

## SWACHH BHARAT MISSION

# 21

## CHAPTER





# Swachh Bharat Mission

## 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, 2025, to June 30, 2025 with the aim of promoting cleanliness and environmental awareness among all employees and associated Organisations under the Ministry of Coal.

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



The poster for the Swachhata Pakhwada campaign features the Ministry of Coal logo at the top left. The main title "स्वच्छता पखवाड़ा" is written in large green Devanagari script, followed by the slogan "स्वच्छता हर किसी का काम है" in black. Below this, the dates "16 जून से 30 जून 2025 तक" are displayed in red. The central part of the poster contains four photographs showing officials in white shirts participating in the campaign, including one official reading a document and others standing together. At the bottom, there are social media icons for WhatsApp, Telegram, Facebook, and others, along with the website URL <https://www.coal.gov.in>. A QR code is located in the bottom right corner with the text "Follow us on Social Media".

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.

### Awards Given to PSU's of Ministry of Coal

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 13th November, 2025. Shri Vikram Dev Dutt, Secretary, Coal and other senior officials of the Coal ministry were also present in the event.

#### 1. First Prize: Western Coalfields Limited (WCL)

Swachhata Pakhwada 2025, Western Coalfields Limited (WCL) won the First Prize under the Ministry of Coal, recognized this PSU for exemplary performance during the Swachhata Pakhwada and been awarded 1st Prize among all the PSU's under the aegis of Ministry of Coal. CMD of WCL received the award presented by Union Minister G. Kishan Reddy in November 2025 in New Delhi.



WCL actively participated in Swachhata Pakhwada 2025, the Government of India's fortnight-long cleanliness and hygiene campaign, observed from 16th to 30th June 2025. Activities included:

- Launching the pakhwada with a Swachhata pledge taken by employees to contribute regularly to cleanliness.
- Organized awareness drives across offices and operational areas to promote sanitation, hygiene, and environmental responsibility.
- Involving staff and sanitation workers in cleanliness efforts and health-related activities.





**SECL** has been awarded the 2nd Prize by Ministry of Coal for the adoption of Innovative Ideas,

Ensuring Maximum Public Participation and Successful Organisation of Awareness Programs to promote Cleanliness in the region during 'Swachhata Pakhwada' 2025.





The Swachhata Pakhwada 2025 campaign by SECL, under the Swachhata Bharat Mission, was a commendable effort towards promoting cleanliness and hygiene. Swachhata Pakhwada 2025 was carried out in various regions of SECL including Gevra, Kusmunda, and Dipka in the Korba district, Sohagpur, and Jamuna & Kotma.

### Advocacy Programme launched by PSU's

In alignment with the vision of Swachhata Hi Seva 2025, the Public Sector Undertakings (PSUs) under the Ministry of Coal successfully organized the campaign across their respective

Organisations. A series of well-structured activities were undertaken, including large-scale public participation initiatives, leading to effective mass mobilization of stakeholders in furtherance of the objectives of the campaign.

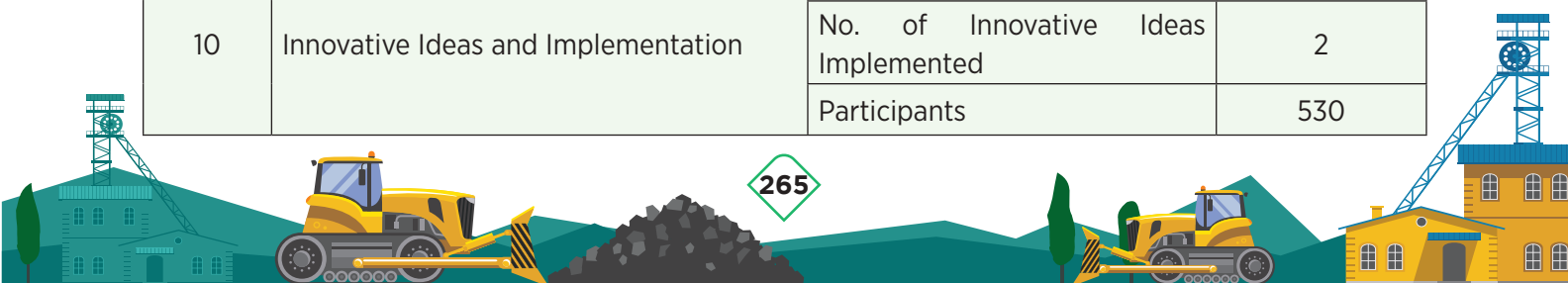


Various activities were undertaken by SECL during the fortnight had a positive impact on the environment and the community. The campaign not only improved the cleanliness of the areas involved but also instilled a lasting sense of responsibility

towards maintaining hygiene and sustainability.

