

MICRUTS NEWS

A Social and Community Welfare INITIATIVE



A Cleanliness Drive

Our MICRUTS Foundation, an NGO working in the field of skill development in rural areas/urban slums in India, undertook a social welfare initiative on 28th August 2015, by conducting cleanliness drive at Noida sector-15 metro station. The initiative was spearheaded by the President of Foundation, Mr. Sanjay Nagi, supported by volunteers from the Foundation staff and other Noida based corporate entities including Market Insight Consultants, Cosmic Group, Bonton Holidays, IFI Realty, AAG, ASOCON.

The cleanliness drive was conducted in memory of Late Dr APJ Abdul Kalam, former President of India and also stands as symbolic gesture of support towards Swachh Bharat Abhayan envisioned by our Honorable Prime Minister Sh. Narendra Modi.

While inspiring the young volunteer team, Mr. Nagi mentioned that MICRUTS Foundation is trying in its own small way to spread the message of importance of civic cleanliness and effect positive behavioural outcomes among the general populace towards keeping the city clean. Corporates are playing their roles in civic cleanliness through their CSR initiatives but such campaigns need to be organized at regular intervals to augment the awareness and key behaviour adoption, Mr Nagi added.

The event was preceded by involving Noida Traffic Police and personal meeting of Foundation President Mr. Sanjay Nagi with SSP, Noida who whole heartedly supported the event.

People showed great enthusiasm in participating in the campaign. The volunteers undertook the drive with great enthusiasm by cleaning of roads, clearing posters and improving drainage.

MICRUTS Foundation believes that there was a significant though temporary social/societal impact which it plans to continue to enhance.

SNAPSHOTS



Team MICRUTS with volunteers from nearby corporates ready for cleanliness drive.



Team MICRUTS encouraging road side street vendors for cleanliness.



Team in full swing cleaning outside areas of Noida sector 15 metro station.



Impact on public- People joined us in the drive and supported the campaign



Other corporate volunteers participating and supporting the campaign



The event was well supported by Noida Police Officials who perceived the MICRUTS difference



Clearing Posters and enhancing aesthetics of public areas



Team MICRUTS and other corporate volunteers collected together after a hectic round of non office work!!

Anyone wishing to support MICRUTS Foundation may contact - sanjay@marketins.com/arti@marketins.com.