



SWACHH BHARAT MISSION



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1. Swachh Bharat Mission & Swachhata Action Plan

Swachh Bharat Mission is an initiative started with a vision to mainstream Swachhata across all Ministries, Departments and attached offices. Swachhata Pakhwada envisaged by the Hon'ble PM to keep SBM momentum continuing throughout the year, has the objective of bringing a fortnight of intense focus on the issues and practices of Swachhata by engaging the Government of India 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, 2024, to June 30, 2024 with the aim of promoting cleanliness and environmental awareness among all employees and associated organizations under the Ministry of Coal.

On the occasion of Swachhata Pakhwada, Sh. Amrit Lal Meena, Secy (Coal), administered Swachhata Pledge, demonstrating commitment to maintaining clean & healthy environment. All senior officers took pledge to make the mission successful.

**कोयला मंत्रालय
Ministry of Coal**
भारत सरकार

स्वच्छता पखवाड़ा, 2024
16-06-2024 से 30-06-2024 तक

स्वच्छता पखवाड़ा 2024
वैद्य लगी साफ होगी जब स्वच्छता में संस्कार साधे होगी ।
हम स्वयं का एक ही साथ साफ सुथरा ही वैद्य हजारा ।
10-06-2024 से 30-06-2024 तक

*Let's work together for a cleaner
and healthier India!*

@ministry-of-coal-official | <https://www.coal.gov.in>



Ministry of Coal actively promoted cleanliness and sustainability by distributing Jute bags and plants among the officials of the Ministry during the Swachhata Pakhwada week with an aim to create a plastic-free environment and to foster green initiatives.



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.

2. RECOGNITION :

PSU's of Ministry of Coal were awarded for their best practices during the Swachhata Pakhwada. The award was presented by Union Minister for Coal & Mines, Kishan Reddy and Union Minister of State for Coal Satish Chandra Dubey, at New Delhi, on 21st October, 2024. Shri Vikram Dev Dutt, Secretary, Coal and other senior officials of the Coal ministry were also present in the event.



I. First Prize: NLC India Limited (NLCIL)

NLC India Limited was awarded the First Prize for its innovative practices and public participation during the Swachhata Pakhwada (Cleanliness Fortnight) from 16th June to 30th June, 2024. NLCIL has bagged the First Prize for Swachhata Campaign in the previous year also. Based on the evaluation of the aforementioned criteria, the following PSUs were recognized:



NLC India Limited's Corporate Social Responsibility (CSR) initiatives focused on promoting cleanliness and environmental awareness through various activities. These included organizing awareness sessions in nearby villages and schools about the importance of clean drinking water, cleaning water bodies and school water tanks, and conducting competitions like essay writing, drawing, and quizzes in schools and units. The company also addressed solid waste management by implementing efficient waste segregation processes and encouraging employees to participate in cleanliness drives. A mass cleaning campaign involved employees, families, students, and the general public. Additionally, NLCIL used social media to spread awareness and organized innovative events such as street plays, dance, and pep talks to foster the Swachh Bharat Mission.

Area	No of Saplings
Mines & Service Units	3120
Thermal Stations	4500

Offices / support Services	400
CSR	730
Regional office/ Projects/JVs	1350
Total	10100

II. NCL (National Coalfields Limited)

NCL has been awarded the 2nd Prize by Ministry of Coal for the adoption of Innovative Ideas, Ensuring Maximum Public Participation and Successful organization of Awareness Programs to promote Cleanliness in the region during 'Swachhata Pakhwada' 2024.

The Swachhata Pakhwada 2024 campaign by NCL, under the Clean India Mission, was a commendable effort towards promoting cleanliness and hygiene. The various activities undertaken during the fortnight had a positive impact on the environment and the community. The campaign not only improved the cleanliness of the areas involved but also instilled a lasting sense of responsibility towards maintaining hygiene and sustainability.



