



Indian National Centre for Ocean Information Services (INCOIS)

(An Autonomous Body under Ministry of Earth Sciences, Govt. of India)

Swachhata Pakhwada

(01 – 15 July 2020)

Daily Report

(01 July 2020)

"Ocean Valley",
Pragathi Nagar (B.O.), Nizampet (S.O.),
Hyderabad - 500 090, India.

<https://incois.gov.in/SwachhBharat/SwachhataPakhwada2020.jsp>

1. Preamble

Hon'ble Prime Minister of India had launched the Swachh Bharat Mission on 2nd October 2014. The Ministry of Jal Shakti is designated as the nodal ministry for executing this national mission. The mission is being executed by the Department of Drinking Water and Sanitation, Ministry of Jal Shakti at national level. The mission objectives are to eradicate open defecation, efficient management of solid and liquid waste, encourage cost effective and appropriate technologies for ecologically safe and sustainable sanitation, overall cleanliness and to create significant positive impact on gender and promote social inclusion by improving sanitation.

The Swachhata Pakhwada was started with a vision to mainstream Swachhata activities across all Ministries / Departments of Govt. of India. The Ministry of Earth Sciences (MoES) and the attached, sub-ordinate and autonomous offices under the administrative control of MoES are actively participating in this national mission since its inception. To carry out swachhata activities in all institutes of MoES, first fortnight of July 2020 (July 01 - 15) is allocated. In this regard, Indian National Centre for Ocean Information Services, an autonomous body under MoES has planned several activities during Swachhata Pakhwada as detailed in Table below

Date	Activities
01 July 2020	Webinar on "Open Defecation Free India: A Case of Krishna District in Andhra Pradesh" by Dr. J. Kiranmai, Registrar, Institute of Public Enterprise, Hyderabad
02 July 2020	Plantation of trees at ITCOcean campus. It is decided that the trees for plantation will be arranged from the Govt. of Telangana under their Haritha Haram mission.
03 July 2020	Awareness campaign and distribution of personal hygiene materials to INCOIS outsourced (housekeeping, gardening, security, electrical etc.) staff.
06 July 2020	Campus sanitization in coordination with Covid Task Force of INCOIS
07 July 2020	e-poster design competition for INCOIS employees on theme "How does Swachhata impact oceans?"
08 July 2020	Plantation of trees at INCOIS other than ITCOcean campus.
09 July 2020	Event on "Discouraging single use plastic"
10 July 2020	Drawing competition for students on "Personal Hygiene"
13 July 2020	Essay competition for students on "Household solid waste management"
14 July 2020	Webinar on "Swachh samudra and Covid-19" by Dr. Nimit Kumar, Scientist, INCOIS
15 July 2020	Concluding ceremony through webinar

All the activities were / will be planned and executed under the supervision of Swachh Bharat committee constituted by Director, INCOIS. The Swachhata activities for the year 2020 were planned keeping in mind all the instructions and guidelines issued by the M/o Home Affairs and M/o Health and Family Welfare considering current situation of Covid-19 pandemic.

2. Activity

Swachhata Pakhwada 2020 was inaugurated on July 01, 2020 through webinar. The webinar was conducted using online platform and live stream using INCOIS Youtube™ channel (<https://www.youtube.com/watch?v=yr5PGVhs-Gw>). The live streaming was also publicized through INCOIS Facebook™ and account and Twitter™ handle.

The inaugural function was conducted as per the following schedule and was moderated by Ms. Almeida Celsa, PRO, INCOIS.

Activity
Welcome address by Director, INCOIS
Introduction of speaker
Invited talk on "Open Defecation Free India: A Case of Krishna District in Andhra Pradesh" by Dr. J. Kiranmai, Registrar, Institute of Public Enterprise, Hyderabad
Q & A
Swachhata Pakhwada 2020 by Chairman, Swachh Bharat Committee
Vote of thanks

Director, INCOIS, in his address, welcome all the participants and thanked the invited speaker for accepting the invitation to delivering a talk. He also briefed the objectives of Swachh Bharat Mission. He stated that we must use cost effective, environment friendly and sustained sanitation technology. He mentioned that INCOIS is actively involved in the various awareness campaigns in this regard. He also appreciated the efforts put forward by Swachh Bharat Committee towards achieving objectives of Swachh Bharat Mission using innovative approaches and also the elaborative activities planned during Swachhata Pakhwada 2020. Following the welcome address by Director, INCOIS, the moderator introduced the speaker with her academic and scientific credentials.

