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CENTRAL INSTITUTE OF FISHERIES TECHNOLOGY
(भारतीय कृषि अनुसन्धान परिषद)
(INDIAN COUNCIL OF AGRICULTURAL RESEARCH)
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Swachhata Hi Seva campaign is being celebrated annually in response to the Prime Minister's appeal to citizens to spread the Swachhata Movement. This year's theme of Swachhata Hi Seva Campaign 2019 was "Beat Plastic pollution". ICAR-CIFT, Cochin being a premier research organization in the area of harvest and post-harvest technology has already taken note of the increasing menace of plastic and its ill-effects on the food value chain. Several activities were planned ahead of the Swachhata Hi Seva Campaign 2019 with involvement of scientists and staff of the Institute. The activities were planned to be carried out during 11th Sept. to 1st Oct. 2019 as per schedule and were approved by Director (See attachment).

Awareness Programmes

Display of posters on "Shun use of single plastic"

In connection with the Swachhata Hi Seva Campaign, on 17th September 2019, posters on "No Plastic" were displayed at the lobby of the Institute for the benefit staff of the Institute. A video on "Suchitva Sagaram" detailing the initiative of Hon. Minister for Fisheries, J. Merchykutty Amma, on fighting plastic pollution in sea was also shown during the occasion. The fishing community along the Kollam harbor took the responsibility of bringing the plastic waste to shore which was then processed to make plastic blocks. Much of the plastic refuse gets dumped in the water bodies which ultimately reaches the sea. Millions of tonnes of plastic waste is found in the oceans and plastic gets consumed by some species of fishes posing a danger for entry into the food value chain.



Talk on "Plastic pollution"

On 18th September 2019, a talk on "Plastic pollution" was arranged for the benefit for the staff of the Institute at CIFT, Cochin. The speaker was Dr Bijoy Nandan, Head & Professor, Department of Marine Biology, CUSAT. He outlined the varied aspects of plastic menace especially how the oceans are becoming plastic soup of late. Various marine organisms are consuming the plastics thrown mindlessly into the oceans. Globally it is said that 90% of the plastic refuse is drained from ten important rivers and Ganges is one among them. The microplastics can enter the food chain and thereby into the human body causing harmful diseases. Therefore it is imperative that use of plastic is reduced to bare minimum and ways and means to recycle it has to be explored. The role of bacteria in degrading plastics was highlighted by the speaker. The talk was well received by the audience and effective in creating awareness among the staff members.



Awareness to school children

A programme to create awareness on 'Plastics and it's management' was organised at Kendriya Vidyalaya No.2, Naval Base, Cochin. The programme started with a welcome speech by Shri. Abhilash, PGT (Biology), Kendriya Vidhyalaya -2, Cochin. Dr. Pe. Jeyya Jeyanthi, Scientist, EIS Division, ICAR-CIFT, Cochin delivered an introductory talk and explained the significance of the Swachhata programme. The awareness talk was delivered by Dr. M.M. Prasad, Principal Scientist, Head of the Division, Microbiology, Fermentation and Biotechnology division, ICAR- CIFT, Cochin on 'Microplastics in Fisheries: Effects and measures of mitigation'. Around 70 students from the school attended the programme. The talk created a lot of interest among the students who came up with a lot of queries on ill-effects of plastic and how it enters the food value chain. The programme came to an end with vote of thanks by Dr. Pe. Jeyya Jeyanthi.



Awareness programmes to reservoir fishermen

An awareness programme on "Plastic pollution" was conducted at Meenkara dam on 25.09.2019. Around 30 fishermen participated in the programme. Later pamphlets on "hygienic fish handling" printed in local language was distributed among the fishers. Meenkara dam is a small reservoir situated in Palakkad district of Kerala. Fish harvest from the dam is sold through the local sales counter which is under the control of Fisheries Department. Shri Sajan, SI, Fisheries spoke on the occasion and stressed the need to keep the water bodies and surroundings clear of plastic. Dr V. Geethalakshmi, Principal Scientist and Shri K.D. Santosh, Technical Officer coordinated the programme.



Awareness creation among fishers (Meenkara dam)



An awareness programme on “Plastic pollution” was conducted at Chuliyar dam on 26.09.2019. Around 30 fishermen participated in the programme. Later pamphlets on “hygienic fish handling” printed in local language was distributed among the fishers. Chuliyar dam is a small reservoir situated in Palakkad district of Kerala. Fish harvest from the dam is sold through the local sales counter which is under the control of Fisheries Department. Shri Reji Alex, SI, Fisheries spoke on the occasion and stressed the need to keep the water bodies and surroundings clear of plastic. Dr V. Geethalakshmi, Principal Scientist and Shri K.D. Santosh, Technical Officer coordinated the programme.



Swachhta Hi Seva 2019 Campaign at Chuliyar dam

Plasticcollection Drive

At ICAR-CIFT

A plastic collection drive was conducted at the Institute. Staff members of the Institute participated in the drive. Plastic waste such as poly bags, PET bottles, cans and other waste material were collected and packed for proper disposal.