A brief summary of the key activities performed by them during the Swachhata Pakhwada 2024 is listed below:-



Source	Activities	Requirements	TOTAL
1	Tree Plantation	Amount Spent	402279
		No. of Trees planted	7080
		No of Locations	33
		Participants	6480
2	Cleaning of Schools, hospitals and office premises	Amount Spent	78200
		No. of Activities	69
		Participants	2559
3	Cleaning of Schools, hospitals and office premises	Amount Spent	150000
		No. of Activities	80
		Participants	2785
4	Swachhta Awareness Campaign	Amount Spent	1641580
		No. of Activities conducted	85
		Participants	7724
		Amount Spent	16286
5	Awareness on clean drinking water and cleaning of water bodies	No. of Activities	58
		Participants	1002
6	Plastic Waste Management Campaign	Amount Spent	219692
		Quantity of Waste Disposed (KG)	212
		No. of Activities	239
7	Making office plastic free and Spitting free zone	Amount Spent	124320
		No. of Events	48
		Participants	2470
8	Developing Rain Water Harvesting system and Waste Water Recycling	Amount Spent	30000
		No. of Places where facility have been developed	22
9	Solid Waste Management	Amount Spent	21990
		No. of Events	8
		Participants	195
10	Innovative Ideas and Implementation	Amount Spent	689569
		No. of Innovative Ideas Implemented	12



III. MCL (Mahanadi Coalfields Limited)

MCL was ranked 3rd for the Activities Performed by them during Swachhata Pakhwada 2024. MCL's Swachhata Pakhwada 2024 involved a wide range of activities to promote cleanliness and hygiene. Employees, students, and villagers took the Swachhata Pledge, while awareness programs included community performances such as Nukkad Nataks, Kirtans, and folk songs across 27 villages. The 'Swachhta Rath' traveled to surrounding areas to raise awareness about cleanliness and hygiene. Efforts to curb single-use plastic included distributing 11,000 jute bags and educational materials. Personal hygiene awareness was promoted through short films and the distribution of 1,500 sanitary napkins in 10 villages. The 'Adopt-a-Plant' initiative saw the distribution of 12,500 plants, and cleanliness drives were conducted at tourist spots, schools, hospitals, and workshops. Publicity through social media, essay competitions for students, and cleanliness programs in underprivileged communities further contributed to the mission.

3. Swachhata Hi Seva

The Swachhata Hi Seva campaign is an initiative by the Government of India that aims to promote cleanliness and sanitation across the country. The campaign focuses on encouraging people to take action towards maintaining cleanliness in their surroundings, promoting a clean and healthy environment, and raising awareness about the importance of hygiene. This Campaign was observed by Ministry of Coal and its PSU's and subordinate/attached offices from 17th September to 1st October, 2024 with the theme 'Swabhav Swachhta- Sanskar Swachhta'. Thereafter Swachha Bharat Diwas was celebrated on 2nd October 2024. Ministry of Coal actively took part in the campaign and Various Activities were organized in Ministry of Coal and its PSU's and in CCO & CMPFO. Under

this campaign various events were organized including transformation of cleanliness target units, organizing health camps for safai mitra, cleaning of local places, Walkathon, Safai Mitra Suraksha Shivirs, Rangolis-painting competitions, Quiz Competition.

A total of 963 events were conducted under this theme in Ministry of Coal and its PSU's and attached/subordinate offices, achieving public participation of over 1 lakh people. A total of 201 CTU were identified and 176 events were created for mass cleanliness drives. A total of 160 events were created under this theme and completed successfully. Various camps like health check up camps, aadhar card correction camps were also organized for safai mitra. Near about 30,000 people were benefitted from these camps.

To mark the launch of Swachhta Hi Seva (SHS) 2024 in Ministry of Coal, Swachhata Pledge was administered by Shri L.V Kanta Rao, Secretary, Ministry of Coal on 17.09.2024 in a function wherein Ms Rupinder Brar ,Additional Secretary and Ms Vismita Tej, Additional Secretary and other officers/officials of the Ministry were also present in the event.

PSU'S Under Ministry of Coal performed several activities under the Swachhata hi Seva Campaign as guidelines received from the DDWS and MoHUA. Some of the best practices among them are as following:-

3.1 CTU TRANSFORMATION:-

As a part of the Swachhata hi Seva Campaign Specific areas were spotted as target units for cleaning and they were identified to be cleaned and transformed. A total of 201 CTU's were identified by the PSU's of Ministry of Coal and transformed. Some of the best practices by the PSU's of Ministry of Coal are listed as following:-





- On 21.09.2024, the selected Cleanliness Targeted Unit (CTU) near Hanuman Mandir in Koyla Nagar Shopping Complex, Dhanbad Jharkhand was cleaned with the public participation of about a hundred BCCCL officials, employees, representatives of labor organizations and citizens of Koyla Nagar.



