



Press Release

MASSIVE CLEANING DRIVE AND LARGE SCALE AWARENESS PROGRAMME HELD AS PART OF SWACHHATA HI SEVA & SWACHHATA PAKHWADA

As a precursor to the launch of the 150th Birth Day of Mahatma Gandhi and in the run up to the 4th anniversary of Swachh Bharat Mission, Cochin Port Trust observed 'Swachhata-Hi-Seva' 2018 (SHS) campaign from 15.09.2018 to 02.10.2018 towards realizing the mission of Clean India. This year's Swachhata Pakhwada activities also coincided with Swachhata Hi Seva and various awareness and cleaning activities were held as per the action plan.

Cochin Port Trust has launched Swachhata Hi Seva campaign with announcement of slogan – ***Cochin Port, Natural Port in the God's Own Country... Swachh Port, Swachh Bharat*** by popular actor Padmasree Bharat Mohanlal on 15.09.2018. The slogan was coined by Shri AV Ramana, Chairman (i/c). The inaugural function of Swachhata Hi Seva was graced by the Hon'ble Mayor of Cochin Corporation and Swachhata pledge was administered by Chairman.

A cycle rally was conducted by the sports men and CISF personnel of Cochin Port Trust on 15.09.2018 to spread the awareness of Swachhata Hi Seva. The rally was flagged off by Shri Xavier Pius, Former Captain of Indian Football Team.

Banners, placards, stickers, posters depicting messages on importance of cleanliness, Swachhata-Hi-Seva and Swachhata Pakhwada were placed at prominent places.

A team from Medical Department comprising Chief Medical Officer and Nursing students conducted awareness programmes on better sanitation practices like using a toilet, hand washing, health & hygiene at 8 locations in Ernakulam. (Cochin Freight Station on 15.09.2018, at Vathuruthy Residential Colony on 16.09.2018, at Fisheries Harbour, Vypeen on 17.09.2018, at W/Island residential area on 20.09.2018, at Cochin Fisheries Harbour on 22.09.2018, at Ernakulam Boat Jetty on 23.09.2018, at Cargo Handling areas on 26.09.2018, Embarkation Jetty on 28.09.2018.)

A Flash Mob to spread the awareness on cleanliness was organized by the students of Nursing School of Cochin Port Trust Hospital.

Public Rally for Awareness on Swachhata was conducted involving school children at Village areas in Vypeen (18.09.2018) and at Ponnarimangalam (26.09.2018) in Ernakulam District.

A team of employees from Cochin Port Trust conducted awareness programme on the importance of preserving water bodies and Harbour clean at Fisheries Harbour on 17.09.2018.

Door to door awareness programme were also held at residential areas and shops in the port area on the importance of proper disposal of bio-degradable and non bio-degradable waste.

A poster designing competition on the theme cleanliness for the students of Kendriya Vidyalaya, Cochin Port Trust and a slogan writing competition for the employees of Cochin Port Trust were also conducted during the period.



Apart from several awareness programme conducted during the Swachhata Hi Seva period, Cochin Port Trust has taken up 3 initiatives for continued awareness programme.

- a) Street Play- A group of 12 employees have made a street play of 30 minutes duration on plastic pollution and the same was staged at 2 locations so far. More staging at different areas in Ernakulam is proposed during the coming days. Considering the public response and acceptance, to the street play, the team is ready to stage the programme at more places outside port area in the coming months. (video attached)
- b) Folk song - An employee of Cochin Port has written and composed a folk song on the theme Swachh Bharat and 7 employees have joined him in reciting this song which is in Hindi and Malayalam languages and the same is being made a video album. This video album on folk song will be widely circulated in the coming days to spread the message of Swachh Bharat initiative.
- c) Graffiti- An employee of Cochin Port Trust has taken initiative to paint cemented floors in front of the Administrative Building of Cochin Port Trust voluntarily, mainly on the theme Swachh Bharat and on decorative designs. This is going to enhance the beauty of the area surrounding the Administrative Building.
About 30 students from St Teresa's College, Ernakulam painted the walls at the entrance of Ernakulam Wharf on the theme Clean India and on vibrant culture of India and Kerala. These paintings are going to be a great attraction for the international cruise tourists who visit Cochin Port in the coming days.
The students of RLV College Thripunithura painted the outer walls of 110 KV Sub Station of Cochin Port Trust facing the main road with attractive graffiti conveying messages of cleanliness. These art students have also painted the outer walls of Ernakulam wharf with portraits of great personalities of yester years.

Above initiatives (street play on plastic pollution, video album on Swachh Bharat and graffiti and paintings) are going to take the awareness on importance of cleanliness for a longer period beyond Swachhata Hi Seva campaign period

Shramdaan cleaning by employees/Port fraternity/residence association/unions

Employees of all departments under the leadership of Shri A V Ramana, Chairman (i/c) conducted Shramdaan cleaning at various places inside and outside the Port during the Swachhata Hi Seva and Swachhata Pakhwada campaign period. This large scale Shramdaan by employees has given a facelift to offices, roads and public spaces in Cochin Port area. Cleaning drives were conducted inside wharves, vessels, Park, roads and public spaces.

The residents' association and employee families carried out Shramdaan at residential areas in South End. The members of Port fraternity under the leadership of Cochin Steamer Agents' Association carried out Shramdaan cleaning at Ayyappa Temple area. The Port Unions have also organized Shramdaan at North End area, W/Island

The Civil engineering department cleared/removed 100 truck loads of garbage from different locations within the Port during the campaign period.

September 15 – October 2



Divyang access was facilitated to select toilets during the period. Other activities include planting of trees, record room cleaning, weeding out of files, making compost pits, repainting of pedestrian crossings etc .

Beach cleaning

Apart from the above about 100 volunteer employees from all departments of Cochin Port Trust under the leadership of Heads of Department carried out Shramdaan on 25th September 2018 and cleaned about half km stretch of Fort Kochi beach. One truck load of garbage was removed from the beach during the cleaning by the volunteers. In order to spread the message of Swachh Bharat to a larger audience a street play on plastic pollution by employees of Cochin Port Trust was also conducted at Fort Kochi Beach area.

Large-scale garbage removal from CIFT Jn to Alexander Parambithara Bridge

Cochin Port Trust is developing a 2.1 KM backwater side Walkway, as a beautiful public space for Cochin City on one side of National Highway NH 966B in W/Island. However the other side of the road as well as nearby roadsides is spoiled by miscreants by throwing garbage. The said National Highway and its sides being maintained by NH Division of Kerala State PWD, the Port is not in a position to clean it regularly. Hence as a onetime measure, Cochin Port Trust cleared the garbage dumped by miscreants on the sides of 3 kms long NH stretch on Willingdon Island from CIFT Junction to Alexander Parambithara Bridge during the campaign period. 30 lorry loads of garbages were shifted to Brahmapuram Waste Treatment Plant.

Valedictory Function

The Valedictory Function of the Swachhata campaign was held on 01.10.2018 at the Conference Hall of Cochin Port Trust. Shri K.V.Thomas, Hon'ble Member of Parliament was the Chief Guest of the function and Shri A.V.Ramana,Chairman (i/c) presided.

A video album on Swachh Bharat, written, composed, sung and created by the music team of Cochin Port, was released by Shri K.V.Thomas,Hon'ble Member of Parliament by handing over the CD to Shri A.V.Ramana (i/c).

Prizes for the various competitions and mementoes for commendable creative support for the campaign were given as per the list attached.

01.10.2018
