



SWACHH BHARAT MISSION

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Swachh Bharat Mission & Swachhata Action Plan

An initiative started with a vision to mainstream Swachhata across all Ministries, Departments and attached offices. Swachhata Pakhwada started in April, 2016 with the objective of bringing a fortnight of intense focus on the issues and practices of Swachhata by engaging the Government of India. Swachhata Pakhwada initiative was envisaged by the Hon'ble PM to keep SBM momentum continuing throughout the year. The Swachhata Pakhwada is a special initiative initiated by the Hon'ble PM as a part of the Swachh Bharat Mission, aimed at mainstreaming sanitation and cleanliness in all Ministries and their programmes in the Government of India- a Step towards making the Swachh Bharat Mission "Everyone's Business". As per the Order of Ministry of Jal Shakti, Swachhata Pakhwada has been celebrated from 16th June 2022 to 30th June 2022 by the Ministry of Coal in its offices located in Shastri Bhawan, Lok Nayak Bhawan, CIL and its subsidiaries, NLCIL and SCCL.

CIL and subsidiaries:-

Swachhata Pakhwada was observed by CIL from 16th June 2022 to 30th June 2022. Several Activities were conducted keeping in view the directive issued and list of activities directed by the Ministry.

With the onset of Swachhata Pakhwada more than 45000 employees all across the company physically and electronically took pledge to keep their surroundings clean at more than 400 operating units/areas/mines. In the 15 days Swachhata pakhwada more than 600 IEC/Awareness/Social Media campaign about topics like Say No to Single Use Plastic, personal health and hygiene, women

health were conducted all across the subsidiaries reaching to more than 90000 students, youths and villagers.

In a unique concept of setting up of plastic collection centers during the campaign 206 such centers were set up across Coal India and its subsidiaries. Regular shramdaan in form of cleaning of office premises and surrounding were carried all throughout the Pakhwada period for more than 12000 hours. 17000 students participated from all units/area/mines/CIL HQ in more than 200 different competitions like Painting, Quiz, Slogan Writing, Essay, Rangoli, Poster making, Face painting etc organized on different topics related to Swachhata.

Mass plantation drive were carried with support of government authorities with identification of plantation area where more than 50000 saplings have been planted all through the Pakhwada period within office premises and beyond. CIL and its subsidiaries also distributed 4900 dustbins and 418 walls have been painted with message of Swachhata for creating mass awareness regarding importance of cleanliness and protection of environment.

To support people in switching from single use plastic to eco friendly alternatives more than 31000 Jute/Cloth bags were distributed among local people in and around the operating units of CIL and subsidiaries. To convey strong message on Swachhata more than 100 Nukkad Natak was conducted in schools/colleges/villages during the Pakhwada. MCL organized Radio broadcasting on Swachhata was done as part of innovative initiative. Total 15 no. of. Episodes were broadcasted on All India Radio. Distribution of Sanitary Napkins, booklets were also done by CIL and subsidiaries.

Rain Water Harvesting structures were created and strengthened at all the subsidiaries in different capacities totaling to collection of more than 26 lakhs liters of rain water. Apart from the above, distribution of PPE, Masks, Sanitizers were also carried benefitting more than 15000 local population.

Coal India is a responsible corporate citizen and committed towards its social and corporate responsibility for creating awareness all through creative and innovative activities during such focused campaigns and shall continue to do so in future.

Brief of activities conducted at Coal India Limited, HQ Kolkata (16th-30th June 2022)

Swachhata Pakhwada was observed by CIL from 16th June 2022 to 31st June 2022. Several Activities were conducted keeping in view the directive issued and list of activities directed by the Ministry. Brief Report on Activities conducted at CIL under Swachhata Pakhwada in chronological manner are as under:

1. Oath Taking Ceremony 16.06.2022 :

Chairman, CIL administered the Oath Taking Ceremony on the starting day of Swachhata Pakhwada where around 100 employees participated and took oath in Hindi and English. A virtual link was also created on CIL website for employees for taking oath virtually.

2. Promotion of Swachhata to banners and posters through circulated through social media handles 16-30th June 2022 :

Infographics based on Swachhata theme was created and every day it was posted through CIL social media handles for wider circulation and reach about do and don'ts for creating a greener and cleaner environment. Posters gathered a lot of likes and shares on social media.

3. Distribution of Jute Bags among local buyers and vendors 17.06.2022 :

100 pieces of Jute Bags were distributed among local buyers and vendors and they were requested to say no to single use poly bags as they create harmful effects on the environment. The vendors were requested to request buyers to bring their own carry bags for buying fruits and vegetables.

