Department of Pharmaceuticals under the Ministry of Chemicals & Fertilizers, Government of India observed Swachhata Pakhwada from 16-31\textsuperscript{st} August, 2017.

2. Hon’ble Minister for Chemicals & Fertilizers (Shri Ananth Kumar) and Hon’ble Minister of State for Chemicals & Fertilizers (Shri Mansukh Mandaviya) gave their inspiring messages on this occasion. A copy each of the messages are enclosed. The massive cleanliness drive began on 16.08.2017 with mass pledge administered by Secretary, Department of Pharmaceuticals. All the organizations as well as Public Sector Undertakings under the administrative control of the Department associated themselves in the programme.

3. A press release (copy enclosed) was sent to the Press Information Bureau (PIB) on 16.08.2017 which was uploaded on the website of the PIB on the same date.

4. Special cleanliness drive was conducted in various sections/offices of the Department and the old files/records were weeded out.

5. Department of Pharmaceuticals decided to institute awards for Swachhata which would be given to manufacturers/chemists etc at the Annual Pharma/Medical Devices meet.

6. All the Associations of Pharma Industries, Traders, Medical Devices and Chemists in the country were requested to associate themselves in the programme. Various Pharma Associations have given their inputs on the action taken by them during the Pakhwada, highlights of some of them are given below-

   (i) FICCI has intimated that Pfizer plans to build over 600 toilets and over 400 soak pits across the country where they have centers. Pfizer has been running school sanitation projects since 2015 which helps to build and refurbish sanitation facility in Government Schools. Glenmark has undertaken various sanitation improvement initiatives in various parts of the country. Several other Pharma companies are also observing the Swachhata Pakhwada and contributing to the nation’s drive of making the country clean and dirt free. They have forwarded photographs in this regard.

   (ii) Indian Drug Manufacturers Association has forwarded a press release as per which Pharma Companies like Glenmark, IPCA Laboratories, Bliss Pharma, J B Chemicals and Pharmaceuticals have undertaken initiatives to maintain cleanliness in and around their manufacturing units.

   (iii) Alkem Laboratories Ltd has forwarded photographs highlighting initiatives taken by them during the Pakhwada.

4. Photographs and press releases of some of the companies are enclosed
Press Information Bureau
Government of India
Ministry of Chemicals and Fertilizers

Department of Pharmaceuticals to observe Swachhta Pakhwada

Department of Pharmaceuticals under the Ministry of Chemicals and Fertilizers, Government of India is observing Swachhta Pakhwada from 16-31st August, 2017.

Hon’ble Prime Minister, Shri Narendra Modi has underlined the need for all Ministries and Departments to take up their Swachhta Pakhwada much more seriously and on a substantial scale in order to make clean India a reality.

Action plan of Swachhta related activities prepared by the Department and circulated to all its organizations is being implemented. During the Swachhta Pakhwada, fortnight long cleanliness drives in the office/premises of the Department and autonomous institutes and public sector undertakings under its administrative control are being launched. The Department will carry out various activities relating to Swachhta such as weeding out of files, cleaning of office premises and Establishment etc.

Further, the Department has involved various Pharma and Medical Devices Associations and their manufacturers, traders, retailers and chemists in the country to contribute positively towards this important initiatives of the Government. On 14.08.2017, Secretary (Pharma) took a meeting of the representatives of the Pharma Industries and advised them to (i) create awareness about the cleanliness among the employees and neighborhood areas, (ii) to adopt a defined area and maintain its cleanliness with involvement of the local authorities even after the Swachhta Pakhwada, (iii) to generate awareness for cleanliness drive through media at regional as well as at national level and (iv) to institute awards for Swachhta which would be given to manufactures/chemists etc. at the Annual Pharma/ Medical Devices meet.

A mass pledge on the occasion has been administered by Secretary (Pharma) on 16.08.2017 in the Department and similar pledges were also administered in Pharma PSUs and NIPERs.

VM
Pfizer has been operating in India for over 60 years with the aim of providing therapies to prevent, treat and cure some of the most important diseases that impact people today. Pfizer launched its Corporate Social Responsibility (CSR) Policy in India with the purpose of promoting access to quality healthcare by nurturing innovations, encouraging community involvement of our employees and synergizing efforts in partnerships with government and other stakeholders for collective impact.