- A Community water pond in Korba Area of SECL was cleaned as a part of CTU around 105 persons from SECL family & local community got engaged in cleaning of these sites which helped in maintaining clean & hygienic environment in the area.

3.2 Safai Mitra Felicitation and Suraksha Shivir-

The "Safai Mitra Suraksha Shivir" held during the "Swachhata Hi Seva" campaign at the Ministry of Coal aimed to ensure the safety and well-being of sanitation workers (Safai Mitras). The event focused on providing safety equipment, including gloves, masks, and other protective gear, to sanitation workers involved in cleanliness activities. Additionally, the initiative highlighted the importance of their work and promoted awareness about their health and safety while performing their duties. This program was part of the broader Swachhata Hi Seva movement, which seeks to encourage cleanliness and hygiene across the country, with a particular focus on safeguarding the workers who contribute to these efforts.





Hon'ble Minister of Coal & Mines, Shri G. Kishan Reddy, felicitated sanitation workers for their remarkable efforts during the Swachhata Hi Seva Campaign 2024 at an event organized for safai mitras at WCL. Shri Reddy also provided financial assistance to Ms. Mehak, daughter of late Shri Nunhare, a former sanitation worker, to support her education and family's need.

3.3 Ek Ped Maa ke Naam



Ministry of Coal conducted a plantation drive at Millennium Park under the "Ek Ped Maa Ke Naam" initiative. This event was a part of the Swachhata Hi Seva campaign, aimed at promoting a clean and green environment. Secretary, Ministry of Coal, Shri V.L. Kantha Rao led the plantation drive and planted a sapling, with senior officers and staff present at the event. The active participation of the Coal Ministry officials reflected their collective dedication to environmental preservation. This involvement reaffirms the Ministry's commitment to integrating sustainable practices into its mining operations and highlights the importance of such initiatives in supporting the nation's clean and green mission.



3.4 Waste To Art:-

During the "Swachhata Hi Seva" campaign, a "Waste to Art" sculpture initiative was organized to promote environmental sustainability and creativity. The event involved transforming waste materials, such as discarded plastics, metals, and other recyclables, into artistic sculptures. This initiative aimed to raise awareness about recycling, waste reduction, and the importance of reusing materials in an innovative and artistic way. The sculptures served as both a creative expression and a reminder of the value of sustainable practices, highlighting the importance of managing waste responsibly while encouraging community participation in environmental conservation.



4. Special Campaign for disposal of pendencies 4.0

In line with Government of India's vision for enhancing operational efficiency, the Ministry of Coal conducted Special Campaign 4.0 comprising a Preparatory Phase (14-30th September 2024) & Implementation Phase (2nd-31st October 2024). The Ministry of Coal along with its Public Sector Undertakings (PSUs), attached offices, and autonomous organizations, participated in the campaign with enthusiasm and achieved outstanding results. Key activities included rapid reviews and weeding of both physical and electronic files. Special attention was given in reducing the pendency in the number of references from Members of Parliament, VIP references, Public Grievances and PMO.

Ministry of Coal secured **1st position in Space Freed** (78.46 lakhs Sq. Feet), and **4th position in Revenue Generation** (₹ 38.27 crores) from Scrap Disposal, amongst all the Ministries/Departments, showcasing MoC's proactive efforts in resource optimization and sustainability.

The achievements of the Ministry during the Special Campaign 4.0 are as under:

- **100% target achieved** in the disposal of PMO references through regular follow-ups with all stakeholders.
- 30,999 physical files and 40,633 e-files were reviewed and a total of 25,964 files were weeded out/closed.
- Special emphasis was placed on reducing pendency in references from Members of Parliament, VIPs, public grievances, and PMO. A disposal rate of 99.4% was achieved for public grievances and 94% for MP references.