4. IEC activity and Informative Leaflet Distribution among local buyers and vendors 18.06.2022-19.06.2022 :

100 jute bags distributed among the local vendors and the buyers contained leaflets in local language stating say no to plastic bags and yes to cloth and jute bags. The leaflet were distributed among the vendors and awareness activities were conducted between masses for spreading the message of Swachhata and adopting sustainable practices. Proper record of beneficiaries along with photography and videography was carried.

5. T-Shirt painting activity among school students 20.06.2022:

In order to make the children understand the concept of recycling, a t-shirt painting activity was conducted among the school children, the children were given white shirt, a piece of chart paper and colors. The children tried their hands on impression art and embossed it in their t shirt to create beautiful creatures like butterfly, tiger etc. This activity was planned to make them understand that if old items of plastic needs to be reused it can be painted creatively to recreate attractive items for re-use and best can be created out of waste. Around 60 students participated in the activity and they enjoyed the activity and learnt a lot.

6. Awareness Session of Health and personal hygiene among school students 20.06.2022:

An awareness session with doctor working in medical division of CIL was conducted with school children where the doctor explained different diseases that can occur due to staying dirty and unhygienic. The doctor also explained about hand washing and how to maintain personal hygiene and healthy lifestyle. Questions were asked from students and the session was very fruitful and informative.

7. Telecasting short movies on saving earth from plastic and plastic recycling 20.06.2022:

Two short movies were showed to the children of rural school during an interactive session arranged by CIL within its campus. The movie spread a message as to how throwing plastic water in rivers and drains and harm aquatic life and the second movie was about the 4R concept of recycling Reducing, Recycling, Reusing and Reordering. The students viewed the movie with utmost interest and understood the concept very well. Around 60 students with school teachers were benefitted by the program.

8. Cleaning of Office Premises and Rohini Complex 16-30.06.2022:

Through regular cleaning of office premises is carried out daily, however, during the Pakhwada period rigorous cleaning of office premise including toilets, galleries, meeting rooms was conducted. Also, it was ensured that all plastic bottles used during the meeting is replaced by steel bottles.

9. Distribution of Jute Bag to house-helps of Residential Housing Complex of CIL

employees containing personal hygiene kit 21.06.22:

A programme for house helps of residential colonies of CIL employees were organized where house helps working in different households of the colony was distributed Jute Bags containing leaflet and personal hygiene kit. The house helps work in different houses and it is very important that they take care of themselves. Around 100 kits with Jute bag was distributed to the house helps.

10. Awareness session on menstrual hygiene and hand washing among house-help of Rohini Housing Complex of CIL employees 21.06.22.

During the distribution camp, awareness session was organized with the female house helps about menstrual hygiene and hand washing technique that they can teach their children. Some of these house-helps are caretaker to infants of CIL employees, hence, it is very important to teach them lessons on Swachhata as they spend most of the times with children, they can teach the children healthy habits. Around 30 females participated in the session.

11. Essay competition among employees of CIL 22.06.2022

Essay competition was organized on the topic Swachhata is not an option for employees of CIL. Around 25 employees participated in the essay competition. The prizes were given during the closing ceremony of Swachhata Pakhwada.

12. Essay competition among students of nearby school 23.06.2022

Essay competition in two categories one from 6-8 and the other from 9-10 class was organized with school students of Mayapur,

West Bengal. Around 127 students participated including both categories and wrote essay on Swachhata in not an option. The essay was judged on basis of several parameters and winners were awarded during the closing ceremony.

13. E-waste collection drive and Zero Waste Mart at residential complex of CIL employees 24-25.06.2022

In an unique initiative by CIL under Swachhata Pakhwada, an e-waste collection kiosk was set up in residential colony of CIL employees were residents were requested to collect e-waste from their houses and submit the e-waste like discarded mobile phones, wires etc. The kiosk gathered huge footfall and several items were collected during the e-kachre se azadi campaign. A zero Waste Mart was also set up during the occasion, where creative items made of waste material were displayed for sale for spreading the message of sustainable development. The stall gathered huge footfall and materials like pencil stands made out of old newspapers were bought by the students in large numbers.

14. Distribution of blue and green dustbin at public places inside residential complex of CIL employees 28.06.2022

The twin bin were installed in 6 nos at prominent locations in residential colony of CIL employees to promote less littering in the campus.

15. Rain water Harvesting and Waste Water recycling unit at CIL 29.06.2022

There are two underground water tanks built at CIL office complex for rain water harvesting, where rain water is collected on the roof the office building and from the pavement and hence the pavement are provided with slope of 1:100 . All the water gets collected in the two

tanks for use. There is one underground water tank at CIL residential complex for storage of the harvested rainwater. The rain water is collected through storm water catch pits and stored in rainwater harvesting tanks. The water stored in the tank is used for gardening purpose by means of submersible pump. The rain water collected at the recharge pits at CIL office and residential complex (through storm water drains) help replenish the ground water tables.

