

ITI Limited organizes 'Swachhta Hi Seva' campaign on September 29, 2018

ITI Corporate Office organized an activity 'Swachhta Hi Seva' on September 29, 2018 as a part of 150th birth anniversary of Mahatma Gandhi as per the guidelines of Department of Public Enterprises (DPE). The aim was to create awareness of cleanliness and to spread the message of Swachhta among employees residing in ITI Township. Speaking on the occasion, Shri K Alagesan, CMD said, "Keeping our homes and surroundings clean is our duty and way of life. Cleanliness is vital for keeping our environment clean for a healthy living. Swachhta needs to be practiced daily and we should be the ambassadors for this mass movement and contribute to Swachh Bharat Abhiyan and make 'India Clean and Green'."

In a step towards ensuring cleanliness, Shri R M Agarwal, Director (Marketing & HR) addressed the gathering and said "We need to keep our homes and surroundings clean to contribute for a clean environment". He stressed on the importance of cleanliness on regular basis at workplace, surrounding areas, parks which will benefit us to maintain good health. He urged the residents of ITI Township to keep the colony premises clean and contribute to achieve the dream of 'Father of Nation' Mahatma Gandhi. Shri K Alagesan and Shri R M Agarwal spearheaded cleanliness drive at ITI Township, B Area and initiated an elaborate programme to spread the message of cleanliness. All the senior officers and employees actively participated in the cleanliness drive. Senior officers and employees also made door-to-door campaign among the residents of ITI Township and spread the message of cleanliness.



