



## Report on “Swachhata Hi Seva 2024” – 29.09.2024

### **IOP Undertakes "Swachhta Hi Seva Campaign" with Theme "Swabhav Swachhata - Sanskar Swachhata"**

The Institute of Physics (IOP) in Bhubaneswar successfully launched its "Swachhta Hi Seva Campaign," from September 17 to October 1, 2024. Under the theme "Swabhav Swachhata - Sanskar Swachhata" (Cleanliness as Nature – Cleanliness as Culture), this initiative seeks to instill a sense of responsibility for cleanliness, extending beyond the institute to encompass the surrounding community and ecosystem.

IOP actively participated in a variety of activities and competitions designed to promote a cleaner, healthier environment, thereby supporting the broader goals of the Swachh Bharat Mission.

This initiative was led by Prof. Karuna Kar Nanda, the Director, and supported by Lt. Col. B. Pattanaik, the Registrar and Nodal Officer, along with Dr. Khirod Chandra Patra, the Coordinator, and a dedicated team of staff members, all striving for exceptional success.

On September 29, a "Swachhta" initiative was conducted at Ansupa Lake in Khurda District, focusing on temple cleaning and lake conservation. This effort aimed to enhance the cleanliness and beauty of this serene location, which is known for its natural beauty and cultural significance.

Ansupa Lake, one of the largest freshwater lakes in Odisha, holds historical and ecological importance. Surrounded by lush greenery and a variety of flora and fauna, the lake serves as a vital habitat for numerous bird species and aquatic life. Additionally, it is a popular destination for both locals and tourists, who come to enjoy its tranquil environment and scenic views.

The cleaning initiative not only aimed to restore the natural beauty of Ansupa Lake but also sought to raise awareness about the importance of preserving such vital ecosystems. By involving community members in temple and lake cleaning, the event highlighted the significance of maintaining cleanliness in places of worship and nature, reinforcing the spirit of the "Swachhta Hi Seva" campaign.

**A few photographs showcase IOP members at Ansupa Lake and the Shiv Temple for “Swachhta Hi Seva”:**



(Group photo of IOP members at Siv Temple, near Ansupa Lake)



(Photos of IOP members cleaning at Siv Temple near Ansupa Lake)



(Photos of IOP members cleaning near Ansupa Lake)



(Group photo of IOP members at Ansupa Lake)

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***Thank you***

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