

## **ANDREW YULE & COMPANY LIMITED**

(A Government of India Enterprise)  
8, Dr. Rajendra Prasad Sarani, Kolkata-700 001.  
**CIN – L63090WB1919GO1003229**

### **“Swachh Bharat” – a mass movement to realize Gandhiji’s dream of a Clean India.**

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#### **1. Pledge taking :**

- (a) All the employees of the Company participated in the pledge taking ceremony on October 02, 2014. The pledge was administered by the Chairman & Managing Director of the Company and Director (Personnel). Followed by pledge taking the municipal area in and around the Registered Office was cleaned by the Officers of the Company. Members of the neighbouring community including pavement dwellers were also present in front of the Registered Office during the pledge taking ceremony.
- (b) Pledge was simultaneously administered at the factories of the Company situate at 14, Mayurbhanj Road, Kolkata – 700 023, P-25, Transport Depot Road, Kolkata 700 088, 5/346, Old Mahabalipuram Road, Perungudi, Chennai – 600 096 and Plot No. 16A&B, Block “D”, P.O. Kalyani, Dist : Nadia, Pin – 741 235. Members of the community were also involved in the cleaning drive with a view to spread the awareness.
- (c) Pledge was also administered at all the Tea Gardens of the Company situate at different parts of Assam and West Bengal. The respective Garden Managers explained the importance of a cleaning and hygienic environment to all the participants. Since Tea Gardens are usually labour intensive the message had the widest possible reach.

#### **2. Interactive Meeting :**

The Company organized divisionwise interactive meetings on September 25, 2014 to explain the need of a clean and hygienic work environment at the same time surroundings so that clarity emerges on the subject. Apart from employees the representatives of different pressure groups were present in the interactive meetings.

During the interactive meeting at different locations the following quotations of Mahatma Gandhi were read out :

- If we want city life, we cannot reproduce the easy-going hamlet life. We do not know the elementary laws of cleanliness. We spit anywhere on the carriage floor, irrespective of the thoughts that it is often used as sleeping space. We do not trouble ourselves as to how we use it; the result is indescribable filth. (Excerpts from the speech at Banaras Hindu University Speed February 04, 1916)

- If we do not keep our backyards clean our Swaraj will have a foul stench.  
(Our Dirty Ways, Navajivan ; September 13, 1925)
- Cleanliness is next to godliness. We can no more seek God's blessings with an unclean body than with an unclean mind. A clean body cannot reside in an unclean city.  
(Young India; November 19, 1925)

3. **Display of banner :**

Banner on “**WORK ENVIRONMENT IS YOURS, KEEP IT CLEAN AND HYGIENIC**” has been displayed at all the locations of the Company on AIDA principle (Attention, Interest, Desire, Action). The attention of the neighbouring community was also drawn through such display in and around the Company's Offices and manufacturing centres so that awareness on the issue spreads.

4. **Campaign :**

Extensive campaigning has been made by the Company officials on “**Swachh Bharat**” and different cross section of the society has been updated on the subject through lucid discussion. Discussions have also been made on the utilitarian aspect of cleanliness i.e. how cleanliness contributes to work place safety, effective utilization of space, better image etc. Place of work is the place of worship transformed to a reality instead of a matter of academic nicety.

In fine, it may be mentioned that the Company took steps in the area cleanliness and hygienic environment by keeping its precincts clean. The Company officials worked tirelessly to keep the environment clean and hygienic also. Outsiders and members of the community openly appreciate the same. Clean and hygienic environment has formed a part of Company's culture. In order to reinforce the same regular trainings are imparted by the Company officials so that all the employees particularly in the category of “C” and “D” are aware about the need of a clean and hygienic environment. The Company has decided to work tirelessly on the score and abide by the stipulations of the record note. The Company is in touch with the Kolkata Municipal Corporation for construction of public urinal so that local need on the score gets materialized. Such construction nevertheless will facilitate the journey towards clean and hygienic environment.