Rashtriya Ispat Nigam Limited Visakhapatnam Steel Plant Visakhapatnam Corporate Communications Department Media Release

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## **RINL CMD leads Swachhta hi Sewa Campaign**

RINL-Visakhapatnam Steel Plant organized a mass "Swachhta Pledge" today as part of "Swachhta hi Sewa" campaign in Main Administration Building to highlight the present swachhta campaign being undertaken in the country.



Photo Caption: Sri P Madhusudan, CMD,RINL administering the Swachhta Pledge in VSP today. RINL Directors and large number of employees are seen.

Sri P Madhusudan, CMD, RINL led the campaign in which all the Directors, senior officers of RINL and a large number of employees were present and administered the Swachhta Pledge to mark the occasion. Addressing the employees, Sri Madhusudan said that RINL is moving in a focused way in the cleanliness drive to protect and save the environment and exhorted the employees to participate voluntarily and actively in the promotion of cleanliness and should become torchbearers in the campaign. This campaign would largely help in ensuring good and clean living, protecting working environment and help in reducing the incidence of diseases, he added. He also said that for RINL swachhta does not end with the plant and township, but that the campaign by RINL would also caters to the peripheral colonies and villages too. Sri P.C.Mohapatra, Director (Projects), Sri P Raychaudhury, Director(Commercial), Sri KC Das, Director (Personnel), Sri VV Venugopala Rao, Director(Finance), Executive Directors, General Managers were participated in the campaign. It is worth mentioning that RINL has been taken up a variety of Swachhta activities in the Plant, Township, Mines and schools etc, to implement the national programme initiated by the Hon"ble Prime Minister of India.



PhotoCaption:



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Corporate Communications Dept. RINL - VSP.