



# SWACHH BHARAT MISSION





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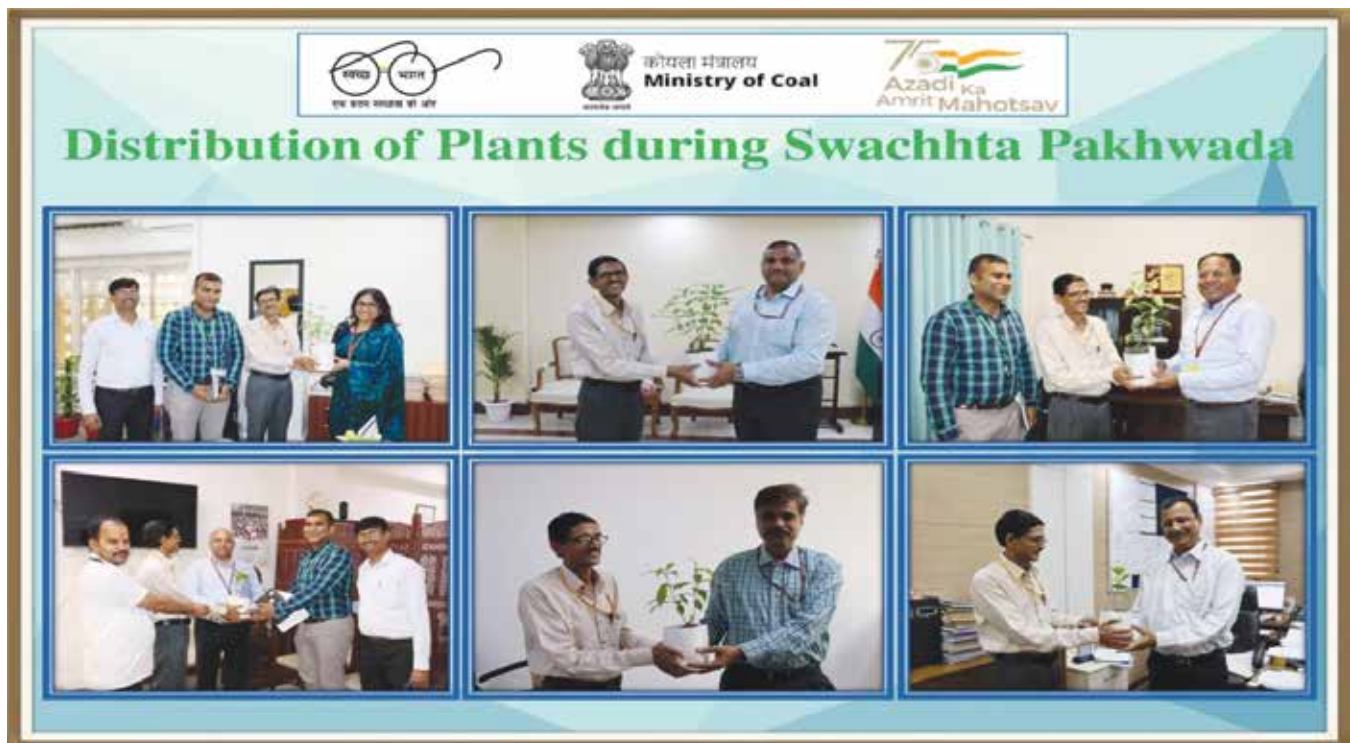
### Swachh Bharat Mission & Swachhata Action Plan

An initiative started with a vision to mainstream Swachhata across all Ministries, Departments and attached offices. Swachhata Pakhwada started 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''. In accordance with the directives issued by the Cabinet Secretariat,

the Ministry of Coal, along with its Public Sector Undertakings (PSUs), conducted a "Swachhata Pakhwada" campaign from June 16, 2023, to June 30, 2023. This initiative aimed to promote cleanliness and environmental awareness among all employees and associated organizations under the Ministry of Coal.

During the Swachhata Pakhwada some of the key initiatives taken under by Ministry of Coal are listed below: -

1. Planting trees.
2. Cleaning up well-known local locations.
3. Coordinating awareness campaigns.
4. Eliminating plastic from business buildings.
5. Implementing creative and innovative ideas.





## 1. RECOGNITION:

To recognize the efforts and contributions made during the campaign, the Ministry of Coal arranged an award ceremony. The purpose of the ceremony was to honor the top three PSUs based on the activities they completed during the Swachhata Pakhwada. The criteria for selection included the effectiveness of activities, innovation, public participation, and awareness programs.

Based on the evaluation of the aforementioned criteria, the following PSUs were recognized:

### i. First Prize: NLC India Limited (NLCIL)



NLC India Bagged 1st Prize with their active participation in the Swacchata Pakhwada 2023, Some of the key activities taken by them are listed below: -

- 11390 saplings were planted inside township and in the surrounding villages as a combined effort taken by all Mines, Thermal and Services / support units of NLC India Limited.
- Awareness sessions were conducted to the Residents of Township and nearby villages about the harmful effects of single-use plastic on the environment, wildlife, and human health. In order to promote Reusable alternatives, thereby curbing the use of Single Use plastic items, Jute Bags, Cloth bags were distributed to the residents of township and nearby villages.
- Awareness sessions were conducted in the nearby villages/schools regarding the significance of clean drinking water for overall health and well-being, health risks associated with consuming contaminated water.
- Dance, Drama, Street Play were conducted to spread the message on importance of cleanliness, fostering water bodies and curb on single use Plastic by CSR Department and various Units of NLCIL
- Competitions like Essay, Drawing, Elocution were organized in 30 schools of township and in nearby villages. Around 1000 Students actively participated in the competitions. A Debate competition on the topic “curb use of plastic by Self Discipline or by imposing Act” was conducted with the active participation of our employees.
- NLCIL has already put in place systematic and efficient collection, disposal, and treatment of solid waste to minimize its environmental impact and promote sustainability. During the Swacchata Pakhwada, special efforts were taken to ensure that the procedure of segregating Wet and dry wastes are done properly.

