



**#SwachhataPakhwadaAbhiyaan**

**(1<sup>st</sup> Sept till 15<sup>th</sup> Sept 2022)**

#SwachhataPakhwadaAbhiyaan to dedicate fortnight of intense focus on the issues and practices of Swachhata by engaging GOI Ministries/Departments in their jurisdictions.

OPPI ran this campaign on its social media handles; on Twitter and LinkedIn, tagging the relevant handles, and the following slides share the glimpses of the same.

#SwachhtaPakhwada #स्वच्छतापखवाड़ा



**OPPI India**  
@OPPIIndia

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Supporting the #swachataPakhawada #स्वच्छतापखवाड़ा here's what our DG @VivekSeigell has to say:  
@SwachhBharatGov @swachhbharat @Pharmadept @OfficeOf\_MM @mansukhmandviya @bhagwantkhuba @rajneeshtingal




"Cleanliness & sanitation play a vital role in the medical & pharmaceutical industries to ensure highest standards of patient safety and provide efficient healthcare services. Initiatives such as Swachhata Pakhwada go a long way in underlining the need for cleanliness and we, at OPPI, applaud the efforts of the Department of Pharmaceuticals, Ministry of Chemicals & Fertilizers in this initiative and extend our wholehearted support towards the same. In fact, our member companies continue to remain committed to and practice it to ensure the highest standards of quality"

**Vivek Sehgal**  
DG, OPPI

**Post Theme:** Mr. Vivek Sehgal's message on the campaign  
**Date of Publishing:** 1st September

Platforms	Impressions	Engagement	Engagement Rate
LinkedIn	405	19	5%
Twitter	157	13	8%



**Post Theme:** Swachh Bharat Mission Post  
**Date of Publishing:** 6<sup>th</sup> September

Platforms	Impressions	Engagement	Engagement Rate
LinkedIn	256	3	1%
Twitter	236	9	4%



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By adopting the 3 R's - Reduce, Reuse & Recycle - we can keep our homes, surroundings and the environment clean. At OPPI, we wholeheartedly support the ongoing #SwachhtaPakhwada campaign & encourage you to adopt a more sustainable way of living.

@MoHFW\_INDIA @Pharmadept



**What should you**

**REDUCE**

- Electricity, fuel & water consumption
- Usage of plastic, paper & packaged items
- Food wastage
- Purchasing non-sustainable items

**REUSE**

- Plastic containers, bags, boxes, etc.
- Clothing & shoes
- Glass bottles & cups
- Envelopes, file folders, clips, etc. at work

**RECYCLE**

- Plastic items
- Metallic household items such as tin foil, cans, etc.
- Glass items in the kitchen, bathroom & living rooms
- Personal items you no longer use such as clothes & gadgets

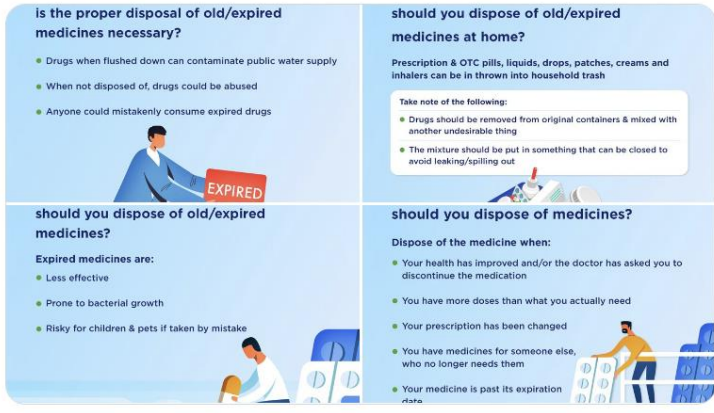
**Post Theme:** Reduce, Reuse & Recycle

**Date of Publishing:** 8<sup>th</sup> September

Platforms	Impressions	Engagement	Engagement Rate
LinkedIn	259	4	2%
Twitter	166	5	3%



It's important to keep a check on the medication & dispose it off, in a right manner, to avoid any patient harm. At OPPI, we stand in support with the [#SwachhBharatMission](#) and extend our participation in the ongoing [#SwachhtaPakhwada](#). [@Pharmadept](#) [@MoHFW\\_INDIA](#)



**Is the proper disposal of old/expired medicines necessary?**

- Drugs when flushed down can contaminate public water supply
- When not disposed of, drugs could be abused
- Anyone could mistakenly consume expired drugs

**should you dispose of old/expired medicines at home?**

Prescription & OTC pills, liquids, drops, patches, creams and inhalers can be in thrown into household trash

Take note of the following:

- Drugs should be removed from original containers & mixed with another undesirable thing
- The mixture should be put in something that can be closed to avoid leaking/spilling out

**should you dispose of old/expired medicines?**

Expired medicines are:

- Less effective
- Prone to bacterial growth
- Risky for children & pets if taken by mistake

**should you dispose of medicines?**

Dispose of the medicine when:

- Your health has improved and/or the doctor has asked you to discontinue the medication
- You have more doses than what you actually need
- Your prescription has been changed
- You have medicines for someone else, who no longer needs them
- Your medicine is past its expiration date

**Post Theme:** Advisory on safe disposal of medicines  
**Date of Publishing:** 15<sup>th</sup> September

Platforms	Impressions	Engagement	Engagement Rate
LinkedIn	317	27	9%
Twitter	156	15	10%

**THANK YOU**