

# Swachh Bharat: A step towards cleanliness

HPCL takes the lead in the national campaign to have a cleaner and better India.

**W**hen it comes to getting a chance to make a difference in the society, HPCL never falls short of enthusiasm. From our top management to employees belonging to non-management, everyone likes to contribute to the cause of nation building in their own special way.

When a nation-wide campaign was proposed by the Government of India for the ongoing 'Swachh Bharat Mission', locations from all over India responded to the

call of the Ministry and organised campaigns and activities to promote the cause.

Along with ensuring availability of basic infrastructure to support the drive, many activities to bring about attitudinal changes in the employees are being undertaken. With the ultimate goal of achieving complete sanitation and Clean India by 2019 in mind, by bringing about behavioural change among citizens.

If Swachh Bharat is considered a step towards cleanliness, then HPCL has literally taken multiple

steps towards it with the walkathons organised to garner massive support. Along with walkathons, community based competitions, activities of sensitization and awareness, community meetings etc. are also being organised.

Employees are driving major initiatives like Swachh Vidyalaya Abhiyan, Waste to Fuel Program, Village and Urban Slum Adoption with great zeal. A large number of employees are also participating regularly in Shram Daan initiatives. Swachh Bharat Abhiyan activities

From walkathons to cleanliness drives, HPCL organised various activities to support Swachh Bharat Abhiyan round the year





### GRASSROOT GROWTH

HPCL has constructed 1205 school toilets under Swachh Vidyalaya Abhiyan in the states of Andhra Pradesh, Assam, Bihar, Chhattisgarh and Odisha. Focus has been provided to clean drinking water facilities in schools and community by HPCL at multiple locations.

In addition to schools, HPCL has also taken up construction of toilets in various host communities and strategic locations. HPCL has constructed new toilets at 485 Retail Outlets and clean toilet facility is available at 12,760 Retail Outlets so far.



have also become an integral part of the corporation through its business meets, drives, gatherings, functions etc.

An interesting approach to motivate the participants has been the use of various mass communication channels to spread the message and share updates. A web portal has also been developed for uploading photographs and reports of individual as well as group effort.