



Malls join hands with TMC for Swachh Bharat

dna correspondent @dna

Thane: While civic authorities, schools and residential societies are already engaged in Swachh Bharat Abhiyan, the mission gained momentum with the participation of mall as well as developers.

The latest entrant is Korum Mall that took up a clean-up drive at TMC school no13 at Khopat. The initiative has been supported well by civic chief, mayor and the education department.

Each month the mall team has pledged to dedicate 100 working hours till October 2015 towards the initiative.

Deva Jyotula, general manager of the mall, said, "Swachh Bharat Abhiyan is a practical and thoughtful campaign launched by PM. On Children's Day, we have initiated this drive in a school to instill the importance of hygiene and sanitation among the young minds."

Developers too have planned to take up the initiative. Shailesh Puranik, managing director of Puranik developers, said, "We have some places and schools in mind and to start the drive."

A spokesperson from Reliance outlet at Pokharan Road said, "Our team is conducting the drive on regular basis and we have made point to clean up the area nearby."