of innovative activities to strengthen the message of cleanliness, responsible waste management and environmental protection under Swachhata Hi Seva 2026. As part of the campaign theme “Swachhata Mein Sahbhag, Swachh Bharat, Viksit Bharat”, ICAR-CMFRI organised a ‘Kabad Se Kala’ (Waste to Art) competition and exhibition at its Kochi headquarters today.



The initiative saw enthusiastic participation from staff members and research scholars, who created attractive artworks and decorative items using discarded materials such as used glass bottles, ice cream sticks, pistachio nut shells, plastic bottles and caps, and other waste materials. The creations were displayed as part of the competition, with other staff

members visiting the exhibition and appreciating the artistic efforts. The initiative demonstrated how materials generally considered waste could be given a new purpose through creativity, reinforcing the message of reuse and responsible waste management.



Adding another creative dimension to the campaign, the Vizhinjam Regional Centre of ICAR-CMFRI undertook a mural art initiative at the Sagarika Aquarium, Vizhinjam. The walls of the aquarium are being adorned with murals depicting sea creatures to create greater awareness among visitors about marine life and the importance of protecting the marine environment. The aquarium is a high-footfall facility that receives more than 10,000 visitors

annually, providing an opportunity to take the conservation message to a wider public.

The campaign also saw Human Chain Awareness Programmes at ICAR-CMFRI's Regional Centres in Visakhapatnam, Vizhinjam and Mandapam. The programmes highlighted cleanliness, sanitation, responsible waste management, prevention of littering and the need to maintain clean public and coastal spaces. Participants joined hands to underline the message of collective responsibility towards protecting coastal and marine environments.