The inauguration of Swachhata Pakhwada 2020 was followed by an invited talk on “Open Defecation Free India: A Case of Krishna District in Andhra Pradesh” by Dr. J. Kiranmai from Institute of Public Enterprise (IPE), Hyderabad. The IPE, Hyderabad initiated management education in 1981 with the commencement of a 3-year part time MBA (PE) programme for practising managers. The full time management education program started in 1995. Institute has well defined and carefully structured programmes in PGDM, PGDM-RM, PGDM- BIF, PGDM-IB, PGDM- HRM and Exe. PGDM.

The eminent speaker, Dr. J. Kiranmai, is currently the Registrar at IPE, Hyderabad. She holds Masters in Philosophy in management and MCom with specialization in Banking and Finance. She has undertaken many research and consultancy assignments apart from organizing management development programmes for various Central and State enterprises. She is presently the Editor of Scopus indexed Indian Journal of Corporate Governance published by SAGE Pvt

Ltd. She is also an Editor of IPE Journal of Management. She heads the Center for Corporate Governance and Centre for Corporate Social Responsibility at IPE. She has participated and presented research papers in national and international seminars and published in journals of repute.



The webinar entitled “Open Defecation Free India: A Case of Krishna District in Andhra Pradesh” presented by Dr. Kiranmai was focused on the case study carried out in Krishna District on open defecation. The lecture provided an overview on need for hygiene and sanitation followed by Millennium Development Goals (MDGs) and Sustainable Development Goals (SDGs) of United Nations and their linkages to hygiene and sanitation. Further, Dr. Kiranmai gave an overview of Swachh Bharat Mission (SBM) with special emphasis to hygiene and sanitation. She also provided the statistics of SBM along with the phases of Open Defecation Free (ODF) activities. Subsequently, Dr. Kiranmai spoke on a case study in Krishna district of Andhra Pradesh assigned to IPE by Ministry of Drinking Water and Rural Development GoI. She spoke about the approach, field survey, sampling, methodology, indicator used to access the status of ODF in Krishna District.

The webinar received a large response with participants attending within and outside INCOIS. At the end of the webinar there was Q & A session where the speaker clarified doubts of the audience. The webinar was very much useful in terms of the knowledge acquired towards Open Defecation Free (ODF) activities under Swachh Bharat Mission.

Subsequent to the Q & A session, The Chairman, Swachh Bharat, Committee, address the audience. He gave an overview of the mission followed by the activities taken up by INCOIS on regular basis. He also briefed on the activities planned during Swachhata Pakhwada 2020.

The speaker thanked INCOIS for giving an opportunity to deliver a talk and showed keen interest to be associated with INCOIS towards achieving the goals of Swachh Bharat Mission in future.

The event was concluded by the vote of thanks by the moderator.

3. Photo Gallery



Dr. Balakrishnan Nair T. M., Director (I/C), INCOIS giving welcome address



Guest speaker Dr. J. Kiranmai, Registrar, Institute of Public Enterprise, Hyderabad



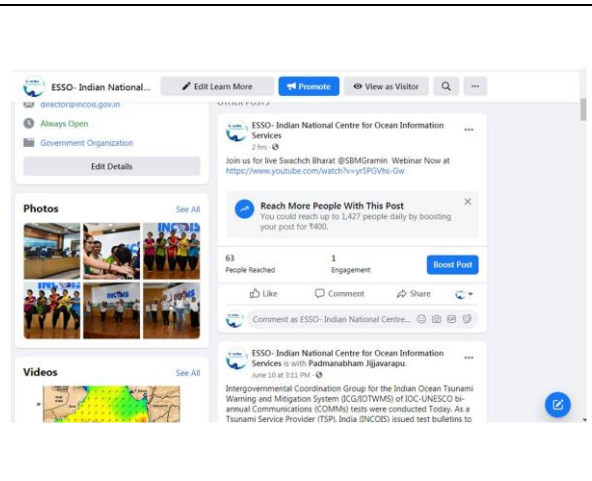
Ms Almeida Celsa and Dr. Suprit Kumar moderating the webinar



