FINAL REPORT ON INNOVATIVE & MAJOR ACTIVITIES UNDERTAKEN DURING SWACHHTA PAKHWADA

FROM 16th June to 30th June 2019

Painting by Bikram Rabi Das
(Second in Group-B of Art Competition on Swachhta organized by MSME-DI, Kolkata)

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REPORT ON THE INNOVATIVE & MAJOR ACTIVITIES UNDERTAKEN DURING SWACHHTA PAKHWADA  
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Swachhta Pakhwada has been observed at the Institute from 16-06-19 to 30-06-19. Various Swachhta initiatives have been implemented during this period. Daily Reports of the same have already been sent. The major innovative and major steps taken during this period are summarised below:

**MAJOR ACTIVITIES & INNOVATIVE STEPS**

1) **Situation Analysis:**

On 16th June 2019, at the start of Swachhta Pakhwada, the head of Institute, the Director, along with his team of officers, visited the Institute premises to oversee the present conditions and meeting with Swachhta Team and other officials to evolve strategy for swachhta activities.

Visit of Director, MSME-DI, Kolkata to check the prevailing condition of the Institute campus for chalking out Swachhta Action Strategy during Swachhta Pakhwada 2019
2) **Swachhta Pledge:**

On the second day of the Swachhta Pakhwara, i.e. 17.06.2019, being the first working day of the week, the Swachhta Pledge taking ceremony was organised wherein officers and staff of MSME-DI, Kolkata took the Swachhta pledge in hindi and english and vowed to maintain cleanliness in daily activities.

3) **Plantation drive in office:**

Plantation drive was undertaken in the office lawns and gardens spreading over an area of more than 2 lakh sq. ft. on various days during the Swachhta Pakhwada period. Dead plants, weeds, dry barks of trees etc. were uprooted and nearly 250 saplings of various kinds including large and shady type of trees were planted.
4) **Weeding of old files in office:**

On the 4th day of the Pakhwada (19.06.19) Swachhata Abhiyan continued in the o/o MSME-DI, Kolkata. Weeding of old files was undertaken in two phases and a total of 87 files were finally weeded. Another 55 files weeded out afterwards. Digitization of records were also initiated.

5) **Renovation of office toilet:**

On 20.06.2019, MSME DI Kolkata took up toilet cleaning activities in its office premises. Ladies and gents toilets (6 nos. in total) were cleaned and disinfected using chemicals, bathroom cleaners, acids, bleaching powder and other cleaning agents.
Action was also initiated for converting conventional ladies toilets into bio-toilets through installation of bio digester septic tanks. M/S Ramaeis, a MSME unit engaged in the manufacturing of bio-toilets, inspected the toilet sites and suggested steps that could be implemented for installation of the same.

6) Pond Cleaning:

MSME-DI, Kolkata celebrated International Yoga day at its campus on 21.06.2019 with great enthusiasm & positivity. Yoga Trainers from Patanjali Yoga Centre had been invited for deliberating upon the benefits of Yoga and giving practical demonstrations on the various forms of Yoga and their adoption as a part of daily life.

Swachhata activities were also undertaken on the sixth day of the Pakhwada (21.06.2019). The pond in the DI campus which approximately covers an area of 14,400 sq.ft was disinfected using chemicals like alum, lime, potash etc. Water hyacinth was removed from the pond using nets. On an experimental basis, fish breeding was initiated last year, which has proved to be successful. Though the fish growth is not up to the mark hitherto, but the pond has become ready for further piscicultural activities. This will be helpful in maintaining the pond and its ecosystem. These steps have been taken with a view towards Water harvesting and ground water recharging.
7) Awareness campaign on wet & dry waste:

The message of Swachhta was carried to the masses by MSME-DI, Kolkata through an Awareness Programme on segregation of Dry Waste and Wet Waste organized on 22.06.19 at Kusthia area of Kolkata. The local people enthusiastically participated in the programme to understand the difference between different kinds of wastes and their methods of disposal which were hitherto unknown to them.

Officials of the Institute explained the need for waste segregation and the positive benefit of such activities on society in general. Proper waste segregation and its disposal would promote a healthy and green atmosphere which will ensure sustainable growth for our future generation.

8) Painting competition for school children:

To encourage the adoption and practice of Swachhta activities amongst children who constitute the future of our society, MSME-DI, Kolkata organized a Sit & Draw Art Competition on Swachh Bharat Abhiyan on 23.06.19 in association with Prayaas Art Centre, a MSME registered unit of Sreedhar Roy Road, Tiljala, Kolkata.
The theme of the competition was Swachhta/Swachh India. A total of 165 students participated in the event in the age group from 6-8 yrs, 9-11 yrs, and 12 - 15 yrs. The participating children exposed their vision on Swachhta through their vivid and colourful paintings, with Swachhta as the focal point of their painting. Prizes would be awarded for all the three categories.

9) **Plantation drive in public place:**

MSME-DI, Kolkata undertook a plantation drive on 24.06.2019 at Topsia area of Kolkata in Government vested land to inculcate amongst the public a sense of cleanliness and motivate them to protect our Mother Earth and nature so that we can gift our future generation a healthy, clean & green atmosphere where they can breathe safely.

"Plant a tree, save a life" - this was the message of the day. Young children were explained about the causes of pollution and how an impending climatic disaster can be averted by planting and nourishing trees.

People and children of the locality joined hands with MSME-DI, Kolkata officers to plant about 30 trees in the locality and volunteered to water and nurture them. The young saplings were placed within bamboo fences to protect them from being uprooted.
The spirit of the nationwide campaign to clean India was fully supported and realised by the local people.

