

**“Swachhata hi Seva”- Clean IFGTB Campus Campaign**  
**Institute of Forest Genetics & Tree Breeding, Coimbatore**

Forest Campus sprawls over 162 acres of land in heart of Coimbatore. It houses three major institutions viz. IFGTB, CASFOS & Tamil Nadu Forest Academy and government offices of various wings of Tamil Nadu Forest Department. Besides government offices staff quarters and other facilities are also situated within campus. IFGTB has been bestowed with the responsibility of the Estate management of the Forest Campus. Several initiatives have been run in the past for campus cleaning and for cleanliness drive.

To accelerate the theme of “**Swachhata hi Seva**” campaign under the Swachh Bharat Abhiyan a massive voluntary action was initiated by IFGTB on 10.04.18 for Campus cleanliness drive. The aim of this mission was for removal of garbage’s near residential areas, office surroundings and more importantly to bring in behavioral changes in the mind of inmates of the campus. Prioritized areas of the campus was divided into 4 zones and Officers, Scientists, Technical Staff, JRFs and FAs and other staff of all the divisions and office were made into 4 teams for this cleaning drive. All the staffs and research scholars of the institute voluntarily and actively participated the campaign which was led by Dr. Mohit Gera, IFS Director, IFGTB. In his opening remarks Director, IFGTB emphasized the importance of sustained self-initiated action of each individual for keeping the office and campus clean. In this campaign close to 100 bags of garbage was collected and removed from the campus. This programme also paved way for spreading cleanliness awareness among staff as well as creating eco-friendly environment for all walking visitors who comes to IFGTB for walking



