

ANDREW YULE & COMPANY LIMITED

(A Government of India Enterprise)

8, Dr. Rajendra Prasad Sarani, Kolkata-700 001.

CIN - L63090WB1919GO1003229

Swachhta Action Plan

1. **Interactive Meeting :**

The Company is planning to repeat divisionwise interactive meetings to explain the need of a clean and hygienic work environment. Apart from employees the representatives of different pressure groups will be invited to take part in the meetings.

During the interactive meeting at different locations the following quotations of Mahatma Gandhi will be highlighted.

- 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)

2. **Display of banner :**

Banner on "**CLEAN INDIA, SHINING INDIA**" will be displayed at all the locations of the Company on AIDA principle (Attention, Interest, Desire, Action).

3. **Campaign :**

Extensive campaigning will be made by the Company officials on "**Swachh Bharat**" and different cross section of the society will be updated on the subject through lucid discussion. Discussions will also be made on the utilitarian aspect of cleanliness i.e. how cleanliness contributes to work place safety, effective utilization of space, better image etc

Apart from keeping the premises clean, emphasis has been laid on keeping in and around the premises totally clean. In this direction senior officials of the Company made shop to shop campaign in and around the Registered Office of the Company. The Registered Office is situated within Ward No. 45 of Kolkata Municipal Corporation. All the shop owners have been requested to see that wastes generated in different forms i.e. solid waste, e-waste, food debris are properly segregated and kept in the bins provided by the Company. The plastic bins are thereafter off loaded by the authorised persons of the Company. Bins provided by the Company are also being cleaned regularly through approved disinfectants.

In addition to stop indiscriminate urination in the public space as a part of community care the Company is in touch with Kolkata Municipal Corporation for construction of a public urinal and lavatory so that indiscriminate urination gets stopped and the environment becomes clean and pollution free.

To keep the surroundings clean and hygienic arrangement has been made to clean the road surface regularly and apply water to keep the same dust free.

Building awareness on clean and hygienic environment is also on the agenda of the Company. Regular meetings are being organised with the employees internally on the issue of clean and hygienic environment. Toilets and lavatories have been made clean in such a manner that employees have expressed satisfaction. Live workshops are also being organised to promote awareness.

By the side of the factory of the Engineering Division to keep the environment clean and healthy afforestation has been planned. To ensure proper water level, emphasis has been given on prevention of soil erosion and continuous work is in progress. Boundary wall has been constructed so that the linear path remains intact.

PROPOSED ACTION PLAN WITH SCHEDULE

In order to accomplish the mission of Swachh Bharat, the Company will lay emphasis on the following :

- a. **Awareness Development** : Internal as well as external stakeholders will be explained about the concept of Swachh Bharat, its underlying philosophy and desired goals to be accomplished. This will be in the nature of workshop, capsule programmes and publicity materials. Employees within the Company will also be trained in this direction.
- b. **Pilot Project** : The Company has decided to identify particular area within the territorial jurisdiction (limit) of Kolkata Municipal Corporation to implement Swachh Bharat. Primarily the identified area will be made clean under the pilot project and on the premise of sustainability the same will be maintained through participation of local people. Dialogues have already been initiated in this regard.
- c. **Community Development Effort** : The Company plans to have collaborative efforts with different non-profit making social organisations on the score of Swachh Bharat. The identified non-profit making organisations and the Company together will go for accomplishment of Swachh Bharat mission.

- d. **Campaign Planning** : The Company is desirous of making a sustained campaign on Swachh Bharat so that general awareness on cleanliness takes a shape and the philosophy transforms into a reality.
- e. **Citizens' Participation** : The Company has already interacted with the wayside pavement dwellers and nearby inhabitants of the dwelling units so that solid waste management achieves a maintainable standard with due cognizance to environmental laws.
- f. **e-Waste Management** : As there is continuous generation of e-Waste, the Company is planning to manage the same as per desired standard.

The budgetary allocation for 2017-18 is being finalized and accordingly will be intimated.