



**BHARAT DYNAMICS LIMITED**  
(A Govt. of India Enterprise under Ministry of Defence)  
Corporate Office: Gachibowli, Hyderabad

BDL/104/BD - CC/MR/04

2 Oct 2023

**BDL Media Release**

**BDL takes up one-month long Swachhata Campaign 3.0**



Bharat Dynamics Limited (BDL) will be observing Swachhata Campaign 3.0 across all its units and offices as a tribute to Mahatma Gandhi. The Company has drawn up a month-long programme comprising a variety of events with a thrust on active participation of all employees of the Company.

As a part of Swachhata Campaign 3.0, BDL will be taking up several tasks such as waste disposal, space management, rules / process simplification, beautification of working places, weeding out old files including e-files, plogging of plastic waste, sapling plantation in and around factory premises, cleanliness drive in public places etc. To

sensitize the importance of cleanliness among children, a quiz/slogan and essay writing competitions are proposed to be conducted during the month-long event.

Today, on the occasion of Gandhi Jayanti, Commodore A Madhavarao (Retd), Chairman and Managing Director, BDL paid floral tributes to Mahatma Gandhi at BDL Bhanur Unit and participated in Shramdaan along with Directors, senior executives and employees of the Company. 'Swachhata oath' was administered to all present on the occasion.

"Mechanized Cleaning", which enables faster and greener cleaning process through machines, was done at BDL Township at Bhanur Unit.

In his address, Commodore A Madhavarao (Retd), CMD, BDL highlighting the importance of cleanliness in one's surrounding urged the employees of the Company to actively participate in Swachhata Campaign 3.0. He advised them to make 'Shramdaan' as a way of life for nation-building.

Shri N. Srinivasulu, Director (Finance), Shri P V Raja Ram, Director (Production), Dr Upender Vennam, IPoS, Chief Vigilance Officer, BDL, Shri L Kishan, General Manager & Unit Head (Bhanur Unit), BDL and senior officials and employees of the Company were present.

An exhibition on rare stamps collected by Dr Upender Vennam, IPoS, Chief Vigilance Officer, BDL, depicting the life and works of Mahatma Gandhi, was inaugurated by CMD, BDL on the occasion.

Employees present at Kanchanbagh and Visakhapatnam Units were also administered 'Swachhata oath', who later participated in 'Shramdaan' in their respective units.

---XXX---