

ANDREW YULE & COMPANY LIMITED

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

Swachhta Abhiyan (National Cleanliness Campaign) during the period from 25th September, 2015 to 11th October, 2015.

(i) **Cleaning of Roads & Public Places :**

As a part of Swachhta Abhiyan the Company regularly keeps clean the public places and road surfaces through its own resources so that it wears a decent look. Maintaining cleanliness in a densely populated and over crowded place like Canning Street or for that matter a portion of Netaji Subhas Road within Kolkata - 700 001 is really challenging. While taking pledge on September 02, 2014 the Company decided to keep the road surface and public thoroughfare neat and clean. In this direction sustained endeavour on the part of the Company has been really paying as the road surface is not only clean but also hygienic. Such act on the part of the Company enabled road users to have a safe pedestrian movement free from garbage and foul odour. Similar initiative has been taken at areas adjacent to different tea estates and factories.

(ii) **Solid Waste Management :**

Solid waste generation is something common in every area and the same to some extent is linked with the civic sense of the population of a particular area. In this sphere the Company has also achieved success since way side eateries and shops have been convinced through ongoing campaigning about the need of a hygienic at the same time clean environment. Regular follow up is being made so that the solid wastes are kept at the earmarked place and sweepers from Kolkata Municipal Corporation can collect the same quickly for further action as per the stipulated standard. In addition citizens have been involved in the entire process and it is really encouraging to note that they have stepped into the shoes of watch dog in this direction. House to house campaign by the Company is the real lever on the score. Substantial reduction in vector control diseases reinforces Company's activity in respect to scientific solid waste management.

(iii) **Distribution of Bins :**

Indiscriminate dumping of use and throw plastic cups linked to consumption of ready tea from way side tea stalls was a source of public nuisance in and around the area. The Company decided to address the issue and distributed bins to the wayside tea stalls so that use and throw plastic cups on being kept within the bins and there is no public nuisance. Such steps on the part of the Company can be described as a prime mover towards development of hygienic, clean and pollution free environment.

(iv) **Cleaning of Office Premises :**

The Registered Office of the Company is situate at Yule House, 8, Dr. Rajendra Prasad Sarani, Kolkata - 700 001 which is a century old building accredited with heritage status by the civic authorities. Through unique employee participation the building has been kept clean. Every nook and corner looks nice because of such cleanliness. Such cleanliness has enabled the Company to reap the benefit of space management. Apart from keeping the premises neat and clean cleaning of electrical installations comprising lights and fans have enabled the Company to conserve energy also. Needless to mention that energy conservation is an issue of national importance. Cleaning as a culture enabled the Company to save monetary resource to a substantial extent as special cleaning is not longer required during any visit.

(v) **Afforestation and prevention of soil erosion:**

While working on cleanliness the surrounding area within the vicinity of Company's factories situate at Plot No. 16A&B, Block "D", P.O. Kalyani, Dist : Nadia, Pin – 741 235 and 14, Mayurbhanj Road, Kolkata – 700 023 it led emphasis on afforestation on a mass scale prima-facie with the objective of keeping the surroundings clean and hygienic. Prevention of soil erosion and pollution control was also in the agenda. Afforestation on a mass scale has really been value additive so far prevention of soil erosion is concerned. Afforestation also controlled the pollution.

(vi) **Better hospitality at the hospitals :**

Better hospitality at the hospital is the Company's philosophy as the company's creed is to proceed with strength and courage. The Company led emphasis like anything to keep the hospital neat and clean not only for better treatment but also for a safer environment. The toilets, bathrooms, laveratories are being kept clean with disinfectants conducive to human organism apart from usual cleanliness. Besides the members of the medical fraternity the members of para-medical forces associated with the hospital have worked tirelessly to keep the premises clean and hygienic so that the patients can have treatment in a healthy environment. Steps also have been taken in the hospital to differentiate the bio-medical wastes and other wastes so that the manual scavengers are really not victims of communicable diseases while handling the wastes as a part of their duties to keep the premises clean.

(vii) **Campaign Planning :**

The Company made a three tier campaign planning on the issue. Apart from sending appeal to all cross sections to work tirelessly on Swachh Bharat, each and every training session talked about cleanliness and hygiene standard for a better tomorrow. Employees as ambassadors of the Company also worked a tontinuous basis and made the campaign planning a success. Street children being nurtured at Yule Centre of Adult Learning have also been made aware about basic civic senses and good habits so that the overall environment is clean and safe.

(viii) **Public Urinals :**

The Company has already submitted proposal to Kolkata Municipal Corporation for setting up of a Public Urinal so that indiscriminate urination is stopped and environment becomes healthy. Corporation authorities are working on the trouble shooting aspects.

(ix) **Inrteractive Meeting :**

The Company organized interactive meetings also with all employees to spread the awareness on Swachh Bharat and Swachhta Abhiyan. Employees while appreciating the Company's endeavour once again reaffirmed to dedicate their services on the score for a Clean India with minimum government and maximum governance.

(x) **Publicity to realize Gandhiji's dream of A Clean India :**

The Company worked in this regard an adequate publicity was given on the following quotations of Mahatma Gandhi :

- 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)