

2012 Beach Cleanup: SSMC Makes a Green Statement towards Environmental Sustainability together with Meridian Junior Collage



On 19 May, a lovely cloudy Saturday morning, a Beach Cleanup event, was jointly organized by SSMC and Meridian Junior College in Pasir Ris Beach of Singapore.

With the aim to cultivate in the young minds a greater sense of responsibility towards the environment, a group of 220 volunteers were gathered, and worked to improve the Pasir Ris beach.

Mr. Jagadish, CEO of SSMC shared in his opening speech a story of starfish which illustrated how we all can make a difference in preserving and protecting our environment and keeping our beach clean and beautiful.

He elaborated that **SSMC is a socially responsible manufacturing company which has always been focusing efforts on energy and water conservation, and reduction in waste and green house gas. Since 2004 we have partnered with educational institutions to promote environmental sustainability and spread the message of “Saving the Environment starts with ME “. Our programs reach out to both our staff and also the younger generations through these meaningful green activities.** He appreciated the efforts of all participants who took personal responsibility and work to maintain a clean community.



FUN FACTS ABOUT 2012 SSMC-MJC BEACH CLEANUP

Participants	<ul style="list-style-type: none"> SSMC staff + Family members Meridian Junior Collage Coral Primary School Elias Park Primary school Meridian primary school
Number of volunteers	220 people
Number of bags collected	~20 bags
Total weight of the waste	138 Kg collected in just 1.5 hours
Length of shoreline cleanup	1 Kilometer
Kind of waste collected	<ul style="list-style-type: none"> Inconsiderate litters: recreational activities debris, food waste Plastics: bags, bottles Dangerous sharp items : glass bottles

“We are glad to play an active role in making our coastline clean and beautiful. Not only does the litter pollute the ocean but it also can harm marine life. It was a great opportunity for our students to learn the importance of protecting our environment, our ocean, our earth”, said Mr. Chong Kian Seng, teacher of Meridian Junior College.

SSMC volunteer, Daphne Liu, also expressed that she will continue to encourage her friends, family to join the future beach cleanup activities. **Through our actions in the beach cleanup, we realize the spirit of “giving back to the society”. I believe that if each and every one of us keeps playing one’s part in saving the environment. Together, we will make a difference.**

The program ended with prize presentation to beach Cleanup champions as well as the winners of the Environment Drawing competition and SSMC Environmental Achievement Quiz

SSMC Environmental Committee would like to thank all volunteers who participated the event. Let us continue to make a different and make our Earth a better place to live in!

