

Prime Minister Narendra Modi launched his nationwide cleanliness campaign, the 'Swachh Bharat Mission' or 'Clean India Campaign' from the Valmiki Basti in New Delhi on October 2, 2014. Addressing the nation at the launch, Modi requested the people of India to join the 'Swachh Bharat Mission'. While launching the mission PM Modi stated, "Today is the birth anniversary of Mahatma Gandhiji and Lal Bahadur Shastriji. We have gained freedom under leadership of Gandhiji, but his dream of clean India is still unfulfilled." He added, "Swachh Bharat Campaign logo is not just a logo, through it Gandhiji is watching us and we all should clean India. Cleanliness is not only the responsibility of the 'safai kaamgar', it is the responsibility of 125 crore Indians.

SAIL is committed to playing an important role in this national endeavor that will inculcate lasting and permanent behavioral change in the society towards cleanliness. Accordingly, they are in the process of implementing a set of activities that were initiated as part of 'Swachh Bharat Abhiyan'. The thrust of their activities is centered in and around their townships, plants and peripheral villages. They have also formed Committees comprising of senior officers to monitor various activities at different locations.

As part of Swachh Bharat Abhiyan week SAIL had initiated a number of activities for employees which included essay competitions, slogan writing competitions, inter - department competitions, cleaning drives, debates etc which saw participation from all employees across all our plants/units.

Shri CS Verma administered the "Swachhta" Pledge to SAIL employees through video conferencing across our Plants/Units. During the course of Swachh Bharat Abhiyan week at SAIL, they had also developed collaterals such Flyers, Posters & Newsletters specifically highlighting the importance of Cleanliness Activities in our day to day life with the underlying emphasis on - "Cleanliness being a prime responsibility for all of us as well as ensuring cleanliness around us"

On the occasion SAIL Chairman observed - "Hon'ble Prime Minister has given a call for "Swachh Bharat" as a mass movement to realize Gandhiji's dream of Clean India by the 150<sup>th</sup> Birth Anniversary of Mahatma Gandhi in 2019. Accordingly, a nationwide campaign of "Swachh Bharat" had been launched on 25<sup>th</sup> Sept 2014 which focuses on mass awareness and lasting behavioral change with the participation of all sections of society. Like



## Swachh SAIL Sundar SAIL

**'Change Begins at Home', Let us Start from Our Home 'SAIL'**

majority of Indians, I am excited about this national endeavor. I sincerely believe that Clean India is a great campaign, which will not only touch our personal lives, but also bring about improvement in productivity, safety management and overall employee satisfaction in organizations. As a matter of fact, several management initiatives such as Kaizen or 5S are based on the foundation of better housekeeping and everyday focus on cleanliness. SAIL as a 95,000 strong family which with its vast townships has decided to wholeheartedly join this "Swachhta" campaign and I am sure we can make a huge difference through our efforts."

**Swachh Bharat Logo is prominently being displayed at SAIL Plants/units including hospitals / schools etc**



SAIL, with due approval of the Board has earmarked Rs.20 crores during 2014-15 (& Rs. 9 Cr for 2015-16) towards the construction of toilets in schools under "Swachh Bharat-Swachh Vidyalaya Campaign". This campaign would be carried out in peripheral schools of SAIL Plants & Units in a phased manner. SAIL has planned to construct around 814 toilet units in 676 schools which have been identified by correlating our peripheral areas

with the data available on MHRD website. The toilets would be constructed in the schools falling within the periphery of SAIL plants and mines. The toilet construction job would be undertaken across 26 blocks in 12 districts of 7 states across India.' The schools have been identified with the help of respective State Governments and through the data provided on MHRD website. It has been planned to construct around 750 toilets in the current financial year in the States of Chhattisgarh, Odisha, Jharkhand, Tamil Nadu & Maharashtra.

Management at SAIL has also commenced communication exercises on a large scale in response to the call of Swachh Bharat Abhiyan, across our corporate office, plants, mines at more than 50 locations which would help strengthen their drive to institutionalizing the spirit of "Cleanliness - Safai" amongst employees. Adding strength to SAIL's vision of achieving excellence in all spheres, collaboration with the Kaizen institute has enabled us to strive for continuous improvement of people, processes and systems. Kaizen is a concept that makes simple improvements to critical end to end businesses for continuous improvement. The Sino-Japanese word "kaizen" simply means "good change". The principal of 5S is a systematic and methodical approach allowing teams to organize their workplace in the safest and most efficient manner. 5S was developed in Japan and stands for the Japanese words seiri (tidiness), seiton (orderliness), seiso (cleanliness), seiketsu (standardization), and shitsuke (discipline).

