REPORT ON SWACHHTA PAKHWADA OBSERVED BY MSME-DI, KOLKATA & IT’S BRANCH OFFICES WITH INNOVATIVE & MAJOR ACTIVITIES UNDERTAKEN

FROM 15th June to 2nd July 2018

Painting by Ankita Naskar
(First in Group-A of Art Competition on Swachhta organized by MSME-DI, Kolkata)
Swachhta Pakhwada has been observed at the Institute from 15-06-18 to 02-07-18. 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:

**INNOVATIVE STEPS**

1) **Pond restoration and renovation**

The focus of Swachhta Pakhwada has been maintenance of cleanliness in office premises, nearby localities and industrial clusters. Special thrust was given on renovation of the pond/water body
in the office campus, which spreads over an area of almost 14400 sq. ft. The pond and its boundaries have been effectively cleaned by removing weeds, water hyacinth and silt. This has helped to overcome the problem of mosquito breeding, thereby preventing the spread of deadly diseases like malaria and dengue. Pond renovation and restoration is a voluminous job and a continuous process. The pond water and mud has been fully overhauled and made fit for breeding fishes, which feed on mosquito larvae. On an experimental basis, fish breeding has been initiated in the pond. These steps have been taken with a view towards Water harvesting and ground water recharging.

For beautification of the pond boundary, coconut trees have been planted all around the pond. Efforts are also being made to grow citronella/lemongrass along the embankments which may later on be used for experimentation and demonstration of a project on Aromatic Oil Extraction from Citronella/Lemongrass by distillation process.

2) Conversion of waste materials into utility items Waste materials like old sewerage pipes which were dug out from the soil during the cleanliness drives in the lawns and fields were cleaned and painted to convert them into pots for planting trees. Redundant plastic and metal barrels of the workshops were also converted into Tree Pots and Flower Pots. These brightly coloured pots were placed in the gardens and near the office entrance for planting trees. Ceramic well rings were painted and placed around small saplings as a protective measure.

3) Planting of trees and painting of tree barks
More than 200 trees have been planted in the office fields. For ornamental beautification and protection of the tree barks from sunlight, latex paint has been used to paint beautiful designs on the tree barks. This has also helped in maintaining the tree count.

4) Segregation of waste materials

Dustbins have been placed at all possible corners in the campus for collection of wastes. But before throwing the waste in the bins, all office staff have been advised and motivated to segregate bio-degradable and non bio-degradable wastes and throw them accordingly in the marked bins. Separate colours have been used for collection of bio-degradable (green colour) and non bio-degradable waste (blue colour) so that it is easy to segregate waste.
It is also proposed to install a waste composting machine in the office campus so that all bio-degradable wastes is processed and recycled to produce bio-pulp matter, which can be further used for manufacturing organic products. The land for setting up the composting machine has already been identified. The non bio-degradable waste will be carried to the nearby Vats by the local Municipality.

5) Awareness campaigns on use of Bio-Toilets

During the various awareness campaigns and cleanliness drives organised in the various industrial cluster and district industry centres, industry associations and such other public campaigns, use of bio-toilets are their maintenance was widely publicized among the masses. Video films were screened on these issues to enable better understanding of the process. To promote the idea of eradication of open defecation in the rural industrial clusters, demonstrations of Bio-Toilets were given in association with MSME units working in this sector.
1) **Cleaning of Lawns, Gardens and Fields**

MSME-DI, Kolkata has a sprawling campus of over 348480 sq. ft. covered by lush green fields and gardens. However, a significant part of these fields, specially the backyard portion and the area around the workshops were covered with thick weeds and undergrowth. A portion of these fields have now been cleared of weeds and the resultant **fields have been utilised for horticultural and floricultural purposes**. Fruit trees like mango, guava, jackfruit, lemon and berry have been planted. It is also **planned to cultivate agricultural crops** in these fields to add to the nation’s agro resources while maintaining a clean and green office environment. Further, **a part of these cleared areas can also be used for arranging outdoor meetings, training programmes, vendor development programmes, etc.**

The **office boundary walls have also been cleared** of all plant growth and weeds so that the boundary walls are clearly visible for security purposes.
2) Spreading awareness on Swachhta among students

An **Art Competition** on Swachh Bharat Abhiyan was organised at an Art School in Kolkata to spread awareness about the Swachhta Mission. 61 children actively participated in the programme and created colourful ideas and visions of a Swachh Bharat which were spectacular and remarkable in all aspects. The thoughts of young minds have added passion to the theme of the competition.

**Glimpses of Art Competition for spreading awareness on Swachhta among students**

An **Essay Competition** on Swachhta and Swachh Bharat Abhiyan, was held on 27th June, 2018 at a nearby local Higher Secondary School (Khalsa Model Higher Secondary School). 240 students of secondary level participated in the programme.

