

SWACHHTA HI SEVA 2019



BEML LIMITED

In line with the directives of the Ministry, Swachhta Hi Seva (SHS) is being celebrated across BEML Limited.

The program for the Swachhta Hi Seva focuses on Plastic Waste Management. The **Company has joined hands to the call of Hon'ble** Prime Minister of India for action towards Plastic Waste Management and effective ban of Single Use Plastic (SUP).

Mysore Complex, BEML Limited: The Swachhta Hi Seva was inaugurated on 11th Sept, 2019 at Mysore Complex with administration of Swachhta pledge to all the Executives / Employees, representatives of Unions / Associations and Contract personnel in Tri-language.

A rally was organised inside the factory premises towards mass awareness generation activities on plastic wastes and its impact on environment.

Banners have been displayed in the prominent places inside the factory and BEML Township for creating awareness for **to the general public and the residents.** "Go Green" posters have been affixed in all the prominent places in the Company.









KGF Complex : Shri. Shankar, Executive Director & Head of Complex inaugurated the Swachhta Hi Seva program at our Complex in KGF on 12.09.2019 by administering the pledge to all the Executives / Employees, Representatives of the Unions / Association, Trainees & Contract personnel. This was followed by Awareness campaign on "Plastic Waste Management" and effective ban of "Single Use Plastic" by a team headed by Shri A.Poominathan, Senior Manager-HR, along with the Executives / Employees, representatives of Unions / Associations.

Hand-bills / Pamphlets were distributed on door-to-door basis inside BEML Township as well as shops, houses surrounding BEML Nagar to create awareness and to motivate all the stakeholders to undertake a pledge to make BEML Township a plastic waste free zone. Further all stakeholders were appealed to generate awareness and inform every person in the surrounding areas on the risk & hazards of single-use plastics and ensure safe disposal of plastic waste.









Bangalore Complex : The Swachhta Hi Seva at Bangalore Complex was inaugurated with the pledge taking ceremony in tri-language on 13.09.2019.



Palakkad Complex : Swachhta Hi Seva programme was inaugurated at Palakkad complex by Shri. P. Sivakkumar, Chief General Manager and Complex Head on 17.09.2019. Senior Executives / Employees, Representatives of Union / Associations and Contract personnel undertook the Swachhta Pledge in bi-language. A walkathon was also organized to create awareness about the menace of plastic waste in the local community.





**SHRAMDAAN FOR SWACHHTA IN DIVISION / COMPLEX / SCHOOLS / COLLEGES
IN THE VICINITY OF THE DIVISIONS / COMPLEX.**

Mysore Complex : Cleanliness drive was undertaken at BEML Township near shopping Complex Library, Multi-Purpose Hall. Employees / Executives and Trainees gathered in front of the Shopping Complex. They were briefed about the activities to be carried out at Township in accordance with calendar of events as per 'Swachhta Pakhwada' and the importance of the cleanliness in daily Life and to take active part in cleanliness drive.

Further, residents of the colony were briefed about the importance of segregation of dry and wet waste, The dry and wet waste have to be segregated by the residents in the bins kept for this purpose to reduce waste that reaches landfills and also to reduce pollution to air.



