

River Cleaning & Beach Cleaning

NLCIL and its subsidiaries observed Swachhta Pakhwada from 16.08.2017 to 31.08.2017.

Manimuktah River Cleaning – 20.08.2017

- As part of its Swachh Bharath Drive, NLC India Limited organized a Massive Cleaning activity at Manimuktah River Virudhachalam under its CSR initiative on 20.08.2017.
- Responding to the call of NLCIL India, various social organizations and other groups including Schools and Colleges turned out in large numbers to volunteer in this cleaning activity.
- Dr. Sarat Kumar Acharya, CMD, NLCIL formally flagged off the cleaning activities of Manimuktah river in the presence of Shri A. Arunmozhithevan, Member of Parliament, Cuddalore, Shri Kalaiselvan V.T, MLA, Virudhachalam.
- NLCIL engaged **16 machineries** including **6 hydraulic Excavators, Tippers** etc. to clean the river bed and uproot Juliflora trees and other vegetations
- The company has allocated Rs. 10 lakhs under its CSR initiatives. As many as **2500 Volunteers** from NLCIL, Volunteers organizations from Neyveli, Virudhachalam participated in this massive clean drive. Shri Rakesh Kumar, Director/ Finance, Shri V. Thangapandian, Director/Power, Shri S.Thirunaukkarasu,ED/CP, Shri R.Mohan CGM/CSR,Edu. Sports & Culture and Shri M. Karthikeyan, CGM/TA participated in the event.

Samiyarpettai Beach Cleaning – 24.08.2017

- NLC India Limited on 24.08.2017 organized various Massive Cleaning activities at **Samiyarpettai Village beach** and Swachhta Training activities at **Maruthur** Village in co-ordination with the the People Service Group (PSG) and the public through workshops for the Self Help Groups (SHGs).
- At Maruthur Village Chief Medical Officer of NLCIL General Hospital delivered a special lecture on topics Environmental Health, Food Health and Medical Health at the temple premises of saint **Vallalar**, wherein more than **150 ladies** participated including Self Help Groups.
- The team PSG enacted a skit on cleanliness, the public joined with folk songs on nature. To mark the occasion NLCIL executives presented Toiletries to the **150 participants**.
- At Samiyarpettai village, **around 400 members** of the public including school students actively participated in a Mass Rally and went around the streets of **Samiyarpettai village** to create awareness

on Cleanliness. PSG Members and public volunteered in cleaning activities and cleaned around **6 acres of beach area** including Children's park and pathway road.

- CSR officials of NLCIL addressed the gathering on Importance of Cleanliness and Hygiene life and organized a light up torch and administered pledge for "**Clean India**" by the Public. Education Department of NLCIL, organized Oratorical competition on the theme of Clean India Mission for students of 6th Std. to 12th Std. of all schools of Neyveli (NLC & Private) at Sri Aurobindo Vidyalaya Mat. Hr. Sec.School. **92 students** actively participated in the competition.

All the Swachhta Pakhwada activities and especially the beach cleaning at Samiyarpettai and cleaning of Manimukta River were appreciated by the Hon'ble Minister and Secretary, Coal