A **Slogan Competition** on Swachhta was held on 29th June 2018 among the office staff of the Institute wherein 40 staff participated and wrote slogans on Swachhta.

A **collection of films** was composed on Swachhta Awareness and screened at the Conference Hall of the Institute campus to spread the message of Swachhta.

3) Organising Street Campaign to spread awareness on Swachhta

A **street campaign** was organised in the locality to spread awareness on Swachhta and the need to maintain cleanliness in all walks of life. Cutting across ages, people from all age groups in the locality enthusiastically participated in the Campaign and appreciated the need for maintaining cleanliness and hygiene.

**Saplings were distributed** to promote tree plantation in the locality for maintenance of ecological balance.

**Dustbins were also distributed** to strengthen the cause of cleanliness and hygienic living habits.
4) Organising cleanliness drives at Industrial Clusters & promoting use of bio-toilet

Three Swachhta Awareness Campaigns were held in the following Industrial Clusters/Market Places during the 1st week of the Pakhwada:

a) Jalan Industrial Complex, Dist. Howrah (19-06-2018)
b) DIC, Balurghat & Dipali Nagar, Dist. Dakshin Dinajpur (22-06-2018)
During these awareness campaigns, the participants were motivated to maintain cleanliness in their factory premises and adopt hygienic methods of living. Videos on Swachhta were also screened to raise awareness on effective waste management. Lectures were delivered on the use of bio-toilets to reduce wastage of water and maintain overall hygiene. Videos on bio-toilets and their maintenance were specially highlighted to spread the message of low cost hygienic sanitation.

5.1) Four Cleanliness Drives (two days duration) was organized by MSME-DI, Kolkata in the following places and on the following dates:


5.2) Four Cleanliness Drive were organized by Br.MSME-DI, Suri as follows:

d) Cleanliness Drive at Rural Hat, Bishnupur, Dist. Bankura (21-06-2018 & 22-06-2018)

5.3) Following Cleanliness Drive were organized by Br.MSME-DI, Siliguri:

b) WBSIDCL Industrial Area, Sevoke Road, Dist. Jalpaiguri (18-06-2018 & 19-06-2018)

5.4) All the activities directed as per the Action Plan of Swachhta Pakhwada were observed and reported on daily basis. During the Swachhta Pakhwada 50 nos. of file were weeded out, 5 nos. of file were digitized. Approach road towards the office was maintained for cleanliness and one area was adopted by this office to make it swachh throughout year 2018-19. One vat (place for keeping garbage) situated at the approach road of MSME-DI, Kolkata will be maintained clean throughout the year 2018-19 by the Administrative Section of MSME-DI, Kolkata.
6) **Valedictory Highlights**

The Valedictory Programme was eventful and summed up the efforts and initiatives implemented by the Institute during these 2 weeks. The curtain was raised with the reading of the *Swachhta Pledge* by all staff and officers of the Institute, where everyone pledged to remain committed to the cause of Swachhta and make genuine efforts to **plant and nourish at least 5 trees in a year**, apart from observing various other principles of Swachhta.

![Reading of Swachhta Pledge on the Valedictory Day of the Pakhwada](image1)

To celebrate the occasion, **trees were planted along the pond boundaries by Hon’ble Guest, Sri Anjan Paul, local Councillor of Baranagar Municipality and Sri Ajoy Bandopadhyaya, Director of the Institute.**

![Tree plantation by local councillor and Director of the Institute on the Valedictory Day of the Pakhwada](image2)
The main Valedictory Programme was conducted in the IMT Hall of the Institute. A grand Award Presentation Ceremony was arranged wherein prizes were distributed to all successful participants of the sit & draw, essay writing and slogan writing competitions held during the Pakhwada period. Special appreciation awards were also presented to all cleaning and maintenance staff of CPWD & MSME-DI, Kolkata and hired manual labour.

To spread the message of Swachhta far & wide and across all sections of society, a Swachhta Rally was organised in the nearby localities. A procession started from the Institute Campus and rallied in the adjoining neighbourhood areas with tableau, carrying colourful Banners and festoons with messages of Swachhta. To appeal to the children and create an impression on young minds, men on stilts and representing comic characters were chosen to lead the Rally. Saplings & plants were also distributed among the local people.
The entire Programme was covered by members of the Press and Media. Several renowned Media Houses like ABP Ananda, Zee News, Aakash 8, Channel 10, The Statesman, News Time, Bangla Time, Kolkata TV and other print and tele-media were invited and present on the occasion. A press meet was organised with the Press members and a Press Note on the occasion was presented to them.
7) Proposed activities

As yearlong programmes, two activities have been adopted by the Institute viz., maintenance of cleanliness of the local vat with assistance of the municipality and adoption of slums in ward no. 30 & 40 of Baranagar Municipality for implementation of Swachhta Initiatives.