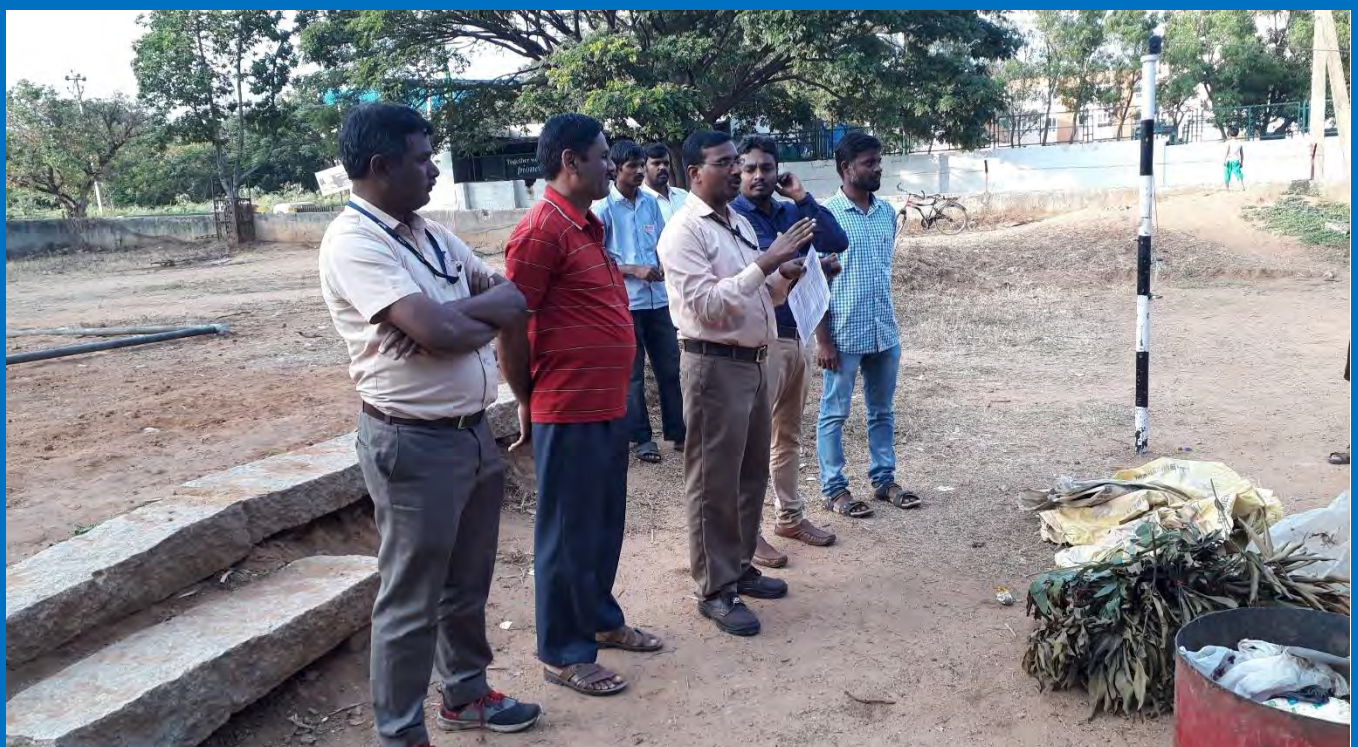
KGF Complex : Shri.B.Shankar, Chief of Complex along with the Employees/Executives, Representatives of Unions, Welfare Association, Committees, Students of BEML PU College, Kendriya Vidyalaya and Contract personnel participated in the Shramdhaan organised. Cleanliness drive was organised inside the factory premises, township and surrounding area towards making the areas plastic free zones. Thematic activities like distribution of cloth bags, display of banner at prominent places, awareness programme, distribution of pamphlets / hand-bills has been organized to stop single use plastic.







Bangalore Complex : At our complex at Bangalore, awareness programme for the residents of BEML Township was organised on Plastic Waste. Shri Rajesh Babu, Founder General - Swachhta Non-Government Organisation, Founder, Director – Swachhta Exo-Solutions Private Limited & Director - TriXie E-Waste Private Limited gave a talk on Plastic Waste. Residents of BEML Township along with children participated in the awareness drive.





Palakkad Complex : Shri. Shiva Kumar P, Chief of Palakkad Complex lead the team in cleanliness drive in the Kanjikode Railway Station.





IDENTIFICATION OF LOCATIONS / LOGISTICS FOR PLASTIC WASTE COLLECTED, SEGREGATION, DISPOSAL OF COLLECTED PLASTIC WASTE

Mysore Complex : Plastic waste which are considered as hazardous waste have been segregated and were kept in separate bins in all the departments and dumped in a particular place identified for the same. The same will be disposed periodically through an authorized dealer for whom contract/Work Order has been entrusted.



Bangalore Complex : The adjoining area starting from BEML Medical Center upto BEML Kalamandir has been identified for collection & segregation of plastic waste, besides identification of similar other locations inside the factory. On 25th Sep, 2019, plastic was collected in the boxes kept in such locations. The plastic wastages such as plastic cans, plastic buckets, oil cans etc, so collected, have been taken and sent to a Scrap Yard where all such items are disposed after following auction procedure through MSTC.







KGF Complex : At KGF Complex, the waste was segregated and disposed off through Authorised Agencies



Palakkad Complex : All the plastic waste collected were segregated and disposed off through Authorised Agencies.



CELEBRATION OF GANDHI JAYANTHI WITH CAMPAIGN ON REPLACING PLASTIC BAGS WITH JUTE / COTTON BAGS

Mysore Complex : Shri. Deepak Kumar Hota, chairman & Managing Director, BEML Limited was the Chief Guest for the 150th Birth Anniversary celebrations at Mysore Complex. The Chief Guest of the program paid floral tribute to Mahatma Gandhiji. As mark of the occasion launched a short Film on following footsteps of Mahatma Gandhi. CMD also handed the Book on Autobiography of Gandhiji to all the dignitaries of the program. CMD addressed the gathering and asked to focus on realizing the vision of Swachh Bharat Mission. Tree planting and cleanliness drive was lead by our CMD. A skit on Life of Gandhiji was also enacted by the Trainees. Jute bags were distributed.









KGF Complex : Shri. M V Rajashekar, Director, Mining & Constrction was the Chief Guest for the celebrations at KGF Complex. The Chief Guest along with the dignitaries paid floral tribute to Gandhiji. The Chief Guest elaborated on life of Gandhi and on effects of plastic usage.







Bangalore Complex : Shri. Suresh S Vastrad, Director(Rail & Metro) was the Chief Guest on at Bangalore Complex. The program started off with paying tribute to Gandhiji by offering garland & flowers, followed by pledge taking ceremony. A film on Gandhiji was also played on the occasion. Planting of tree saplings and cleanliness drive was also organised as part of the celebrations.







