



**INTERNATIONAL AGRIBUSINESS MANAGEMENT INSTITUTE**  
**ANAND AGRICULTURAL UNIVERSITY**  
**ANAND, GUJARAT**



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**Cleanliness campaign for the celebration of Swachhta Pakhwra held by International Agribusiness Management Institute (IABMI) and Centre for Agricultural Market Intelligence under NAHEP-CAAST, AAU, Anand**

Mahatma Gandhi dreamt of an India which was not only free but also clean and developed. Mahatma Gandhi secured freedom for Mother India. Now it is our duty to serve Mother India by keeping the country neat and clean. Cleanliness is the key to make any country healthy, beautiful and disease free. Cleanliness is the basic requirement for sustainable life in the beautiful world. Swachhta Pakhwara is celebrated during 1<sup>st</sup> to 15<sup>th</sup> of August, 2021. To celebrate Swachhta Pakhwara 2021, International Agribusiness Management Institute and Centre for Agricultural Market Intelligence under NAHEP-CAAST, AAU, Anand celebrated cleanliness campaign on the 13<sup>th</sup> August, 2021. The programme was started with the cleanliness pledge. The Principal and Dean of IABMI inspired all the faculty members and the staff members for cleanliness drive starting from personal hygiene, work place hygiene and domestic hygiene. Faculty members of IABMI, staff members of IABMI and NAHEP-CAAST project actively participated in this campaign and they cleaned institute premises, parking area and garden area. Students of the institute took part actively from their home with their family members due to prevailing Covid situation. Students cleaned their surroundings and home. They also spread awareness about cleanliness. The whole programme was framed and circulated by Dr. Ashish Mahera, SRC chairman under the guidance of Dr. R. S. Pundir, Principal and Dean of IABMI.













