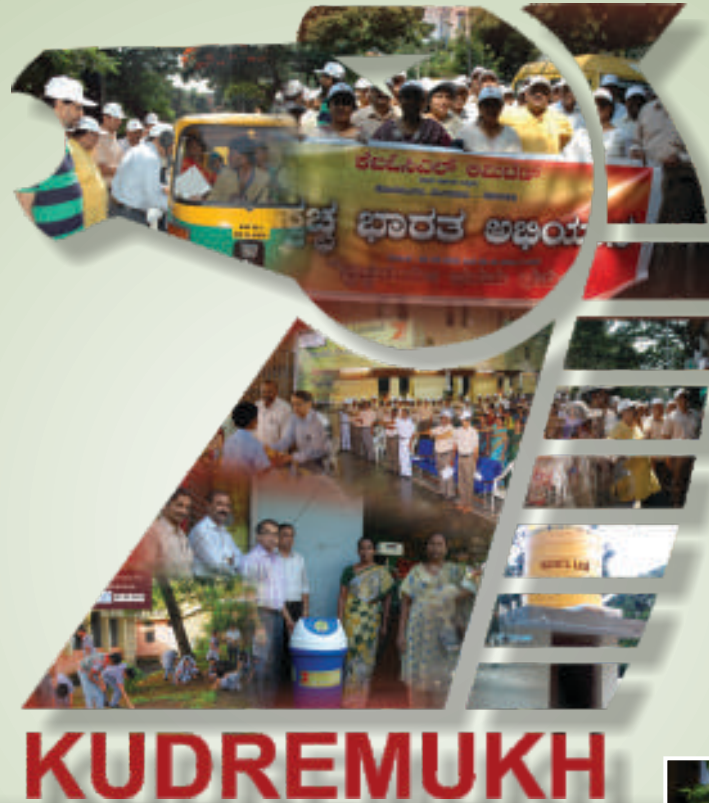




MISSION SWACHH BHARAT

...in KIOCL



KUDREMUKH

The Challenge of Change....!

Swachh Bharat Abhiyan is a Nation-wide movement organized by Government of India with the participation of all sections of society to bring about awareness and lasting behavioural change to achieve a vision of a clean India. The mission was launched especially on the birth Anniversary of Mahatma Gandhi as he was the first one to dream of a clean India. Gandhiji was precisely right when he wrote in 1925, "I learnt 35 years ago that a lavatory must be as clean as a drawing room. I learnt this in the West. I believe that many rules about cleanliness in lavatories are observed more scrupulously in the West than in the East."



The World Bank had reported that the annual economic loss to the India's GDP due to poor hygiene and sanitation stands at nearly 6.4%. Perhaps that is why our beloved Prime Minister laid emphasis on "Swachh Bharat Abhiyan". Hon'ble Prime Minister Sri Modi put it succinctly, when he said "the pursuit of cleanliness can be an economic activity, contributing to GDP growth, reduction in health care costs and a source of employment".

Achieving the goal of Swachh Bharat will require focussed and constant effort. Creating awareness and sweeping streets is just a beginning of this campaign. It needs to go beyond and take up activity such as building toilets, recycling garbage and cleaning the rivers uninterruptedly day in and day out.

The Government has started this campaign ultimately to benefit the common man but it should be our endeavour to make it a mass movement of Swachh Bharat - Swasth Bharat. Though daunting, it is not an impossible task, let us take this campaign on war footing as we did to eradicate polio, to make the 150th birthday of the Mahatma "a memorable day" for every citizen of India.

-Malay Chatterjee
Chairman - cum -Managing Director



*"If we do not keep our backyards clean
our swaraj will have a foul stench"*



Mahatma Gandhi devoted his life for India's "Swarajya". Now the time has come to devote ourselves towards swachhata of our motherland. Mahatma Gandhi who rightly said "sanitation is more important than Independence", was aware of the pathetic situation of Indian rural people at that time and he dreamt of a clean India where he emphasized on cleanliness and sanitation. Gandhiji's dream of clean India is yet to be

fulfilled and our Hon'ble Prime Minister Shri Narendra Modi has touched the right chord and made the Swachh Bharat, the biggest ever cleanliness drive in the Country.