At Perumbalam village

On 20th September 2019, a plastic collection drive was conducted at Government North L.P. School, Perumbalam village. Staff members of EIS Division, ICAR-CIFT participated in the drive. Plastic waste such as poly bags, PET bottles, cans and other waste material were collected and packed for proper disposal. Perumbalam is an island in Alleppey district of Kerala and part of Vembanad estuarine system, has a population of 12000 people. Pamphlets on hygienic fish handling were distributed to the stakeholders who are inland fishermen and the importance of Swachhta programme was highlighted.

Coastal Cleanup activity

In connection with the Swachhta Hi Seva Campaign, on 21st September 2019, staff of the Institute participated in the International Coastal Cleanup day 2019. The **International Coastal Cleanup** began more than 30 years ago, when communities rallied together with the common goal of collecting and documenting the trash littering their **coastline**. The movement was catalyzed by the passion and spirit of two committed individuals, Linda Maraniss and Kathy O'Hara from the US. After 30 years, more than 100 countries have come together each year and join in

on the cleanup. This is a global movement working for the mutual benefit of our entire planet. This year on 21st September, 2019, ICAR-CIFT joined the cause by picking up trash and spreading awareness along the Fort Kochi beach of Ernakulam district. The programme was coordinated by School of Marine Sciences, CUSAT along with many other organizations working in ocean science and fisheries.

Ten staff members from ICAR-CIFT, Cochin actively participated in the coastal cleanup programme. The event was followed by a rally by the team along the streets of Fort Kochi for creating awareness on coastal cleanliness and ill-effects of polluting the seas and water bodies.

COASTAL CLEANUP AT FORT KOCHI BEACH BY STAFF OF ICAR-CIFT, COCHIN ON
21ST SEPTEMBER, 2019



Waste Utilisation and management

Demonstration on Fish waste utilization

A demonstration of "Conversion of fish waste to feed" was conducted at Thevara fish market, Ernakulam on 24-09-2019. ICAR-CIFT, Cochin in association with Cochin Corporation and Health Department, Govt. of Kerala conducted the programme. The Thevara market is one of the busiest fish markets in the Ernakulam district and

generates about 100 kg waste every day. Disposing off the waste has been a costly affair for the shopkeepers. The Institute has developed a technology for converting fish waste to feed which can be used for poultry, duckery and piggery. The technology was demonstrated by Dr. A.A. Zynudheen , I/c Head, QAM Division, ICAR-CIFT along with Dr. Binsi P.K., Scientist, Fish Processing Division. The programme generated immense interest and was attended by around 100 people including fish traders, contractors, cleaners, fish consumers, local politicians and health inspectors of the area. Several traders asked for setting up of a large scale fish seed making model which can suit the requirements of the entire market. The programme was coordinated by Dr. Sajeev M.V. Senior Scientist, EIS Division, CIFT.



Feed from Fish waste

Demonstration at Thevara fish market



Utilising domestic waste for homestead farming

A homestead farming drive was organized at CIFT residential complex, Thevara, Cochin at 3.30pm on 22nd September 2019. Around 30 inmates of the residential complex participated in the programme. An orientation was given to the residents about the importance cleanliness in the surrounding environments and how the homesteads can be better used for growing vegetables. Inputs for homestead vegetable cultivation were procured from the agency, Vegetable and Fruit Promotion Council Kerala (VFPCCK). Seedlings of cowpea, bhendi, chilly, brinjal and tomato was distributed along with the grow bags filled with potting mixture. Planting was done by each participant in the grow bag and the filled bags were kept in the homesteads wherever good sunlight is available. The programme came to an end with the vote of thanks from the liaison officer Shri Omanakuttan Nair, Asst. Chief Technical Officer, ICAR-CIFT of the residential complex. The programme was coordinated by Dr K.Rejula, Scientist of the Institute.

Participants of the Swachhta Hi sewa programme

Distribution of seedlings to the residents

Staff planting seedlings in grow bags

Competitions for school children

Drawing and Quiz competitions were conducted for school children of Kendriya Vidyalaya No 1 at Naval Base, Cochin. The topic of the competitions were "Plastic pollution and its management". The programme began at 10.00 A.M. A total of 35 students representing class Vth to VIIIth participated in the drawing/painting competitions. Dr Santosh Alex, ACTO delivered a talk on the " Hazards of Plastic" during the occasion. The school children enthusiastically participated in the drawing/painting competition and put their creative ideas in picture.



School Children at Kendriya Vidyalaya 1 participating the competitions

During the occasion a Quiz Competition was also conducted for 10th and 11th standard students of the school. Four teams participated in the quiz which was conducted by Dr Santosh Alex, ACTO as Quiz Master and Smt Silaja, ACTO and Smt Nimitha Paul, Young Professional assisted him. The Principal of school, Shri Pyare Lal distributed the prizes to the winners. The programme concluded with formal vote of thanks by Smt Silaja, ACTO, ICAR-CIFT, Cochin.

(V. Geethalakshmi)
Principal Scientist &
Nodal Officer, ICAR- CIFT, Cochin