16. Sapling plantation at residential colony of CIL employees 29.06.2022

As a part of Swachhata Pakhwada, Environment Division CIL, Kolkata in collaboration with Rohini Housing complex Coal India Ltd, undertook plantation program on 29.06.2022, led by GM (Env) CIL, Kolkata & Secretary, Rohini Housing complex Coal India Ltd. About 30 individual person were present in the program.

Some of the names of saplings planted are Lychee (Litchi chinensis), Sapodilla (Manilkara zapota), Guava (Psidium guajava).

17. Closing Ceremony and Prize Distribution with felicitation of Swachhata Karmi working at CIL offices, guest house and residential colonies 30.06.2022

On successful completion of Swachhata Pakhwada on the closing day of the Pakhwada, a prize distribution ceremony was organized to distribute prizes of events conducted during the Pakhwada period. Also , to felicitate the Safai Karmi working in CIL and residential colonies to keep the area green and clean Jute bags along with personal hygiene kit containing one toilet soap, one bath soap, one nail cutter, one small towel, one comb , one toothbrush and one tongue cleaner. 100 safai karmi was felicitated during the programme.

Sl. No.	Activities	Requirements	BCCL	CCL	WCL	MCL	ECL	NCL	SECL	CMPDIL	CIL HQ
1.	Pledge Taken	Location	13	14	110	41	35	81	91	15	1
		Participants	326	4500	7850	5627	7000	9031	10510	1205	100
2.	IEC/Awareness Activities (Internal)	No. of Activities	1	40	24	11	3	51	117	16	1
		Participants	70	3700	2430	1080	10000	10490	5589	547	800
3.	IEC/Awareness Activities (External)	No. of Activities	0	30	34	60	80	164	57	23	5
		Participants	0	9700	3370	21048	16650	8747	3365	1247	387
4.	Plastic Waste Collection Centre Set Up	No. of Set ups	0	15	22	12	15	15	123	3	1
5.	Shramdaan (Internal)	Man Hours	18	2400	1428	217	90	786	1545	37	60
		No. of Activities	9	40	105	19	45	129	142	11	15
6.	Shramdaan (External)	Man Hours	0	860	1653	147	45	1347	1459	31	2
		No. of Activities	NA	3	50	17	15	129	86	10	1
7.	Cleaning of Public Place	No. of Events	3	100	25	56	35	275	127	6	15
8.	Competitions- Paintings, Essay Writing, etc. (Internal)	No. of Events	0	5	11	11	5	12	18	0	1
		Participants	NA	170	366	457	150	870	443	0	25
9.	Competitions- paintings, Essay Writing, etc. (External)	No. of Events	2	30	34	24	15	14	40	11	1
		Participants	53	980	1606	3310	1600	420	1725	5530	127
10.	Trees planted	No. of Trees planted	240	1400	9850	12450	3500	760	25133	680	2
11.	Disposal of Solid Waste Compost in Reclaimed Land	In Tonne	0	7	43.5	600	0.85	20	612.05	0	NA
12.	Dustbin installed	No. of dustbin installed	7	2000	449	186	1000	471	718	102	6
13.	Wall painting	No. of wall painting	3	11	23	180	100	60	36	5	0
14.	Distribution of Eco friendly Bags	No. of Jute Bag Distributed	0	5900	4522	4900	7500	1900	4125	2430	300
15.	Banners or Message Display	No. of banners/ Messages Display	13	420	282 (Banners) & 1164 (Messages)	4900	7500	1900	4125	2430	300
16.	NukkadNatak	No. of Natak	1	8	17	30	10	7	28	3	0
17.	Rain water harvesting and waste water recycling	In Litre	129256	110000	8225940 / year	4900	7500	1900	4125	2430	300
18.	Others (Distribution mask, Sanitizers & PPG)	No. of Activities	1	237	8	9	25	5	166	5000 masks, 300 litre sanitizers, 100 hand-washes	2
		Participants	200	500	515	8925	650	504	1306	5000	200

Additionally:

MCL : Radio broadcasting on Swachhata was done as part of innovative initiative. Total 15 no. of. Episodes were broadcasted on All India Radio.

Some photographs of event conducted at subsidiaries:



The Singareni Collieries Company Limited

Swachhata Pakwada celebrated during 16th June to 30th June 2022 in all areas of SCCL.

