

# SWACHH BHARAT MISSION

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The **Swachh Bharat Mission (SBM)** emanates from the vision of the Government articulated in the address of The President of India in his address to the Joint Session of Parliament on 9th June 2014: “We must not tolerate the indignity of homes without toilets and public spaces littered with garbage. For ensuring hygiene, waste management and sanitation across the nation, a “Swachh Bharat Mission” will be launched. This will be our tribute to Mahatma Gandhi on his 150th birth anniversary to be celebrated in the year 2019.”

NLCIL has been an ardent supporter of Swach Bharat Mission vision through its CSR. NLCIL has completed 7 Swachhta Pakhwadas in the year 2016-17.

- I. From **16<sup>th</sup> April to 30<sup>th</sup> April 2016** in connection with **World Heritage Day on 18<sup>th</sup> April** cleanness drives around heritage sites and Monuments were arranged. Cleaning drive was launched at Natarajar Temple at Chidambaram ,Vridhachalam Temple, Sreemushnam Temple .Student volunteers from scouts & Guide,Junior Red cross,NSS & NCC from the schools of Neyveli and Chidambaram participated.
- II. From **1<sup>st</sup> May to 15<sup>th</sup> May 2016** in connection with **International Labour Day on 1<sup>st</sup> May** cleanness drives in and around factory premises were arranged. The employees of 3 Lignite Mines and 4 Thermal Power Stations including other service units and offices numbering around 15000 participated.
- III. From **1<sup>st</sup> September to 15<sup>th</sup> September 2016** in connection with **Teachers Day on 5<sup>th</sup> September** Sensitisation meetings with parents on imparting message for cleanliness and sanitation among children were conducted by Teachers. 700 teachers from 28 schools of Neyveli participated.

- IV. From **1<sup>st</sup> November to 15<sup>th</sup> November 2016** in connection with **Children's Day on 14<sup>th</sup> November**, sensitisation programmes by children to their parents about safe practices in cleanliness and hygiene and Cleanliness activities were taken up. Mass Swachhta Pledge taking (in Tamil, Hindi & English) was carried out by around 5,000 students from High School & Higher Secondary schools along with CMD & other functional directors at Bharathi stadium, Neyveli. A special lecture Programme on Personal Hygiene & Prevention of Lactospirosis has been conducted by NLCIL's doctors for nearly 300 students. Essay, Elocution & Drawing competition were conducted among school students and college students regarding cleanliness. A special lecture Programme on Personal Hygiene & Prevention of Lactospirosis has been conducted by NLCIL's doctors for nearly 200 students of NLC schools, Mandarakuppam. Volunteers of National Cadet Corps, National Service Scheme, Junior Red Cross, Green Cadets, Scouts and Guards of NLC Schools conducted an awareness rally in the nearby villages. 14 villages nearby Neyveli viz., Uthangal, Kottarakuppam, Mettukuppam, Karunguli, Abatharanapuram, Kammapuram, Arasakuzhi, Iruppu, Palakollai, Marungur, Muthandikuppam, Kadampuliyoor, Vadalur, Venkatampettai were cleaned during the fortnight. A mini marathon to spread the message of Swachh Bharat organized in the Neyveli Township on 10.11.2016, in which about 5000 students participated.
- V. From **1<sup>st</sup> February to 15<sup>th</sup> February 2017** in connection with **World Cancer Day on 4<sup>th</sup> February & World day of the sick on 11<sup>th</sup> February** massive cleanness drives in all hospital wards and hospital premises were arranged. Waste Bins were installed to segregate waste. Sensitisation drive by doctors, Nurses and medical staff to patients and visitors on importance of SAFE sanitation and hygiene.

700 Para medical and Medical professional involved in creating awareness about cleanliness and sanitation among public in the surrounding villages.

- VI. From **1<sup>st</sup> March to 15<sup>th</sup> March 2017** in connection with **World Cancer Day on 8<sup>th</sup> March**, training workshops for women SHGs in slums to empower them to lead behaviour changes and Initiatives in decentralised SWM and safe sanitation in their communities were conducted. Around 1100 Women employees of NLCIL participated.
- VII. From **16<sup>th</sup> March to 31<sup>st</sup> March 2017** in connection with **World Water Day on 22<sup>nd</sup> March** mass cleaning drives in all water bodies and mass cleaning of beaches and river banks is executed.

#### **SWACHHTA PAKHWADA (16/08/2017-31/08/2017)**

Improvement works towards swachhta in the peripheral villages of Neyveli are being executed by NLCIL-CSR during the Swachhta Pakhwada from 16<sup>th</sup> to 31<sup>st</sup> August of 2017 with an outlay of Rs. 50 lakhs.

The main event of this Pakhwada is campaigning and creating awareness in nearby villages of Neyveli to make them Open Defecation Free (ODF).

Special lecture programme by Doctors on “Personal Hygiene & Environmental Hygiene”, campaigning in the surrounding villages of Neyveli at Vadalur/ Ammeri/ Thoppilikuppam etc., are planned in this Pakhwada.

Cleaning of beaches near Neyveli, conducting cleanliness drives of water bodies in the peripheral villages, conducting training workshops on sanitation to the SHGs in the slums & Villages along with cleanliness drives in Heritage sites with participation of school students, NSS, Public volunteers were also included.

## **SWACHCH PAKHWADA ACTIVITIES**



**CLEANING OF MANIMUTHAR RIVER AT VRIDDACHALAM FOR SWACHHTA  
PAKHWADA ON 20.08.2017**



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**CLEANING OF MANIMUTHAR RIVER AT VRIDDACHALAM FOR SWACHHTA PAKHWADA ON 20.08.2017**



**RALLYING FOR SWACHHTA AWARENESS UNDER SWACHHTA PAKHWADA AT SORATHUR VILLAGE ON 16.08.2017**