

BSES shows its commitment to *Swachhh Bharat Abhiyan***Appeals to consumers to participate in this campaign**

- **Hundreds of BSES officials across locations to take ‘cleanliness’ pledge on October 2**
- **Over 15 lakh smses being sent to consumers, urging to them participate in the campaign**
- **To educate school children on the importance of cleanliness**
- **Inter division house-keeping competition to be organised to promote cleanliness**

BSES has joined the *Swachhh Bharat Abhiyan* to provide impetus to the hygiene and cleanliness campaign. Demonstrating its commitment to the cause of keeping Delhi clean, BSES discoms are appealing to their consumers to participate in the *Swachhh Bharat Abhiyan*. Over 15 lakh smses are being sent to consumers, urging them to participate in the *Swachhh Bharat Abhiyan*.

In addition, BSES will also educate the school children on the importance of ‘cleanliness’ as part of its ongoing school program.

BSES Rajdhani Power Limited (BRPL) and BSES Yamuna Power Limited (BYPL) supply electricity to an area panning 950 sq. kms, divided into 33 divisions. The discoms have made it a mission to keep their offices clean. As part of this campaign, BSES discoms have launched a month long cleanliness drive and efforts are being to make the offices scarp-free as far as possible. To add a fun-element and a competitive spirit in this campaign, an inter-division house-keeping competition is also being organised between October 2 and 31, 2014.

On October 2, 2014, hundreds of BSES officials will take the “Cleanliness” pledge to keep their offices and work areas clean.

According to a BSES spokesperson, “Cleanliness is not an activity lasting a few hours or a few days. It should be made part of our every day life. Small efforts every-day will add-up to big results. Discharging its role as a responsible corporate citizen, BSES is promoting *Swachhh Bharat Abhiyan* among consumers.”
