

WORLD TOILET DAY: ERAM TO LAUNCH 'RESPONSIBLE PUBLIC SANITATION' CAMPAIGN



Kochi: Thiruvananthapuram-based **Eram** Scientific Solutions, manufacturers of India's first electronic toilets named eToilet®, has firmed up plans to spread the message of 'Responsible Public Sanitation' to mark the World Toilet Day. World Toilet Day is being observed across the world on November 19 under the aegis of the United Nations.

"This is the first time in India that a campaign to promote Responsible Public Sanitation is being initiated. Responsible Public Sanitation is conceptualised to complement the 'Swachh Bharat Abhiyan' launched by the Union Government. Eram is all set to launch a campaign to create awareness on how to responsibly make and maintain sanitation facilities in homes and public places" said Dr. Siddeek Ahmed, Chairman and Managing Director, Eram Group.

The company has developed short videos, leaflets and other promotional materials to create awareness and inspire action among various stakeholders, to tackle the sanitation crisis. These awareness

materials will be screened and distributed across schools and colleges. Besides, the company is also organising a drawing competition for children based on the theme. The one- week campaign will begin on November 13. Eram Scientific has sought the support and participation of all stakeholders, including the public, civic body officials, technical partners, policy-makers, the media etc. in promoting the concept of Responsible Public Sanitation.