Our CSR policy encourages stronger commitment from its colleagues to address some of the healthcare challenges faced by the country. As part of its community outreach program, under Doing Good— an internal Pfizer volunteering platform, our colleagues contribute to community development programs in a purposeful way. One such project is the Pfizer School Sanitation Project started in 2015.

The Pfizer School Sanitation Project aligning with the Ministry’s Swachh Vidyalaya program and the larger Swachh Bharat Mission, helps build and refurbish sanitation facilities in government schools across the country. The first phase of activity has been concluded with sanitation units built in schools across Maharashtra. Currently, in Phase 2 of the program, sanitation units are being built in schools across the cities/states of Delhi, Goa, Lucknow and Mewat.

Pfizer has partnered with the NGO – Habitat for Humanity and Tata Steel to identify schools, construct or refurbish the sanitation facilities in the schools as per the school’s requirement. Tata Steel is providing pre-fabricated toilets for some of these schools. Some of the other activities that we conduct at these schools are sensitization sessions through hygiene workshops using behavioral change communication to see the impact and change in the children, teachers and others who use these refurbished facilities.

In Delhi, we have undertaken the School Sanitation Project in two government schools -Government Girls senior secondary schools Hastal and Nigam Pratibha Hastal, Uttam Nagar to help build and refurbish 28 sanitation facilities. In February this year, our employee volunteers contributed to the build process and engaged school children as they conducted a fun workshop to sensitize them to the benefits of regular hand-washing. A few hours spent on a sunny morning made a real difference to the lives of these children.

This week on 29th August, 2017, the sanitation build activity was completed with over 50 volunteers painting the units and sign boards that had an inspiring and artistic message on the importance of hygiene. The volunteers also conducted workshops in all the primary classes sensitizing them on hand wash and the benefits of hand wash in the long term. The completed sanitation facilities were handed over to the school officials during the Swachhata Pakhwada that the Ministry is celebrating between August 15 – 31, 2017.

Attached along with this letter, you will see some images of the build activity for your perusal.
Pfizer Delhi School Sanitation Project — completion and handing over of facilities

Tuesday, 29th August, 2017
Swachhta Pakhwada- FICCI Federation House

Department of Pharmaceuticals is observing Swachhta Pakhwada from 16th -31st Aug, 2017. Many of the industry members of FICCI’s pharma committee have come forward to join-in wholeheartedly. These companies are taking it as an opportunity to contribute meaningfully in the country’s cleanliness drive and spread awareness, both among their own workers and in the communities around them. Some of these companies are looking to ramp up their existing community sanitation programs across the country.

Lupin would be launching a sanitation drive to observe Swachhta Pakhwada that will continue to run beyond the stipulated 15-days. It plans to build over 600 toilets and over 400 soak pits across the country where they have their centres. It plans to launch a massive awareness program that would involve hoardings, rallies, slogan-writing and distribution of information material. It will be organising village cleanliness drives in 16 villages, and distribute cloth bags to discourage plastic bags.

Pfizer has been running its Pfizer School Sanitation Project since 2015. Under the program, it helps build and refurbish sanitation facilities in government schools across the country. It also runs hygiene workshops in these schools to sensitize students and teachers. In phase 1 of the program it provided 84 sanitation units in 18 schools across Maharashtra. Currently in phase 2 of the program, it plans to provide 133 additional sanitation units across the country which will benefit 14824 students.

Glenmark has undertaken various sanitation improvement initiatives in various parts of the country where they have a presence viz. Sikkim, Goa, Aurangabad, Baddi, Nalagarh, Nashik and Indore. They have launched cleanliness and beautification drives in their vicinities, as well as in some public places such as government hospitals, bus stands and roadside.
They held hygiene sensitization sessions for their workers, local communities and students.

These are just few examples to quote. Apart from the companies mentioned, several other leading Pharma companies are also observing the Swachta Pakhwada and contributing to the nation’s drive of making the country clean and dirt free.

About FICCI:
Established in 1927, FICCI is the largest and oldest apex business organization in India. Its history is closely interwoven with India’s struggle for independence, its industrialization, and its emergence as one of the most rapidly growing global economies.

A non-government, not-for-profit organization, FICCI is the voice of India’s business and industry. From influencing policy to encouraging debate, engaging with policy makers and civil society, FICCI articulates the views and concerns of industry. It serves its members from the Indian private and public corporate sectors and multinational companies, drawing its strength from diverse regional chambers of commerce and industry across states, reaching out to over 2,50,000 companies.