Various activities like plastic waste collection centre set up, cleaning of public places, plantation, disposal of solid waste compost in reclaimed land, installation of dust bins, distribution of eco-friendly bags, rain water harvesting and waste water recycling etc., organised in all areas of SCCL

1. Pledge

Swachhata Pledge was administered by the officers, staff, employees, teachers, students, SEWA (Singareni Employees Wives' Association) members and union leaders in all Mines/Departments, Schools/Colleges of SCCL, Hospitals/Dispensaries and colonies covering corporate office, all the coal mining areas of SCCL and Singareni Thermal Power Plant.



Swachhata Pakawada Pledge at Area Workshop Manuguru Area on 16.06.2022

Cleaning

Cleaning programme was taken up with the motto of keeping the surroundings, work places, residential areas, bus stops, bus stands and water bodies etc., clean and hygiene. In this programme, drains, drinking water sources, overhead water tanks, inside & outside premises of toilets were cleaned at the offices of mines/departments/colonies. Waste/garbage was cleared from premises of mines/departments, schools, Hospitals/Dispensaries and other public places.



Swachhata Pakawada works at Kothagudem Area on 17.06.2022

2. Plantation

Massive plantation programme was taken up in all areas of SCCL while organizing SWACHHATA PAKHWADA from 16.06.2022 to 30.06.2022. Saplings were planted in the premises of Mines, Departments, schools, Hospitals/Dispensaries, colonies and community centres in all areas of SCCL. Fruit bearing plants were distributed to residents of the colonies. In this programmes, People Representatives, Govt. officials, officers & staff of SCCL, union leaders, SEWA members, teachers and students of Schools/Colleges have actively participated.



Swachhata Pakawada Plantation works at KK Opencast, Mandamarri Area

3. Rally

To create awareness and to inculcate a sense of responsibility in the society regarding importance of cleanliness of households, surroundings, drains and source of drinking water, Rallies were organized by displaying placards and banners during Swachhata Pakhwada Programme in all the areas with mass gatherings from all Mines and Departments i.e. officers, staff and employees of SCCL, teachers and students from Schools and Colleges, SEWA members of the concerned areas.



Swachhata Pakawada Children's awareness program Ramagundam Area 18.6.2022

4. Essay writings, Quiz, Elocution and Drawing

To bring awareness regarding healthy and hygienic environment, the Competitions like Elocution, Quiz, Essay Writing and Drawing were conducted in which about 954 students and employees have participated and prizes were distributed.



Swachhata Pakawada works at Yellandu Area 19.6.2022

5. Distribution of Masks, Sanitizers etc.

Sanitizers and Masks were distributed among the employees and civilians in all the SCCL areas to bring awareness regarding healthy and hygienic environment and to take safety precautions for prevention of CoVID-19 disease.



School Teachers and students of SCCL participated in Pledge programme at Singareni School of Kothagudem Area

3. NLC India Limited

As per the directives from Ministry of Coal, Government of India, Swachhata Pakhwada was being celebrated in NLC India Limited and its subsidiary companies from 16th June 2022 to 30th June 2022.

On 16-06-2022, Unit level, Swachhata Pledge was taken separately with active participation of more than 5000 employees of our Organization by following Covid-19 protocol like wearing masks, social distancing.



CMD, Functional Directors & Senior Officials of NLCIL administered Swachhata Pledge to kick start Swachhata Pakhwada (16 - 30 June 2022) activities of the company at corporate office on 16.06.2022



NLCIL Mines Employees Kick Started Swachhtha Pakhwada (16 - 30 June 2022) by Administering the Swachhtha Pledge & Cleaning Activities at Neyveli on 16.06.2022



NLCIL Thermal Power Station Employees organised Mass Awareness Rally on Importance of Swachhtha, as part of Swachhtha Pakhwada (16 - 30 June 2022) on 16.06.2022

NLCIL Organized a Mass Cleaning Programme on 25-06-2022 between 6.30 am to 8:00 am in the entire Neyveli Township area covering all the Religious premises; Shop/Establishment area; Office premises, Banks and other Public places involving employees and their family members; Principals or Head of Educational Institutions and their Staff/Team members, Teachers and Students of Schools and Colleges and Contract Workmen. More than 6000 employees / students / stake holders were actively participated.



Shri Rakesh Kumar, CMD/NLCIL, participates in an intensive cleanliness drive, as part of Swachhata Pakhwada 2022 organized in 18 prime locations of Neyveli Township on 25.06.2022. Functional Directors & Senior officials led the cleaning activity along with CMD. A large number of employees, Trade Unions, Welfare Associations, CISF members and children from various schools of Neyveli enthusiastically participated in the mass cleaning activity .



Awareness Rally & Cleaning Activities by School Students and NLCIL Employees, as part of Swachhata Pakhwada (16 - 30 June 2022) at Neyveli Township, on 17.06.2022