

Swachh Bharat Mission:

The Swachh Bharat Mission, also known as the Clean India Mission, is a nationwide campaign launched by the Government of India in 2014. Its primary purpose is to eliminate open defecation, promote sanitation facilities, and ensure cleanliness across urban and rural areas. Overall, the Swachh Bharat Mission strives to create a cleaner, healthier and more sustainable India for present and future generations. Under Swachh Bharat Mission, the ESIC conducts Swachhata Pakhwada, which is a cleanliness drive aimed at ensuring a clean and hygienic environment in workplaces and surrounding areas.

Swachhata Pakhwada under Swachh Bharat Mission:

Swachhata Pakhwada is a time- bound initiative taken up for a fortnight- starting from the first to 15 May, during which various activities and programmes are organized to promote cleanliness, hygiene and sanitation across and within the organization. During the fortnight (Swachhata Pakhwada) the aim is to raise awareness about the importance of cleanliness and encourage individuals, communities and organizations to actively participate in keeping surrounding clean.

Swachhata Pakhwada at a glance:

During Swachhata Pakhwada at **ESIC SRO Okhla- 1.05.2024 to 15.05.2024**, as per directions issued by Govt. of India and ESIC HQ, various activities and initiatives were undertaken to promote cleanliness and hygiene within the organization. Some of the key activities during this period included –

1. **Pledge Taking** – Employees pledged to uphold cleanliness standards and actively contribute to maintaining a clean workspace.



2. **Cleaning Drives:** Intensive cleaning activities are organized to ensure that common areas, offices, restrooms, and other spaces are thoroughly cleaned and sanitized. As the B.O Okhla & B.O Kalkaji are also working from the SRO Okhla premises, there is regular movement of IP's & their dependents. Housekeeping staff has therefore been directed to maintain cleanliness of the public

utility areas like toilets, water coolers etc, placing sanitizers in common areas. The mopping is also been undertaken, thrice a day now onwards.



3. **Green Initiatives:** Tree plantation drives and initiative to promote greenery within the ESIC offices are organized to enhance the aesthetic appeal and environmental sustainability.



4. **Waste Management:** Emphasis is placed on proper waste disposal by placing of dustbins at all suitable locations as well arrangements for safe disposal of garbage.



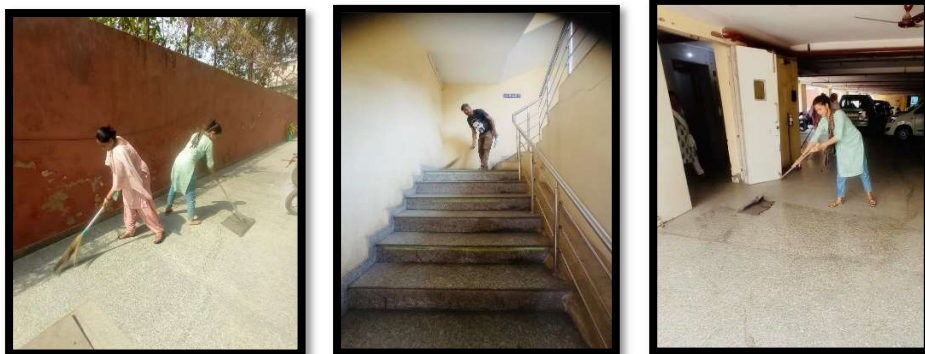
5. **Internal Ambiance Improvement:** Efforts are made to enhance the internal ambiance of buildings by adding greenery by providing flowering/ non flowering plants, that contribute to pleasant and motivating work environment.



6. **Specialized Cleaning:** Special attention is given to areas requiring specialized cleaning, such as terraces, cooling systems, overhead tank and water coolers to ensure optimal functionality and hygiene standards.



7. **Library & Corridor Cleaning:** The cleanliness of libraries, staircases, and corridors are prioritized through regular cleaning and maintenance activities.



8. **Decluttering and Organization:** Efforts are made to declutter workspaces and remove unnecessary articles, cleaning of drawers, almirahs, cupboards, corridors, galleries, thus improving the efficiency and tidiness of office environments.



Benefits of Swachh Bharat Mission:

The Swachh Bharat initiative offers several benefits, including:

1. **Improved Workplace Environment:** Swachh Bharat initiatives lead to a cleaner, tidier and more organized workplace environment, enhancing morale, productivity and overall well-being.
2. **Healthier Employees:** By promoting cleanliness and hygiene practices, it helps reduce the spread of germs and illnesses, contributing to the health and well-being of employees and their families.
3. **Enhanced Safety Standards:** A clean and well-maintained workplace reduces the risk of accidents and injuries, creating a safer environment for employees and visitors.
4. **Compliance with Regulations:** By adhering to cleanliness and hygiene standards mandated by Swachh Bharat Mission, ESIC ensures compliance with government regulations and fosters a positive reputation as a responsible organization.
5. **Environmental Sustainability:** Initiatives like tree plantation drives and proper waste disposal contribute to ESIC fulfill its corporate and environmental responsibilities.
6. **Community Engagement:** It encourages employees' participation in community clean-up activities and outreach programs, fostering a sense of social responsibility among staff.

Conclusion:

Overall, the Swachh Bharat Mission aligns with ESIC's objective of promoting employee health and well-being, fostering community engagement, and upholding organizational values of cleanliness and hygiene.