Palakkad Complex : Shri. Muralidhara, Director (Defence Business) was chief guest on the occasion of 150th Celebrations of Gandhiji at our Palakkad Complex. The Chief Guest along with Shri. P. Sivakkumar, Chief of Complex administered the Swachhta pledge to all the Employees / Executives / Representatives of Union, Welfare Associations, Trainees & Contract personnel.

The Chief Guest along with all present paid tribute to Gandhiji by offering flowers and garland. A film on Gandhiji was played. Tree saplings was also planted within the Factory premises. Cleanliness activities was also undertaken with the factory premises. The gathering was made aware on the ill effects of plastic and distributed jute bags urging them to replace plastic bags with jute or cotton bags.









Corporate Office : Gandhi Jayanthi was celebrated at Corporate Office by paying respect to Gandhiji by Shri. Panneer Selvam, Executive Director (Corporate Planning & Materials) and Chief Guest of the program along with the representatives on Unions and other dignitaries. Chief Guest elaborated on the life of Gandhiji with various incidents leading to **shaping of the ideology for India's Freedom movement**. A book This was followed by a short film on Gandhiji and a skit by the Fine Arts Club of BEML. The Fine Arts Club of BEML encased the whole concept of Swachh Bharat in their skit.









Regional & District Office : Gandhi Jayanthi was also celebrated across all our Regional & District Offices by paying respect to Gandhiji. At Mumbai Office Pamphlets on "Say No to Plastic" was distributed to the local communities.







Plastic has become an inescapable part of our lives. No matter how much we want to get rid of it, it still occupies a permanent place on the earth. Made from non bio-degradable polymers or PP, plastic does not break down easily. It takes hundreds of years to decompose one piece of plastic. With a bit of awareness seeping in the masses, plastic has been banned in certain countries. But this hasn't stopped its use among people. Some big departmental stores have started charging on plastic bags which has forced customers to bring carry bags from home. This initiative has gone a long way in reducing the use of plastic but has not abolished its use completely. People still depend a lot on plastic.

SAY NO TO PLASTIC

Think of all the items that you use daily- in your home and office. How many of them are plastic? There are at least a handful of plastic items that we use in our everyday life. With every household using plastic bottle, cups, brushes and bags every day, can you imagine the amount of plastic being accumulated on earth? Because it does not break down easily, plastic can lead to the choking of drains, causing national disasters like the recent floods, water logging that takes place in Mumbai etc. Moreover plastic ends up in the landfill and generates harmful chemicals in the soil. Plastic is also destroying the marine ecosystem as it gets dumped in the oceans each day.

So what is the solution? People have been coming up with eco-friendly alternatives to plastic. Paper, jute, cloth, glass are some eco-friendly alternatives. Using paper may not seem like a good idea, as trees get cut down in the process, but you can use recycled paper. Apart from paper, the most popular alternative is jute. Jute is the most eco-friendly biodegradable fibre available on this earth. It is grown in many countries, its cost of production is less and the end products are useful and stylish. Jute may not be as cheap as plastic, but it is not very expensive as well. The best thing about jute is that it is a very sturdy fibre, not likely to tear easily. It can be reused, even more than cloth. Paper on the other hand is not very reusable.

In India, jute is cultivated in more than five states. So as more jute is used, the country's economy is strengthened further. So with every jute product you buy, you are stabilizing and increasing the income of the farmers. Not only are the farmers, but also jute craftsmen are getting benefitted by your endeavour. To help the craftsmen, states have been organizing jute fairs, especially in India where many jute items are sold at a reasonable price. Jute bags, mobile covers, carpets, sandals, pencil bags, mats, wall hangings and handicrafts are some jute products that can be used as alternatives to plastic.

The other benefits of jute are it is durable, cheap and biodegradable. It is good for our health also. Jute fibre actually absorbs more carbon dioxide than a tree. So by opting for jute you are helping yourself and the environment.

The time has come to throw away the plastic items in your home. Plastic bags should be the first thing on your list. Replace them with eco-friendly jute bags and make a difference to the environment. Many shops and online websites sell beautiful jute products that look trendy and stylish. Available in different hues of blue, red, green and other bright colours, jute bags come in myriad designs and logos. Some are even hand painted. They not only look beautiful but are also one of a kind. Apart from bags, shops sell other popular jute items that can replace plastic in no time. Plastic mats, pencil bags and folders are some other useful items that you can replace with jute.

With many initiatives being taken by the government, it is our duty as responsible citizens to help the government in its endeavour. Using jute may not be a magical solution, but it will reduce the use of plastic further. It is only through repeated initiatives such as this that we can hope for a plastic-free tomorrow. Choose jute from now on and be a part of the change.



11th September to 2nd October 2019

An initiative of BEML Ltd. to replace plastic with jute

BEML LIMITED

(A Govt. of India Mini Ratna Company Under Min. of Defence)

Regional Office, MUMBAI

