



Press Release

## Swachhta Pakhwada in Cochin Port Trust

Various departments in Cochin Port Trust have started observing 'Swachhta Pakhwada' (*Suchithva Pakshacharanam*) from 16th March 2017. Special cleanliness drive has been started in work places, office buildings, jetties/wharves and selected roads in the Port area. Shri A V Ramana, Chairman (i/c), Cochin Port Trust administered Swachhta Pledge to the employees of Cochin Port Trust.

Smt. Gowri S Nair, Secretary, Cochin Port Trust and Nodal Officer for Swachhta Pakhwada held awareness programmes in the residential areas in Cochin Port Trust to highlight the importance of cleanliness in the residential areas and public places. The residents and office establishments have been urged to stop disposing waste in public places of Cochin Port area and instead hand over the same to Kudumbasree unit which has been engaged by Cochin Port Trust for collection of biodegradable and non-biodegradable wastes from the source itself (residential quarters, offices, restaurants, canteen, etc.) for proper disposal.

As it has been noticed that disposal of food waste in public places has caused stray dog menace in the Port area the Port Trust authorities have initiated monitoring mechanism to identify the defaulters and fine them. Those who report such instances of disposal of food waste etc. in public places in the Port area with suitable photographs/videos to help identify the defaulters will be suitably rewarded/honoured by the Port.

Leaflet highlighting the importance of cleanliness and guidelines for disposal of waste in Port area have been distributed in residential quarters and office establishments in the Port area. Cleanliness programme have been scheduled by Cochin Port Trust on all days up to 31<sup>st</sup> March, 2017. (18.03.2017)

