

*IICA celebrated a week of cleanliness prior to the national launch of the **Swachh Bharat** programme flagged off by the Centre. From the 25th of September to the 2nd of October, the campus was abuzz with the bustle of shared activity and commitment, with the entire staff of the institution putting their efforts together in cleaning up and beautifying the administrative and residential campus area of IICA.*

*The spirit of camaraderie added to the commitment towards keeping the institution area clean - as a precursor to the pledge of creating a clean and bright nation. The cleanliness pledge was administered in the forenoon of the 2nd of October 2014 by the DG and CEO of IICA, Dr. Bhaskar Chatterjee and taken on the campus by all staff and faculty present.*

*The drive was led by Dr Chatterjee and other senior members of the organisation and emulated with enthusiasm by all present. The participation in the cleanliness activities was a joy to watch, with old and young and old-timers and new-comers working shoulder to shoulder in cheerful spirits. A colourful and lively variety show was also presented on the occasion.*