

NCL Observes “Swachhata Hi Seva” Campaign with Vigour

NCL Promotes Hygiene and Sustainability under “Swachhata Hi Seva”

1,000 Saplings Distributed under ‘Ek Ped Maa Ke Naam’ Abhiyaan

Posted On: 25 SEP 2025 3:39PM by PIB Delhi

Under the guidance of the Ministry of Coal, Northern Coalfields Limited (NCL), the Singrauli-based flagship subsidiary of Coal India, is enthusiastically observing the “Swachhata Hi Seva” campaign from 17th September to 2 October, 2025.

NCL is organizing a wide spectrum of activities, including cleanliness awareness drives, cleaning of public places, identification and Cleanliness of CTU sites, Safai Mitra Suraksha Shivar, beautification of eco-tourism and religious spots, office cleanliness initiatives, plantation drives under the “Ek Ped Maa Ke Naam” Abhiyaan, “Thank You Safai Mitra” program, Clean and Green Festival celebrations, Swachhata Pathshala, and Swachhata Samvad as well as creative competitions such as rangoli, essay writing, painting, slogan writing etc.



As part of the campaign, the Jayant Area of NCL recently organized a Community Outreach and Swachhata

Sanvaad program to raise awareness on cleanliness & hygiene and encourage public participation in the campaign. On this occasion, 1,000 saplings were also distributed under the “Ek Ped Maa Ke Naam” Abhiyaan promoting environmental sustainability.

In line with this, Jayant Area also organized a painting competition where school students conveyed the message of cleanliness through their creative artwork & Swachhata Rally in which school children spread awareness among local residents about the importance of cleanliness & hygiene. Similarly, the Jhingurda Area & Block-B Area conducted Safai Mitra Suraksha Shivir to provide health check-ups for sanitation workers.



Additionally, NCL’s Dudhichua Area hosted Swachhata Pledge at DAV School, where more than 1500 students collectively pledged to uphold cleanliness. Apart from this, Swachhta Selfie stand is also installed at NCL, spreading the message of cleanliness.

Continuing this initiative, NCL’s Amlohri, Block-B and Dudhichua Area organized creative competitions on the ‘Swachhotsav’ theme in which students used their creativity to promote the clean and green festivals celebration and the importance of keeping surroundings clean.



NCL also participated in “Ek Din, Ek Ghanta, Ek Saath” special cleanliness drive, where NCL team and local communities came together for voluntary shramdaan to contribute towards a cleaner and healthier environment.

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(Release ID: 2171137)