The objective of the Hon'ble Prime Minister's Swachh Bharat Movement is to address problems of sanitation and waste management to make India a clean Country. The mission has targeted the goals of eliminating open defecation, converting



insanitary toilets into flushed toilets, eradicating manual scavenging, complete disposal and reuse of solid and liquid waste, bringing behavioral changes in people and motivate health practices and spreading cleanliness awareness among people.



KIOCL, being a Public Sector, observed the Swachh Bharat Abhiyan with a mission to clean the company premises, township and its

surroundings as per the directions of the Ministry of Steel. Launching the abhiyan at KIOCL, the Chairman said, that the "**Swachh Bharat** movement is the best tribute to the father of the nation on his 150th birth anniversary to be celebrated in the year 2019. KIOCL, looking beyond the symbolism of wielding a broom and sweeping, intends to achieve its realistic goals".



As part of Swachh Bharat Abhiyan, KIOCL conducted cleanliness drive in its offices and townships. A special drive of awareness programmes on cleanliness along with our employees, their dependents was conducted in the surrounding areas of the company premises. Essay and drawing competitions were organized for school children and prizes were distributed for their creativity. KIOCL conducted awareness programmes also for

students towards promoting the usage of toilets.

Swachh Vidyalaya Abhiyan:

Swachh Vidyalaya is an initiative of Ministry of Human Resource Development, GoI to create functional toilet in every school. Swachh Vidyalaya is the national campaign drive "*Clean India - Clean Schools*". A key feature of the campaign is to ensure that every school in India has a set of functioning and well maintained toilet, sanitation and hygiene facilities.



The ill-effects of lack of sanitation in our country are also seen on the country's education. A large percentage of girls in rural India quit school for the sole reason that there are no proper toilet facilities at school's level.



Under Swachh Vidyalaya Abhiyan, KIOCL Limited has selected 7 schools in Karnataka State from 4 districts i.e, Chickmagalur, Mangaluru, Udupi & Bengaluru districts. Under this Abhiyan, a total of 20 gender separated toilets shall be constructed at an estimated cost of Rs. 32 Lakhs for Girls and Boys. For 2015-16 KIOCL proposed to

continue the construction of new toilets and to maintain thereof.

Through all its activities and initiatives under Swachh Bharat Abhiyan, KIOCL Limited, in its true spirit, is doing its best to realize the grand vision of Mahatma, the father of the Nation.

"Be the change you want to see in this world"

Construction of Toilets under Swachh Bharat Vidyalaya

Sl No.	Name of the School	Place	No. of Toilets	Status
1	Govt High School Samse	Mudigere Tq Chikmagaluru Dist	7 Urinals 2 Closets	Completed
2	Govt High School Hirebail	Mudigere Tq Chikmagaluru Dist	7 Urinals 2 Closets	Completed
3	Govt Junior College Kalasa	Mudigere Tq Chikmagaluru Dist	7 Urinals 2 Closets	Completed
4	Govt PU College Balehole	Mudigere Tq Chikmagaluru Dist	7 Urinals 2 Closets	Completed
5	Shri Mujilnaya Aided Higher Primary School, Nooralbettu	Karkala Tq, Udupi Dist	7 Urinals 2 Closets	Completed
6	DK Zilla Panchayat Higher Primary School, Mani	Bantwala Tq, Mangaluru Dist	7 Urinals 2 Closets	Completed
7	Govt. PU College, Madiwala	Bengaluru Dist	8 Closets	Completed

Our target for 2015-16

Sl No.	Name of the School	Place	No. of Toilets
1	Satya Sai PU College Alike	Puttur Tq, Mangaluru	8
2	Govt PU College, Bandri	Sandur Tq, Bellary Dist	2
3	Govt Girl's PU College, Sandur	Sandur Tq, Bellary Dist	1

छोटे प्रयास बड़ा बदलाव करते हैं,
आओ शुरुआत सफाई से करते हैं ।



KIOCL Limited,
(A Govt of India Enterprise)

II Block, Koramangala, Bengaluru - 560034, Ph: 25531461 to 25531470 (10 lines), visit us at: www.kioclltd.in