10) **Installation of Dust Bins:**

On 25.06.19 MSME-DI, Kolkata continued its campus cleaning drive through various activities like trimming of lawns and gardens, removal of weeds, cleaning of the pathways and entrance roads, clearing of the dense undergrowth consisting of shrubs and bushes in the backyards, cleaning of dustbins and installation of new ones and such other related activities.

30 new dustbins were placed in the various corners of the office campus and building. The dustbins were coloured separately in blue and green to identify and segregate dry
and wet waste respectively. Officers and staff were explained about the various types of waste and the need for segregation.

11) Seminar on Low Cost Technologies for Waste Management:

MSME-DI, Kolkata organized a One Day Seminar on Development of Low Cost Technologies for Agro Based Industries Waste Management under Swachhta Pakhwada in association with Faculty of Agriculture, **Bidhan Chandra Krishi Viswa Vidyalaya** (BCKV) at BCKV Campus, Mohanpur, Nadia on 26th June 2019. Prof. Dr. D.D. Patra, Vice Chancellor, BCKV and Shri Ajoy Bandopadhyaya, Director, MSME-DI, Kolkata inaugurated the programme. Some useful deliberations took place during the sessions.

12) Cleanliness Drive in local area near office:

MSME-DI, Kolkata organized Cleanliness Drive in the local area adjoining its office campus on 27.06.2019. The lanes and by lanes were cleaned. Saplings were distributed to the local people with the objective of spreading the message of maintaining a clean and green environment. They were also explained the benefits of waste segregation and the methods of recycling bio degradable waste.

The office building was given a facelift with mural art works and decorative paintings on the walls. The entrance gates and workshops were also brightly painted with decorative designs. The theme of the murals and paintings was nature and its resources, the gifts of nature and the need to preserve them. Water based latex paint was used to paint the tree trunks and disinfect them. Tree trunk painting helps to protect the young trees from fungus and minimize insect damage and protect the slender barks from the burning sun rays.
The workshop premises were also cleaned, weeds removed from their surroundings and the pathways cleared of garden wastes. The exterior walls were whitewashed and decorated with ornamental paintings and illustrations depicting nature’s bounty which needs to be restored and protected.

13) **Prize Distribution Ceremony & Awareness campaign at Industrial Estate:**

A grand prize distribution ceremony was organized by MSME-DI, Kolkata on 28-06-2019 to acknowledge the contributions made by young children in the Sit & Draw competition on Swachhta Abhiyan organized on 23-06-2019. Prizes and Certificates were awarded to the successful participants in three categories/age groups. Cash Prizes and mementoes were also awarded to the winners in the Slogan Competition on Swachhta organized amongst the officers & staff.

Sri Anjan Pal, local Councillor of Baranagar area graced the occasion and distributed prizes to the successful participants. The prize distribution ceremony was followed by a
plantation drive wherein about 200 trees were planted in the office campus and surrounding localities. Bio-fertilizers and compost were extensively used during tree plantation to spread the message of conservation of nature. Various kinds of trees like coconut, mango, guava, sabeda, litchi and such other trees were planted on the occasion.

As a part of pond renovation, fish feed was provided to promote fish farming in the campus pond.

A publicity road show was also organized on the same day. Officials of MSME-DI, Kolkata and the participants of the Sit & Draw competition took out a procession in the nearby locality to spread the message of cleanliness and Swachhta. A colourful tableau containing messages of Swachhta and emphasizing the need to protect our planet was put up on a mobile van and accompanied the procession in the locality.

MSME DI KOLKATA carried forward the Swachhta mission on 28.06.19 through organizing a one day Swachhta campaign cum Seminar on Waste Management at the office premises of Howrah Foundry Association, Dasnagar, Howrah. The activities undertaken were pledge taking, PPT on solid waste management based on vermi compost, PPT on solar roof top panel, tree plantation, cleanliness drive and cleaning &
bleaching of toilets & urinals.

14) **Coordination with local Municipality:**

A discussion was held with the authorities of Baranagar Municipal Corporation on 29.06.19 regarding maintenance of the entrance roads of the Institute, disinfecting of the office pond to prevent growth of mosquito larvae and identification of land in the office campus for adopting rain harvesting methods.

On the same day, an Awareness Program on eradication of open defecation was also organized in a nearby slum area to explain the need for maintaining overall hygiene and cleanliness, thereby preventing the spread of diseases in society. Extensive use of handwash before & after meals and also in the toilets & bathrooms was also stressed upon.

15) **Planting of trees and painting of tree barks**

After observing various events in support of GOI”s Swachhta mission during the Swachhta Pakhwara period, MSME DI Kolkata celebrated the valedictory session of the Pakhwara on the concluding day (i.e 30.06.2019) in a befitting manner.

An extensive cleanliness drive was organized in the office campus wherein the entire office campus was swept and cleared of wastes, fish feed was provided in the office pond, the dustbins were cleaned, office toilets disinfected with bleaching powder and chemicals, trees nourished with bio fertilizers and such other related activities. To spread the message of adoption of hygienic habits, use of hand wash was emphasized during the cleanliness drive.

In conclusion of the Swachhta Pakhwara Program, a valedictory Program was organized on 30.0619 at MSME DI Kolkata wherein a summary of all activities undertaken during the said period was deliberated upon.

The program concluded with the prize distribution ceremony to all Swachhta workers who had contributed whole heartedly to the Swachhta Pakhwara 2019.
Vision

i. We want to turn the office premises into a green belt with plantation, preservation of water bodies, pisciculture etc.

ii. We propose to install bio-digester in phases for all the toilets available in the office premises.

iii. We propose to submit a future action plan for rain water harvesting and contribute our part towards replenishing the fast depleting ground water.

iv. Various wall painting and murals will come in a big way to add colours to the campus.

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स्वच्छता मे दीजिए अपना योगदान