



Press Release

Taxi/Auto workers unions extend support to Malinya Muktham Nava Keralam Campaign

Thiruvananthapuram, Nov 15: Auto-taxi workers have joined Kerala's march to make the state clean, green and healthy as part of the ambitious campaign to make it the cleanest state in India.

All major trade unions in the sector have joined hands with the government to spread the message to the masses in the capital city. They will distribute publicity materials prepared by the Malinya Muktham Nava Keralam campaign secretariat to create awareness among the public.

Minister for Local Self Government Shri MB Rajesh launched the campaign publicity materials - danglers and brochures, in the presence of trade union leaders of the sector at a meeting with them in his chamber held here on Wednesday.

The unions will participate in the pilot project by distributing brochures to customers and by hanging flyers/danglers of the Garbage-Free Kerala campaign on their taxis and autorickshaws. The materials carry the slogan "Njangal Pankalikal" (We are Partners).

The flyer is designed to be hung on the rearview mirrors of auto-rikshaws and taxis. The auto and taxi drivers will also display a QR code for passengers to report vulnerable garbage points (garbage dumps).

The brochure contains the campaign details along with the details of approved auto taxi fares and Motor Thozhilali Kshema Nidhi (Motor Labourers' Welfare Fund). The brochures are designed in such a manner that it can be kept in the glove box in case of cars and stuck on the backside of the driver seat in the case of autorickshaws.

Appreciating the support of the trade unions in the state government's sanitation drive, Shri Rajesh said it would help take the message to a broader audience. "This is a major gesture on the part of trade union leaders, which will encourage more sections of the society to participate in the campaign," he said. "I expect their continued support till the completion of the campaign and make it a huge success", he added.

Shri P Rajendrakumar, CITU, Shri VR Prathapan, INTUC, Shri Santhivila Sathi BMS and Shri P Ajithkumar, Kerala Taxi Drivers Organisation participated in the publicity materials launch event.

The garbage-free campaign is organised by Local Self-Government Department and is supported by Haritha Keralam Mission, Kerala Solid Waste Management Project (KSWMP), Suchitwa Mission, Clean Kerala Company, Kudumbasree, KILA and all Local Self-Government Institutions with the people's participation.

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