



बैंक ऑफ महाराष्ट्र  
Bank of Maharashtra  
भारत सरकार का उद्यम  
एक परिवार एक बैंक

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## Press Release

### **Bank of Maharashtra organises 'Plastic Waste Free India' Drive as a part of the "Swachhata hi Seva' initiative**

**Pune, October 3, 2019:** Bank of Maharashtra organized a cleanliness-plastic waste free India drive on Gandhi Jayanti in line with the government's campaign of 'Swachhata hi Seva'. The initiative was undertaken across all zonal offices and all 1832 branches of the bank across India and was led by the bank's Managing Director & CEO, Shri A S Rajeev. The General Managers, Zonal Managers along with the staff from the Head Office and the Zonal offices actively participated in this initiative. Bank of Maharashtra observed Swachhata hi Seva Campaign during 11<sup>th</sup> September, 2019 to 2<sup>nd</sup> October, 2019 in all offices and branches premises.

BoM Employees paid floral tribute to Father of the Nation, Mahatma Gandhiji and Shri Lal Bahadur Shastriji. Employees of BoM Head Office took 'Swachhata hi Seva' pledge in the presence of Shri A C Rout & Shri Hemant Tamta, Executive Directors and Shri L N Rath, CVO, Bank of Maharashtra. Employees of the bank cleaned the vicinity and pledged to keep the environment plastic free and clean.

This year the theme of 'Swachhata hi Seva' campaign was Plastic Waste Management. During the campaign period branches undertook activities of generating awareness amongst public for plastic waste free India, identification of locations and logistics for plastic waste collection & segregation, sharamdan for general cleanliness at public places, campaign for replacing plastic bags with jute / cloth bags etc.

Employees at various semi urban & rural branches conducted "shramadaan" activities and through lectures, educated villagers about the importance of plastic waste management and cleanliness.

The event marked the fifth anniversary of Prime Minister's flagship programme 'Swachh Bharat Abhiyaan' which was launched on October 2, 2014 on the occasion of Gandhi Jayanti with a vision to achieve a clean India.



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