FICCI provides a platform for networking and consensus building within and across sectors and is the first port of call for Indian industry, policy makers and the international business community.

Contact us:
FICCI, Federation House
Tansen Marg, New Delhi- 110 001
Tel: 011 23728760 – 70 (Ext. 355/409)
Fax: 011 233 0714, 011 2372 1504
Email: lifesciences@ficci.com
Swachhata Pakhwada at Alkem Laboratories Ltd

16th August 2017 – 31st August 2017
Inception 1973

Global Presence
Footprints in more than 50 countries

Listed Company on NSE & BSE

Strong Portfolio
of 650+ brands with 1,300+ SKUs. Presence in a wide range of therapy segments.

Geographically Diversified
16 manufacturing facilities (Formulations: 13, API: 3), 6 US FDA approved

Global workforce, >13,000

Focus on R&D
with over 500 scientists focusing on formulation development, API & cGMP BA/BE studies.

RANK 5th
Ranked 5th in the Indian Pharmaceutical Market with a market share of 4.49%. Turnover: 5344 mn.
Overview – Swachhata Pakhwada at Alkem

Our Hon’ble Prime minister envisaged participation of all section of the society in cleanliness programs and activities to make Swach Bharat mission a Jan Andolan, with respect to that Alkem has taken various initiatives at different locations to promote the Swachhata Abhiyan.

Alkem has carried out Various initiatives at different locations like Baddi, Sikkim, Daman, Mandva and Ankleshwar. All employees have actively participated in the cleanliness drive. This initiative has received very good response from the local community and government bodies as well.

Swachhata Pakhwada carried by Alkem were also covered by various newspapers and news channels which provided further impetus to spread the message of clean India on a large scale.

Alkem’s contribution in Swachhata Pakhwada will help us all to achieve our Hon’ble Prime minsters vision of Swachh Bharat to make India clean by 2nd Oct 2019.
Initiatives by Alkem

- More than 200 trees planted in nearby locality and in company premise
- 400 Volunteers from Alkem to drive the initiative
- More than 2000 employees have taken Swachhata Pledge
- More than 70 banners in nearby locality to sensitize about the importance of cleanliness
- Organised Quiz/poster/Painting competition in schools along with distribution of Prizes
- Cleanliness Drives in 10 villages along with Cleanliness Pledge
- Awareness Program to local community through Skits, Street Plays, Rallies at Railway Station, Bus Stand etc
- Cleanliness Drives, awareness program and Pledge in 10 schools and in 1 Hospital covering 3500 students
DAMAN
Cleanliness drive, pledge and awareness Rally in company premise
Rally and Skits by Alkem employees at various public spots
Variety of Activities and Prize distribution conducted in Schools
अलकेम लेबरेटरी ने भीमपूर प्राथमिक स्कूल में मनाया स्वच्छता पर्ववाद

400 लाखधर्म को बाहर स्वच्छता कियो

सार्वजनिक शौचालय को बना दिया
BADDI
Cleanliness drive inside and outside company premise
Tree plantation outside company premise and fixing up of dust bins on road side
Cleanliness drive at one of the government school
एलकेम में सजा स्वच्छता पर्यावरण

रोहिंग्य

बॉडी केल्ट में अरुण राजीव बीमा की अपने अर्थव्यवस्था के लिए एलकेम बैंक में रजिस्ट्रेशन की गई। एलकेम बैंक बैंक के बारे में विवरण देखने के लिए नशीली विकल्पों को प्रदान किया गया।

एलकेम उद्योग ने नया स्वच्छता पर्यावरण

एलकेम उद्योग ने नया स्वच्छता पर्यावरण

एलकेम उद्योग ने नया स्वच्छता पर्यावरण
Ankleshwar & Mandva
Cleanliness drive and pledge in company premise
Cleanliness drive in nearby village and in school
Cleanliness drive at Ankleshwar Railway Station
Cleanliness awareness, Rally and Prize distribution in schools
Press Release – Ankleshwar & Mandva
SIKKIM
Cleanliness drive, pledge and awareness Rally in company premise
Cleanliness drive, Rally in nearby locality and in schools
Cleanliness drive and awareness program in nearby villages
Cleanliness drive, painting competition in Government School, Sikkim.
Cleanliness drive, Pledge and painting competition in one of the Government School, Sikkim.
“Swachh Bharat Swasth Bharat”