



The Goa factory of Berger Paints India hosted a sapling plantation ceremony as a part of Swacch Bharat Abhiyan drive.

Berger Paints India is pleased to inform that its Goa factory at Kundai Industrial Estate area hosted a sapling plantation ceremony on 13th August, 2018 under the Swacch Bharat Abhiyan drive. It was a joint initiative by Berger Paints, Essel Propack, Chemtrol, Oriental Containers Ltd., Hindustan Uniliver Ltd. and Paper Pack Industries.

It gives us immense pleasure to inform that this factory was chosen as it was found to be the most green, clean and best suited to host the ceremony according to IDC officials.



The Chief Guest for the ceremony was Hon'ble Governor of Goa, Dr.(Mrs.) Mridula Sinha. She is also the brand ambassador of the Swacch Bharat Abhiyan for Goa, as appointed by the Hon'ble Prime Minister of India, Mr. Narendra Modi. The programme began with the lighting of the traditional lamp by Mr. Narayan Gad, the Managing Director of Goa Industrial Development Corporation (GIDC) in the presence of esteemed dignitaries of various industries.

To mark the beginning of the drive, Dr.(Mrs.) Mridula Sinha planted Tulsi saplings in and around the Berger Paints factory. "Tree plantation drive is an

essential commodity of Swachh Bharat Abhiyan; infact it is one of the festivals in the monsoon season. Trees are like our ancestors. They protect us like their children by providing us with pure air, shadow and other resources. They are selfless and continue to be resourceful for generations. Hence, it is our primary responsibility to protect them," stated Dr.(Mrs.) Mridula Sinha. She also mentioned that lessons on cleanliness and hygiene of our body, mind and surrounding has been a part of our value system and we must treasure it.



She has been encouraging various factories in the Goa region to innovatively propagate the Swacch Bharat message. We are proud to announce that Team Goa has both, initiated and completed work on environment protection in almost all the areas suggested by the Hon'ble Governor. As part of the occasion, employees of Berger Paints along with students of a

nearby college painted a periphery wall in "Paint the wall" initiative and were awarded.

This innovative drive fostered team work among the employees and sensitized the society about the environment and to increase the green cover of the beautiful state of Goa.