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Siegwerk India Launches 'Clean Bhiwadi Green Bhiwadi' Campaign to Transform the City's Environment with a Major Cleanliness Initiative

Siegwerk Druckfarben AG & Co. KGaA, one of the leading global providers of printing inks and coatings for packaging applications and labels, announces the launch of its ambitious waste management drive with an aim to transform the environment in Bhiwadi and its surrounding areas. This initiative under the aegis of its Corporate Social Responsibility program is a part of its commitment toward making a cleaner and healthier community. The project team comprises environmental experts and solid waste specialists, with close monitoring and support by Siegwerk India's CSR team.



At the commencement of this initiative, Mr. Ashish Pradhan, President, Siegwerk Asia commented "This cleanliness drive is not just a project, but a commitment to improving the environment and quality of life in Bhiwadi. It's a matter of honor for the company to be able to work towards a healthier community. In addition, this project is aimed at creating awareness around environmental cleanliness, especially in industry-forward areas. Siegwerk India's CSR team would closely

monitor the progress of the project to meet the projected purpose and help open an avenue for more projects in the future.”

The project, starting from September 2024, will entail clean-up on either side of the Alwar bypass road, beginning from Bhiwadi Mode to Siegwark India factory about 20 -25 km. daily. In the first phase, Siegwark India will concentrate on removing garbage along the main roads and ensuring its proper disposal in designated dump yards. To promote sustainable practices and reinforce the importance of maintaining cleanliness, banners will be placed along the cleaned routes, and Siegwark employees will be present to engage with the local community.

In the second phase, the team plans to shift focus to improving waste management infrastructure in the region. The works will include setting up efficient dumping yards, deploying machinery for waste collection, and implementing segregation practices. They will be the long-term solutions toward proper waste management, and the cleanliness drive will really impact the community. In addition, as Bhiwadi is a border town of Haryana and Rajasthan, it lies in a very complex geographical and administrative setup. Siegwark India is thereby closely coordinating with the local administration, including the representatives from Bhiwadi Municipal Corporation and the sarpanch from various other villages. This would be critical in order to coordinate the project effectively and address the specific needs of the community.

By addressing the immediate issue of roadside garbage and implementing long-term waste management solutions, Siegwark aims to set a precedent for environmental initiatives in the region.



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