## ii. Second Prize: CMPDIL [Central Mine Planning & Design Institute Limited]



CMPDIL was ranked 2nd for the Activities Performed by them during Swachhata Pakhwada 2023, Some of the key initiatives taken by them are listed as:-

- Development of beautiful garden called "Amrit Kunj" along the scenic Arpa river. A grand tree plantation campaign was conducted in Amrit Kunj.
- More than 210 plants were planted during the campaign.
- The event involved the participation of regional institution-5, Bilaspur Forest Department and the organization "Arpan Abhiyan" under the Jan Abhiyan initiative.
- Jute bags were distributed among the villagers as an alternative to plastic bags.
- Organized awareness programme on Plastic Waste Management in the peripheral village.
- The Hasdev Environmental Laboratory conducted the cleaning of public toilets at the busstand in the district headquarters of Mandaragir.
- Organized an essay competition among students of Government Middle School, Dhadhu, Balumath, to spread awareness about reducing plastic use and keeping the school campus clean.
- Essay competition and painting competition organized among students of Government Middle School, Bhuiyan Tola, Hesalong, Mccluskiganj, under the leadership of RD, RI-3, to spread awareness about reducing plastic use and keeping the school campus clean.
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- Organised drawing competition among the students of class 1 to 8 of Government MiddleSchool, Lem, Ranchi on the subject 'Mera Swachha Gaon/ghar

### iii. Third Prize: WCL [Western Coalfields Limited]



WCL was ranked 3rd for the Activities Performed by them during Swachhata Pakhwada 2023, Some of the key initiatives taken by them are listed as:-

- The activities performed during the Swachhata Pakhwada involved public participation and special attention to the Environment/nature. Some of the the key activities may be seen as under:-
- Conducted awareness campaigns in nearby villages to raise awareness about curbing single-use plastics. Highlighted the environmental impact of plastic waste and promoted sustainable alternatives like cloth and jute bags.
- Conducted Nukkad Natak (street play) and Path Natya in Patala, Kuchna, and Dhoptala villages of Chandrapur District. The performances aimed to create awareness about cleanliness, waste management, sanitation, and hygiene practices. Residents were educated about the adverse effects of littering, open defecation, and improper waste disposal on health and the environment.
- Distributed dustbins in nearby villages for proper waste disposal.
- All the hospitals & dispensaries of WCL were cleaned as part of Swachhta Pakhwada.
- All water tanks & sewage treatment plants in residential colonies were cleaned.
- Conducted Essay, Drawing, and Quiz competitions for school students on the theme of Swachhta.
- Engaged local communities, volunteers, and authorities in removing debris, litter, and pollutants.
- Dustbins for waste segregation were distributed in local villages as part of the Swachhta Pakhwada initiative. The distribution

of dustbins aimed to promote proper waste management practices at the source.

- Sapling plantation and distribution were organized in peripheral villages as part of Swachhta Pakhwada. The initiative promotes environmental conservation and greenery.

## 2. Swachhata Hi Seva

Ministry of Coal organized Swachhata Hi Seva campaign during the period 15th September to 2nd October 2023. Various Activities including cleaning of local places, Prabhat Pheris, Rangolis, painting competitions, Quiz Competition, walkathons, were also conducted. 72 locations were identified for cleaning by PSUs and CMPFO.

As part of the "Swachhata Hi Seva" event, the Ministry of Coal undertook extensive cleanliness activities. These activities included the cleaning of the area/road in front of the Exit and Entry Gate and the surrounding area of Shastri Bhawan.

Additionally, other locations of significant importance were also cleaned. These locations include :

- Schools
- Bus stands
- Historical sites
- Other places of significant importance



### 3. Meri Maati Mera Desh

Meri Maati Mera Desh Program, with the tagline "Mitti ko naman, Veeron Ka Vandan", scheduled to occur from September 01, 2023, to September 30, 2023. Ministry of Coal and PSUs under it actively participated in the event.

The primary objective of this program is to extend homage to the soil and honor the valor of our national heroes. It is imperative to note that the Ministry of Coal, in alignment with the guidelines provided by the Ministry of Culture,

has initiated measures to ensure widespread participation. Accordingly, a concerted effort has been made to engage households across India.

As part of this initiative, approximately 650 Kalash, symbolizing reverence and unity, have been collected from Public Sector Undertakings (PSUs) operating under the purview of the Ministry of Coal. These efforts are in accordance with the overarching goal of fostering a sense of collective pride and commemoration amongst the citizens of India.





#### 4. Special Campaign for disposal of pendencies 3.0

Ministry of Coal has successfully organized cleanliness campaign 3.0. The Campaign started from October 02, 2023 and continued up to October 31, 2023. The primary objectives of the campaign encompassed the effective disposal of public grievances, addressing references from Members of Parliament, fulfilling Parliament Assurances, conducting

cleanliness drives, facilitating the disposal of scrap materials, and streamlining file management processes.

A total of 618 sites were identified across various regions for the execution of cleanliness activities. These sites were meticulously chosen to ensure comprehensive coverage and maximum impact in line with the overarching goals of the campaign.

#### Cleanliness Drive at Shastri Bhawan and Lok Nayak Bhawan.

