



पावर ग्रिड कारपोरेशन ऑफ इंडिया लिमिटेड  
(भारत सरकार का उद्यम)

POWER GRID CORPORATION OF INDIA LTD.  
(A Government of India Enterprise)

पावरग्रिड



## Swachh Bharat Abhiyaan Initiative

The significance of cleanliness and hygiene cannot be overlooked by any society. Every faith and civilization stresses the importance of cleanliness. Historically, cleanliness has been considered one of the important factors by which to judge a civilization's or society's development. More importantly, cleanliness is termed an indispensable fundamental of faith. However, this fundamental and powerful tenet of our faith, unfortunately, is not reflected in our society practically. Serious reflection is required on our individual as well as collective practices in order to make this valuable principle a part of our lives.

"A clean India would be the best tribute India could pay to Mahatma Gandhi on his 150th birth anniversary in 2019," said Shri Narendra Modi as he launched the Swachh Bharat Mission at Rajpath in New Delhi. On 2nd October 2014, Swachh Bharat Mission was launched throughout the length and breadth of the country as a national movement. While leading the mass movement for cleanliness, the Prime Minister exhorted people to fulfill Mahatma Gandhi's dream of a clean and hygienic India. Mahatma Gandhi said "Sanitation is more important than independence". Cleanliness and sanitation were an integral part of the Gandhian way of living. His dream was Total Sanitation for all.

Responding to the clarion call of the Prime Minister of India, POWERGRID team, led by Sh. R. N. Nayak, the then Chairman & Managing Director, took the oath of Swachh Bharat on Gandhi ji's birth anniversary (2nd October' 2014) and adopted the broom on the same day and cleaned within and in the vicinity of all establishments across the length & breadth of the country.

The non-availability of toilets and open defecation is a serious concern towards achieving Swachh Bharat. More than 50% households do not have toilets. Many schools and public places also either don't have them or they are not usable. The situation, consequently, also leads to school dropouts, especially girl students. In absence of public facility, people urinate/ defecate in open areas resulting in various diseases. As part of Govt. of India's ambitious Swachh Bharat Abhiyan, **POWERGRID constructed around 9,500 toilets in around 4,250 govt. schools in 23 districts of Andhra Pradesh, Assam, Bihar Chhattisgarh, Madhya Pradesh, Odisha and Uttar Pradesh during 2014-15 and 2015-16. Household and public toilets have also been/ being built at various places.**







Awareness about cleanliness has been considered as a major factor towards success of the Abhiyan. On 10th February' 2016, employees of POWERGRID, led by Chairman & Managing Director, Mr. I.S. Jha, pledged to devote more than 55,000 man-hours towards mass awareness. The main objective of the Abhiyaan was to inspire and motivate general public to keep their surroundings clean. POWERGRID employees & their family members reached out to the local communities by cleaning schools, hospitals, labour camps, roads, ponds & other public areas near establishments of POWERGRID across the country. The message of importance and benefits of cleanliness was spread through Motivational Talks / Nukkad Nataks / Awareness Campaigns / debates / painting & essay competitions, etc.

The employees also associated local leaders, local administration, teachers, students and general public in cleaning their areas. Special concerted efforts were made during "Swachhta Pakhwada" from 1st May to 15th May 2016 during which Debates, Painting Competitions, Swachhta Talks, Health talks, Plays were also held, in addition to the cleanliness drives, across the country. So far, more than 60,000 man-hours have been contributed by the POWERGRID employees under this Abhiyaan and towards making the dream of Gandhi Ji a reality.



Additionally, hoardings were put up at different places across Delhi and radio jingles launched at various radio stations during the Pakhwada to generate public awareness about the importance of Swachhta to the public at large, and to inculcate habit of cleanliness in people's lives. Digital banners were also put up on the websites of various publication houses showcasing the cleanliness campaign launched by POWERGRID and to spread the message of Swachhta.



The Swachhta Pakhwada culminated on 15th May' 2016, i.e. the International Day of Families, by holding "Health Camps & Swachhta Talks" at about 100 locations in the vicinity of POWERGRID establishments across the country. More than 26,000 villagers benefited by this program. POWERGRID has gained top position among all the participants on Swachh Bharat Mission website of the Government of India: <https://swachhbharat.mygov.in/>. More than Rs. 75 crore's have been spent on activities / projects related to "Swachhta" during 2014-15 and 2015-16.



POWERGRID has also taken steps towards spreading awareness towards tree plantation for mitigating the effects of depleting forest cover. On 5th June' 2016, i.e. World Environment Day, tree plantation was carried out in and around our establishments across the country.

An illustrative list of other CSR activities undertaken by POWERGRID is given herein under:

- Drinking water to villagers
- Tree plantation
- Construction of Dharamshala at AIIMS
- Integrated Village development through watershed management near Kurnool & Vijayapura
- Skill development of poor youth
- Donation of ambulances to Hospitals
- Distribution of solar lights and scholarships to poor students
- Construction of community centers, roads, schools etc in villages