

# **SWACHHATA PAKHWADA**

## **DAY : 14**

**BEML LIMITED**



***ORGANISING MINI MARATHON TO  
SPREAD THE MESSAGE OF  
CLEANLINESS.***

***BRANDING & PUBLICITY OF PAKHWADA  
ACTIVITIES IN ELECTRONIC AND PRINT  
MEDIA***

**DAY 14 : ORGANISING MINI MARATHON FOR EMPLOYEES/OFFICERS AND THEIR FAMILIES TO SPREAD THE MESSAGE OF CLEANLINESS.**

**BRANDING & PUBLICITY OF PAKHWADA ACTIVITIES IN ELECTRONIC AND PRINT MEDIA PLATFORMS AT BOTH FILES AND CENTRAL LEVEL. THE NEED TO MAKE USE OF SOCIAL MEDIA SUCH AS MYGOV, TWITTER AND FACEBOOK EXTENSIVELY FOR THE PURPOSE**

On the 14<sup>th</sup> day of the Swachhta Pakhwada, Mini- Marathon was Organised for Executive / Employees and their families to spread the message of cleanliness at our Complex in KGF. Shri. Shankar, Executive Director and Head of the Complex and Chief of HR, Shri. Abenezzer Samir Khess along with the Executives / Employees, representatives of Unions, SC/ST Welfare Association, various Committees & Contract personnel of the Company participated in the program.

Corporate Communication Department of BEML, publicized the Swachhta Pakhwada in the leading Newspaper.





















12/17/2018

BEML Observed Swachhata Pakhwada 2018



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BEML Observed Swachhata Pakhwada 2018



Bangalore: BEML Limited (<https://www.bemlindia.in/>) observed 'Swachhata Pakhwada 2018' from 1st December 2018 to 15th December 2018 at its Corporate Office, Manufacturing Complexes and Offices across the country, including adopting a village at Kolar Gold Fields.

The 15-day programmes featured cleanliness drive in the townships, offices, complexes, schools and its surrounding areas covering various awareness programmes like walkathon fumigation for prevention of mosquitoes, segregation of waste, cleaning of drainages etc.

To create awareness and to promote cleanliness especially among the younger generation, painting & drawing competitions on the theme of the importance of cleanliness, march past and mini-marathon, display of banners and seminars were organized involving company executives, employees and their family members and school children.

Programmes like the door to door campaign on cleanliness, plantation of tree saplings, promotion of clean environment, maintenance of hygiene and discourage the use of plastic were organized. A large number of executives, employees, school children and family members have participated in the above events.

As a policy, BEML has banned the use of plastic water bottles across all its establishments.

Posted Date : 15-12-18

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