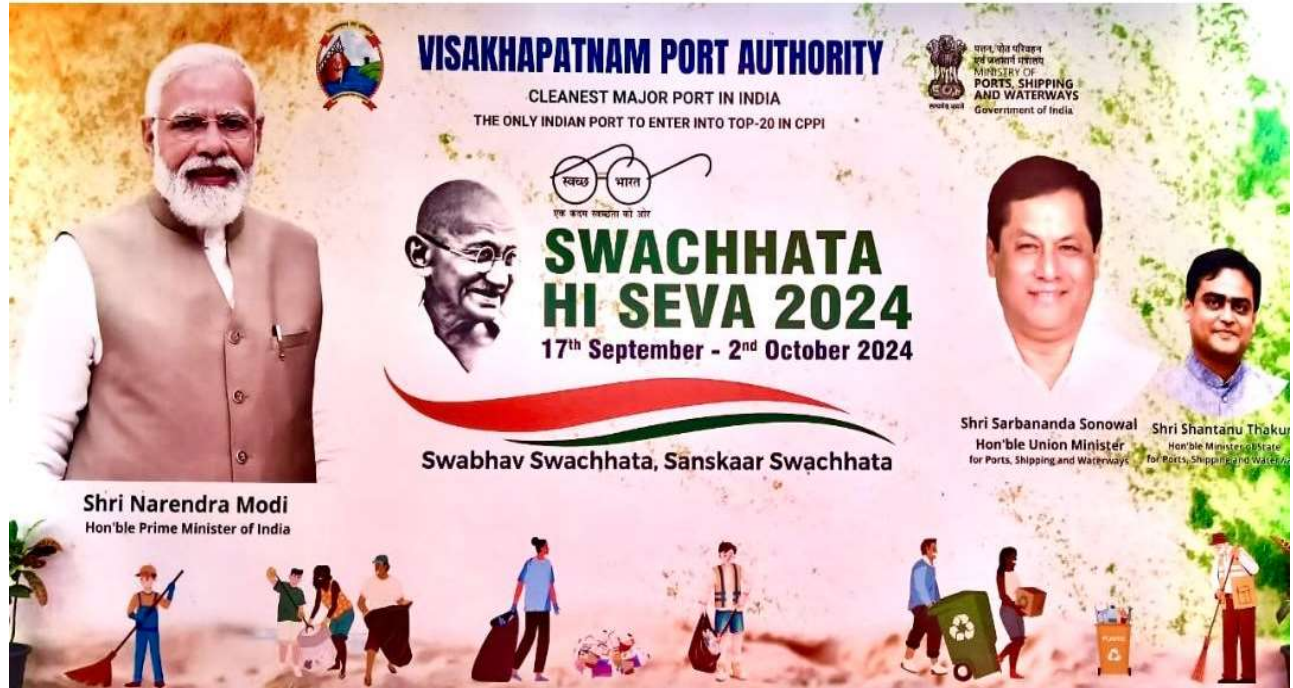


# SWACHHATA HI SEVA - 2024



## SWABHAV SWACHHATA – SANSKAAR SWACHHATA

On 15th August 2014, from the Red Fort, the Hon'ble Prime Minister called for making Swachhata a national priority through public participation. This led to the launch of the Swachh Bharat Mission on 2nd October 2014, involving all levels of government. The entire nation united, creating the world's largest mass movement for cleanliness.

21.09.2024

# Report on Swachhata Hi Seva 2024 Programme - Visakhapatnam Port Authority

Event Date: **21st September 2024.**

Venue: **Paderu, Alluri Sitarama Raju District.**

## Introduction:

As part of the nationwide Swachhata Hi Seva (SHS) 2024 campaign, the Visakhapatnam Port Authority (VPA) organized a significant event at Paderu, a tribal region in the Alluri Sitarama Raju district of Andhra Pradesh. This initiative aimed to reinforce cleanliness, environmental sustainability, and community participation in the tribal belt, aligning with the Government of India's (GoI) flagship programs.





## Objective:

The event focused on a Mega Plantation Program where 20,000 fruit-bearing and avenue plants were set to be planted in tribal areas. The initiative is linked to the campaign #EkPedMaaKeNaam, highlighting the contribution to the environment and community under Swachh Bharat Abhiyan and other GoI schemes.



## Event Highlights:

### Launch of the Plantation Program:

During the event, 600 plants were successfully planted on the first day, with plans to complete the target of 20,000 plants by 30th September 2024. The plantation drive aims to improve the green cover in tribal areas while enhancing the livelihoods of the local tribal communities.

## Participation and Engagement:

A significant number of Adivasi (tribal) members participated in the event, demonstrating strong community engagement. This initiative is expected to boost tribal participation and involve them in national programs, further ensuring sustainable development and environmental conservation.



## Program Support:

The event received support and recognition from key Government bodies, including the Ministry of Shipping, represented by @shipmin\_india, and @PMOIndia, reinforcing the alignment with GoI's mission to bring closer developmental programs to underserved tribal communities.



## **Special Focus on Tribal Empowerment:**

The event stressed the importance of Adivasi participation in national campaigns, ensuring that marginalized communities benefit from environmental initiatives. This plantation program is part of a broader effort to bridge the gap between GoI programs and tribal populations by fostering sustainability and self-reliance through ecological development.



## **Impact and Outcomes:**

- The immediate planting of 600 trees is a crucial step toward achieving the larger goal of 20,000 trees, which will help in:
- Increasing fruit availability for local consumption and potential market opportunities.
- Creating employment opportunities for the tribal community through care and maintenance of the plantation.
- Contributing to environmental conservation efforts by increasing forest cover and reducing carbon footprints in the region.
- The program is expected to play a role in creating environmental awareness among tribal populations and their active involvement in GoI schemes, fostering both social and economic benefits.

## Conclusion:

The Swachhata Hi Seva 2024 event at Paderu, organized by Visakhapatnam Port Authority, marked a successful beginning in creating green spaces in tribal areas. Through the active participation of local communities and alignment with GoI's environmental and tribal upliftment programs, this initiative sets a precedent for future events aimed at sustainable development and enhanced tribal participation in national schemes.



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