

Report on Swachhata Hi Sewa 2024

Activities Undertaken by Numaligarh Refinery Limited, Golaghat, Assam

As part of the Swachhata Hi Sewa 2024 initiative, Numaligarh Refinery Limited (NRL) organized a series of impactful activities to promote cleanliness, hygiene, and environmental sustainability. These activities aimed at enhancing awareness and engagement within local communities.

1. Undertaking of Swachhata Pledge

NRL employees inside the plant and other office locations undertook the Swachhata Pledge. This initiative aims to spread the importance of cleanliness, hygiene, and a responsible attitude towards maintaining a clean environment. The pledge aimed to instil a sense of personal responsibility and collective action for cleanliness.

2. Swachhata Lakshit Ekai: Identification and Cleaning of Cleanliness Target Units (CTUs)

NRL actively contributed to the identification and cleaning of dirty areas in various locations, as per the national directive for urban and rural local bodies, PSUs, and other ministries to focus on cleanliness. The following locations were identified for cleaning during the campaign:

1. Kaliyani River Bridge, Numaligarh, Assam
2. Purabangla Market Area, Purabangla, Assam
3. In front of Ponka RH Highschool, Telgaram, Assam
4. Bokakhat Market Area, Bokakhat, Assam
5. Golaghat Market Area, Golaghat, Assam
6. ASTC Bokakhat, Bokakhat, Assam
7. ASTC Golaghat, Golaghat, Assam
8. DTO Office, Golaghat, Assam

These areas were selected to clean up as significant public spaces and improve the local environment for the benefit of the community.

3. Organizing Nukad Natak: NRL have organized Nukkad Natak as part of a Swachhata Awareness Campaign for a significant impact on the community in 04 nos. public spaces including the following:

- i. Kanaighat Market Area, Kanaighat, Assam
- ii. Bokakhat ASTC, Bokakhat, Assam
- iii. Golaghat ASTC, Golaghat, Assam
- iv. Purabangla Market Area, Purabangla, Assam

4. Swachhata Cultural Fest (28th September 2024)

The Swachh Bharat Cultural Fest, organized at the Purabangla playground, was a grand celebration blending cultural traditions with themes of cleanliness and social responsibility. The event focused on promoting Swabhav (values), Zimmedari (responsibility), and Bhaagidari (participation) in community cleanliness efforts. Key activities included:

- **Cultural Program:** Traditional dance groups and singers (10 dance groups and 8 singers) performed, spreading the message of cleanliness and community responsibility through vibrant and engaging performances.
- **Waste to Art Competition and Exhibition:** School students participated in a creative competition where they turned waste materials into art. This initiative not only raised environmental consciousness but also fostered creativity and community involvement, showcasing the artistic potential of recycled materials.
- **Showcase of Local Farmers' Products:** The event highlighted the role of local farmers by displaying and promoting their products, emphasizing the importance of sustainable agriculture in a clean environment.
- **Free Tractor Servicing for Local Farmers:** To support local agricultural communities, NRL offered free tractor servicing to farmers, helping them maintain their equipment and enhancing agricultural productivity.
- **Distribution of 4000 Fruit-Bearing Tree Saplings:** In a bid to promote green cover and sustainability, NRL distributed 4000 fruit-bearing tree saplings to people of nearby areas, encouraging community participation in environment care.
- **Providing Hygienic Food to School Students:** NRL provided hygienic, nutritious meals to local school students, focusing on the health and well-being of the younger generation while also promoting the importance of clean and safe food practices.
- **Conducting Cancer prevention and screening camp:** NRL conducted a cancer prevention awareness and screening camp with the help of Assam Cancer Care Foundation amongst the local people.

Summary:

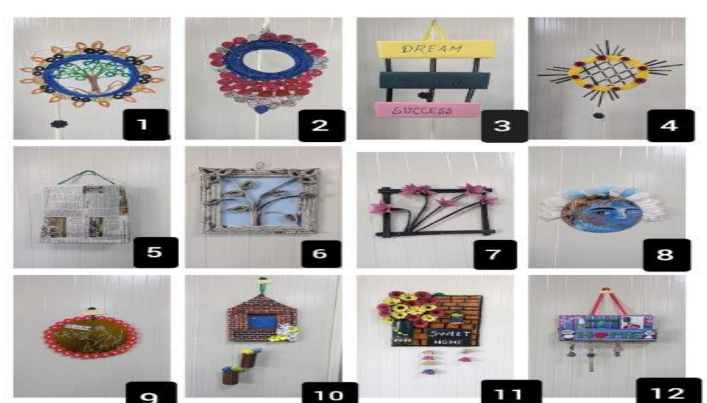
The Swachhata Hi Sewa 2024 campaign by **Numaligarh Refinery Limited (NRL)** was a multifaceted initiative aimed at fostering a cleaner and more sustainable environment. Through a combination of awareness programs, community engagement activities, and environmental conservation efforts, NRL contributed significantly to the Swachh Bharat Mission. The activities not only emphasized the importance of cleanliness but also celebrated community participation, environmental stewardship, and the contributions of local changemakers, particularly sanitation workers (Safai Mitras).



Photograph of Pledge Taking



Photographs of CTUs Before and after



Photograph of waste to art competition and showcase



Photograph of Swachhata Fest



Photograph of Tractor Servicing



Photograph of Agricultural product showcase by
local farmers

ACTIVITIES AT SILIGURI MARKETING TERMINAL RANGAPANI

Swachhata Pakhwada has been observed in NRL (SMT) by carrying out Cleanliness Drive in and around SMT Area, Rangapani Market, Dangapara Primary & Jr. Hish School by cleaning the area and planting trees. Approximate **100 trees are distributed** for planting. **Approx 24260 Sqm** areas have been cleaned. Some of the area wise photos along with cleaned clear in Sqm are listed below:

Swachhata activities by Security Personnel at Parking Area on 22.09.2024 (Approx 1500 Sqm Area Cleaned)



Swachhata activities at Tanker Driver Rest Area on 25.09.2024 (Approx 500 Sqm Area Cleaned)



Swachhata activities at Scrap Dump area on 26.09.2024
(Approx 40 Sqm Area Cleaned)



Swachhata activities at Tank Wagon Gantry & Railway Track area on 27.09.2024
(Approx 11250 Sqm Area Cleaned)



Swachhata activities at Kadambari Canal on : 28.09.2024
(Approx 20 Sqm Area Cleaned)



Swachhata activities & Plantation Drive at Dangapara Primary & Jr High School on 28.09.2024
(Approx 9750 Sqm Area Cleaned)



Cleanliness Drive and Plantation in Nardar Jote Jr High School surrounding Area on 28.09.2024



Distribution of Saplings to villagers of Dangipara, Nardar Jote: 30.09.2024
(Approx 100 trees distributed)



Swachhata activities at Rangapani Market Area & Terminal gate area on 01.10.2024
(Approx 1200 Sqm Area Cleaned)