"A clean and tidy work place is a safe and conducive one. A clean and tidy home is a peaceful and systematic place for the children to grow up in. a clean and tidy school gives the right environment for study and discourse. A clean and today town is a healthy and hygienic place to be in. Swacch Bharat is a campaign which aims at achieving all the above objectives. So let each one of us participate wholeheartedly in the campaign and make our home, school, town and place of work CLEAN.  
- **HS Pati (Director - Personnel, SAIL)**

This is a very unique initiative by the Govt of India. We will work towards making our mines and work place cleaner. Promotion of hygiene, safety & cleanliness will lead to higher productivity and better work place. Swacch Bharat, Swacch SAIL will be our driving force - **Kalyan Maity (Director- Raw Material & Logistics, SAIL)**

Swacch Bharat Abhiyan is a unique initiative in the county to create awareness and improves practices among the people of India. IN line with this, SAIL is undertaking a massive organization wide Swacch Drive. We may name it "Swacch SAIL Sundar SAIL". It will have a far reaching benefit for SAIL in general and RSP in particular - **GS Prasad (CEO-RSP)**



Cleanliness spells health and hygiene at home and in society. At the workplace, it yields important dividends of productivity, safety and positive environment. Bokaro Steel plant is committed to the Clean India campaign through good housekeeping at the shop floors and tidying the township through voluntary engagement of the steel family - **Anutosh Maitra (CEO, BSL)**

Cleanliness i.e. "Swacchta" is the basic requirement for human dignity. In the industrial functioning, it is essential for improving production, productivity and safety of people and equipment. SAIL/DSP is observing "Swacchta Shapath Week" from 25th Sept- 2nd October, 2014 to spread the message and create mass awareness. A large number of employees of DSP & ASP, students of Steel Township and peripheral villages have taken part in several programmes throughout the week - **PK Singh (CEO - DSP)**

Swacch Bharat Abhiyan presents the unique opportunity to broaden the scope of 5S and housekeeping in the plant, mines and the townships. It is my firm belief that Swacchta literally translates into discipline and once imbibed will improve the safety, quality, productivity and efficiency of our operations. We should not lose sight of the spirit and objective behind the campaign, as I am sure that Swacch Bharat Abhiyan will radically transform our lives and those in our surrounding communities, for the better - **S Chandrasekaran (CEO - BSP)**

The entire SAIL Community is strongly committed to the spirit of 'Swacch Bharat'. A strong organizational commitment with Chairman SAIL leading the way along with senior heads is also being witnessed for Implementation of 5-S concept in the Workplace. Their commitment is reflected in their quotes which are mentioned in the box below:

In order to ensure continued momentum on the campaign various other activities are being planned throughout the year also which will be highlighted on a daily basis. In line with the Hon'ble PM's "Swacch Bharat Mission 2014 - 19" SAIL has devised an action plan which is reflected below:

### SAIL : PROPOSED ACTION PLAN FOR SWACCH BHARAT (2014 -2019)

| Year      | Communication Mediums   | Activities Planned  |
|-----------|---|---|
| 2014-2015 | Mass Media - Print, Electronic - in Hindi and Local Languages (Periodicity - Regular) | <ul style="list-style-type: none"> <li>● Chairman to address all employees through video message.</li> <li>● Weekly CEO meeting to showcase Swacchta message.</li> <li>● Video appeals to be played on local TV channels and Cable TV.</li> <li>● House journals to carry Swacchta message. Journals to be sent to all employees in physical or digital format.</li> <li>● Intranet opening page to carry swacchta message.</li> <li>● Each shop floor to have 10x12 feet wall sheets/paintings for display of the messages to encourage employees.</li> <li>● Messages to be showcased in markets, clubs and mahila kendras.</li> <li>● Use of public address system for awareness.</li> </ul> |
| Year      | Communication Mediums   | Activities Planned in Addition to 2014-2015   |
| 2016      | - do -  | <ul style="list-style-type: none"> <li>● Print advertisement of the plant to carry a banner on Swacchta</li> <li>● Common rest areas to carry the message</li> <li>● Publicity of names of winners of competitions through house journals &amp; press releases.</li> </ul>  |
| 2017      | - do -  | <ul style="list-style-type: none"> <li>● Swacchta plays/ talks to be organized on captive TV.</li> <li>● Shift offices, canteens etc display the message</li> <li>● Publicize names of winners through TV and print.</li> </ul>   |
| 2018      | - do -  | <ul style="list-style-type: none"> <li>● Audio appeals to be played on Radio</li> <li>● Plan to disseminate Swacchta messages to all CUG phones.</li> </ul>   |
| 2019      | - do -  | <ul style="list-style-type: none"> <li>● Periodic Plant performance presentations to carry swacchta message.</li> </ul>   |