- ₹ 38.27 crores of revenue earned by freeing up space of 78.46 lakh sq. ft. and disposing 9,865 MT scrap.
- Special Campaign 4.0 was covered in social media with 2163 tweets, 1137 press releases & 61 PIB Statements and many other social media posts on (Instagram/ Facebook/ Threads etc.)

The Swachhata initiatives led to the clearance of large areas within office campuses and adjoining areas, creating more usable space. This effort not only contributed to a cleaner environment but also generated a large amount of revenue through the disposal of scrap material.

The Ministry of Coal's efforts resulted in a remarkable improvement in office cleanliness, with before-and-after photographs of cleaning sites clearly showing substantial progress.

- **Scrap Disposal: Amrit Pharmacy**



Amrit Pharmacy made by clearing Scrap at Indira Vihar Hospital, Bilaspur by South Eastern Coalfields Limited (SECL)

- **Efficient Management of Space: Table Tennis Court**



BCCL converted an unused area into a table tennis court, fostering employee well-being and work-life balance.



5. Special Initiatives: Citizen Involvement and Community Outreach

The campaign's reach extended to all corners of the country, including remote and rural areas. In addition to internal cleaning and record-keeping efforts, the Ministry extended the campaign's reach to the community through a series of public engagement programs Swachhata Rallies, Nukkad Natak, and Samadhan Camp-1 were organized to engage citizens and raise awareness about the importance of cleanliness, especially school children—were encouraged and sensitized about campaign. Welfare initiatives for Safai Mitras, including health check-ups and recognitions, were also organized to recognise their vital role in sustaining cleanliness.

As part of Special Campaign 4.0, a workshop on Records Management was conducted in collaboration with the National Archives of India, where Ministry officials received training on effective record

management practices, enhancing data accessibility and organizational efficiency. Additionally, a "Cyber Jagrookta" workshop was held to raise awareness among officials about cybersecurity and to sensitize PSUs and organizations under its administrative control about current cyber security challenges. The workshop focused on equipping participants with best practices to enhance their cyber defences, understand security threats, and apply practical solutions to real-world scenarios. Various activities, including clean desk competitions, quizzes, and a "Waste to Wonder" contest, were also organized to promote engagement and innovation in maintaining clean and efficient workspaces.

Adding a creative dimension to the Special Campaign 4.0, some of the Organizations of Ministry of Coal with enthusiastic workforce participation have undertaken the following initiatives with citizen involvement and collective action as part of good practice that will support future initiatives:-

Cleaning of Water Resources



Cleaning at Godavari Ghat at Ramagundam - I Area of SCCL located in Peddapelli District of Telangana State by Singareni Collieries Company Limited (SCCL)



Solar Panel/Tree:

CMPDIL installed 3 x 5 KW Solar Trees at its campus & BCCL installed 2.3 MW Roof top Solar panels on office & residential buildings, inaugurated by MoS Shri Satish Chandra Dubey, advancing clean renewable energy and sustainability.

AI- Bin



CIL installed two Smart-Re bins for effective waste segregation and plastic bottle disposal, promoting social inclusion, user-friendly design, and cost-efficiency.

Waste to Art



Inventory Management Portal

Ministry of Coal digitized its inventory management for efficient tracking and distribution of goods, enhancing accountability and reducing manual errors.

The achievements under Special Campaign 4.0 underscore the Ministry of Coal's commitment to sustainability, efficiency, and employee well-being. From innovative waste management solutions and renewable energy, initiatives to creative use of scrap materials and optimized record keeping, these efforts have transformed workplaces and strengthened organizational practices. As the campaign concludes, the Ministry remains dedicated to maintaining these improvements and fostering a cleaner, more efficient work environment that aligns with the Government's vision for Swachhata and operational excellence.

Awards for exceptional performance under Special Campaign:

Shri G Kishan Reddy, Hon'ble Minister of Coal & Mines felicitated coal PSUs for their exceptional performance under Special Campaign 4.0 on 7th January, 2025 in an event (Chintan Shivir) held at Sushma Swaraj Bhawan, New Delhi in the below mentioned Categories:



New Initiatives/ Best Practices:



"AI Dustbin" by CIL HQ

Scrap to Sculpture & Installation of Solar Tree:



CMPDIL