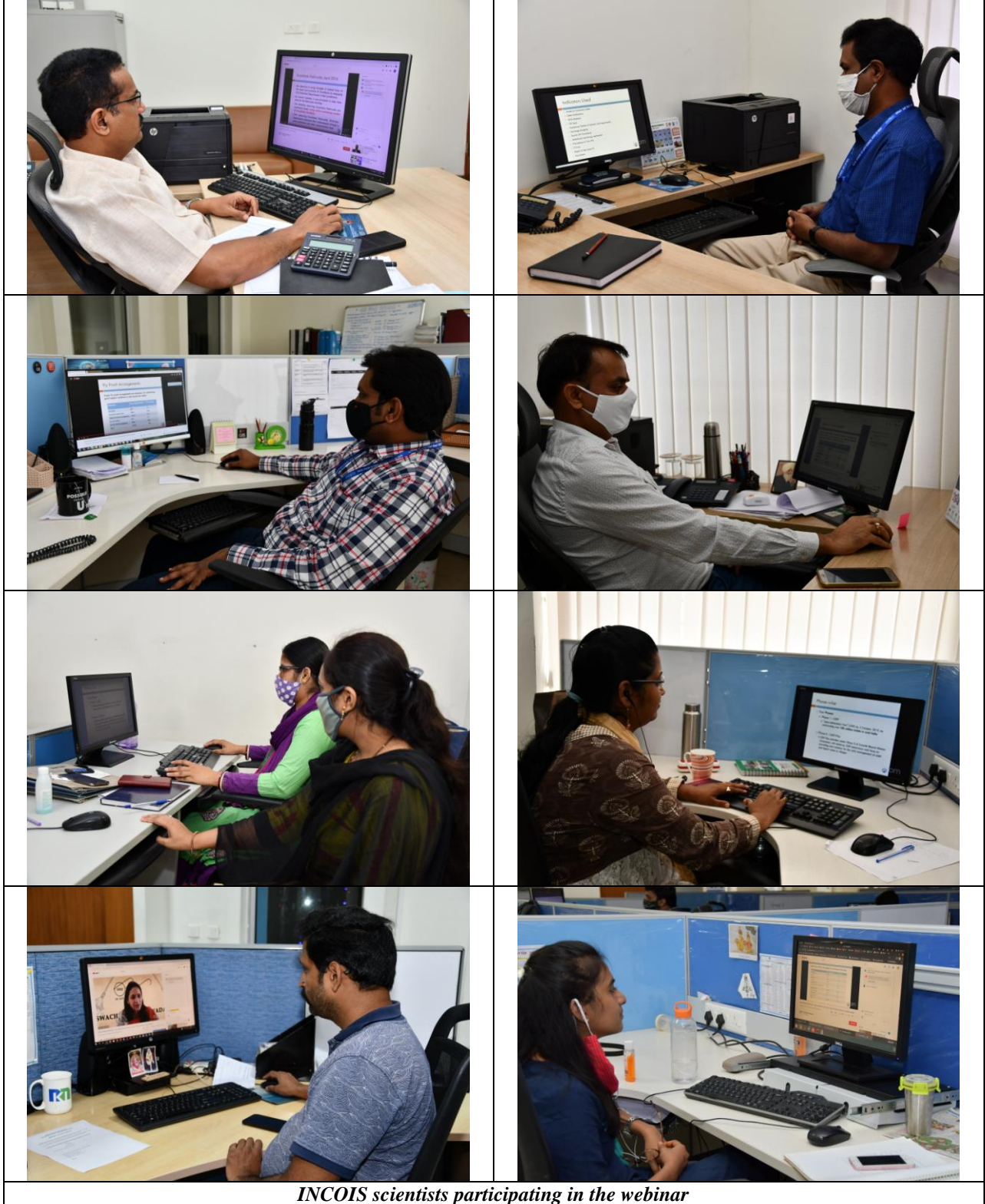
Dr. Aneesh Lotliker, Chairman, Swachh Bharat Committee



Inauguration of Swachhta Pakhwada at INCOIS live on twitter



Inauguration of Swachhta Pakhwada at INCOIS live on facebook



INCOIS scientists participating in the webinar



4. Useful / Reference Links

Proceedings of Swachhata Pakhwada 2020:

<https://incois.gov.in/SwachhBharat/SwachhataPakhwada2020.jsp>

Photo Gallery:

<https://incois.gov.in/SwachhBharat/sbphotogallery.jsp>

Swachhata Activities reports:

<https://incois.gov.in/SwachhBharat/SwachhtaActivites.jsp>