Upholding the principles of a cleaner and greener India, MSME-DI, Kolkata observed Swachhta Week from 07-05-18 to 11-05-18. Swachhta Abhiyan is a regular activity of the Institute and all officers and staff are motivated to voluntarily participate and contribute positively in the Swachhta activities. A special Swachhta Team has been constituted by the Director of the Institute to plan, co-ordinate and implement Swachhta Action Plan.

A wide range of activities had been planned by the Swachhta Team for the said week. The major focus was on cleaning of office fields, gardens, pond renovation and planting of trees. The day-wise activities carried out during the week are given below:-

07-05-18

The inaugural day began with the reading of the Swachhata Pledge by all officers and staff of the Institute. The principles of Swachhata and the various ways of achieving and successfully implementing Swachhata Plans were explained to all members.

08-05-18

To promote a cleaner, pollution free atmosphere and to augment the air quality of the environment, a special drive was undertaken on the second day to plant a large number of trees in the office gardens/fields. More than 300 trees were planted, which included various fruit trees like mango, lemon, orange, guava, berry, coconut etc.

All officers and staff participated actively in the planting of trees. Trees are as important to life as food and water. So to save, protect and nourish trees, adequate arrangements were made for watering the gardens. The cleaning staff were instructed to carry out weeding at regular intervals, so that the gardens remained clean.

Sri Subrata Banerjee, Asstt. Director (EI) & Industrial Designer (designated) and as a part of the Swachhta Team took a special initiative of planning and conceptualising the idea of painting the barks of the trees in the campus gardens and fields. The tree trunks have been painted white using latex paint and different colourful and artistic designs have been painted on them to protect the trees from insect infestations, rodent attacks and also to protect the tender bark tissues from the sun’s heat as white reflects sunlight. Painting
beautiful designs on the tree barks have created an exemplary visual effect, as is evident from the photographs enclosed. Thus, the latex coat of paints has not only acted as a disinfectant, but has also imparted an ornamental look to the entire garden environment, which looks greener and brighter. More than 200 tree barks have been painted.

On the second day, the officers and staff were also engaged in cleaning of their almirahs, file racks and room furniture. Old files which needed weeding were also listed for future action.

09-05-18

Pond renovation and restoration was taken up on the third day along with cleaning of office premises. Baranagar Municipality, Govt. of West Bengal assisted in removing the weeds and bushes from the pond by using JCB & Dumper vehicles. However, since pond renovation is a laborious and voluminous job and requires a total overhaul of the existing pond water, silt, mud, etc., a detailed planning with adequate financial support is necessary. However, the initial steps of removing the pond debris and cleaning the pond boundaries have been initiated.

10-05-18

On the fourth day of the Swachhta Week, activities relating to cleaning of pond and its renovation were continued. The gardens and parking space were cleaned. The office pathways were demarcated using yellow radium road colour.

11-05-18

On the concluding day, a Valedictory Session was held at the Conference Hall of the Institute. All members were once again requested to observe cleanliness in their daily activities and make it a regular habit and a way of life rather than a onetime activity. Only an attitudinal change can help to enhance the quality of life. By planting and protecting trees, we can help to maintain the balance of our eco-system in nature.

The Swachhta Team thanked all members for their active participation and total commitment to the cause and mission of Swachhta. Director appreciated the efforts of all members in observing the Swachhta Week in an effective manner.

Total expenditure incurred for performing the above activities was Rs 86,000/= (Rs eighty six thousand) only.
Director planting sapling as part of the drive

Swachhta Pledge being read by the staff of MSME-DI

Officer of MSME-DI painting the tree creatively

Campus of MSME-DI, Kolkata has become very colourful

The age-old Banyan tree given a facelift, adding hue to the beauty of the campus