A brief summary of the key activities performed by them during the Swachhata Pakhwada 2025 is listed below:-

Sl. No.	Activities	Requirements	Total
1	Tree Plantation	Amount Spent(in Rs.)	325,906
		No. of Trees planted	17,465
		No of Locations	31
		Participants	1,890
2	Cleaning of Schools, hospitals and office premises	Amount Spent(in Rs.)	74,490
		No. of Activities	50
		Participants	1,024
3	Cleaning of Village and Colonies	Amount Spent(in Rs.)	57,200
		No. of Activities	48
		Participants	879
4	Swachhta Awareness Campaign	Amount Spent(in Rs.)	12,250
		No. of Activities conducted	60
		Participants	3,603
5	Awareness on clean drinking water and cleaning of water bodies	Amount Spent(in Rs.)	30,200
		No. of Activities	15
		Participants	302
6	Plastic Waste Management Campaign	Amount Spent(in Rs.)	71,150
		Quantity of Waste Disposed	438
		No. of Activities	15
7	Making office plastic free and Spiltting free zone	Amount Spent(in Rs.)	8,600
		No. of Events	8
		Participants	245
8	Developing Rain Water Harvesting system and Waste Water Recycling	Amount Spent(in Rs.)	80,000
		No. of Places where facility have been developed	9
9	Solid Waste Management	Amount Spent(in Rs.)	77,500
		No. of Events	69
		Participants	439
10	Innovative Ideas and Implementation	Amount Spent(in Rs.)	45,000
		No. of Innovative Ideas Implemented	2
		Participants	530





### 3. 3rd PRIZE :MCL (Mahanadi Coalfields Limited)

MCL was ranked 3rd for the Activities Performed by them during Swachhata Pakhwada 2025. MCL's Swachhata Pakhwada 2025 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 communities further contributed to the mission.

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



### 2. Swachhata Hi Seva (17th Sept to 02nd October 2025)

The Swachhata Hi Seva Campaign is a flagship initiative of the Government of India aimed at fostering a culture of cleanliness, sanitation, and hygiene across the country. The campaign seeks to encourage collective action towards maintaining clean surroundings, promoting a healthy environment, and instilling sustainable hygiene practices among citizens.

In alignment with this national initiative, the

Ministry of Coal, along with its Public Sector Undertakings (PSUs) and subordinate/attached offices, observed the Swachhata Hi Seva Campaign from **17th September to 1st October, 2025**, under the theme “Swachhotsav” (स्वच्छोत्सव). The term Swachhotsav (Swachhta + Utsav) signifies transforming cleanliness efforts into a festival of public participation, where citizens, institutions, and communities actively engage with enthusiasm rather than obligation.

Subsequently, Swachh Bharat Diwas was celebrated on 2nd October, 2025 to reaffirm





commitment towards the vision of a clean and hygienic India.



The Ministry of Coal actively participated in the campaign, demonstrating strong institutional commitment towards cleanliness and sanitation. A wide range of structured and impactful activities were organized across the Ministry, its PSUs, as well as offices of the CCO and CMPFO. These activities were designed to promote behavioral change, improve cleanliness standards, and enhance community participation.

Under the campaign, the following key initiatives and events were undertaken:

- i. **Transformation of Cleanliness Target Units (CTUs):** Identification, mapping, and time-bound remediation of difficult and dirty spots to ensure sustainable cleanliness improvements.
- ii. **Clean Public Spaces:** Comprehensive cleanliness drives covering office premises,

institutions, and other high-footfall public spaces to enhance hygiene and aesthetics.

- iii. **Safai Mitra Suraksha Shivirs:** Organisation of single-window camps for Safai Mitras focusing on preventive health check-ups and facilitation of linkage with various welfare schemes.
- iv. **Clean Green Utsav:** Promotion of eco-friendly, zero-waste celebrations emphasizing environmental sustainability and responsible consumption practices.
- v. **Advocacy and Awareness Initiatives:** Outreach activities including Swachh Sujal Gaon, Waste to Art, Clean Street Food campaigns, establishment of Reduce, Reuse, Recycle (RRR) Centres, and other innovative initiatives to raise public awareness and encourage community engagement.

Through these concerted efforts, the Ministry of Coal and its affiliated Organisations reaffirmed their commitment to the ideals of the Swachh Bharat Mission, contributing meaningfully towards building a cleaner, healthier, and more sustainable nation.

### Ek Ped Maa ke Naam : Plantation Drive

A Plantation drive was organized by Ministry of Coal during the Swachhata Hi Seva Pakhwada at Indraprastha Park, New Delhi on The Ministry of Coal, through this initiative, has sought to bring a personal dimension to environmental conservation by encouraging every participant to plant a tree in the name of one's mother, an act that resonates deeply across cultures and communities. This approach is designed to build a long-lasting emotional bond between individuals and the saplings they plant, increasing the likelihood of sustained care and survival of the trees. The plantation drive was graced by the presence of Rupinder Brar, Additional Secretary, Ministry of Coal, who personally participated in the planting activity along with Sanjeev Kumar Kassi, Joint Secretary, Ashim Kumar Modi, JS & FA, Dr Chetna Shukla, DDG, and other senior officers and officials of the Ministry.

Their collective involvement reflected the Government's hands-on approach to advancing environmental causes beyond policy frameworks, translating commitments into visible and impactful action on the ground. A variety of saplings, including shade-giving, flowering, and fruit-bearing species, were planted, adding a diverse and ecologically supportive layer to the urban landscape of Indraprastha Park.







### SHRAMDAN: Ek Din Ek Ghanta Ek Saath

Continuing the momentum of the Swachhata Hi Seva campaign, the Ministry of Coal conducted 'Shramdaan - Ek Din Ek Ghanta Ek Saath' on 25.09.2025. Smt. Rupinder Brar, Additional

Secretary, together with senior officers and employees, took part in cleaning the premises in and around Shastri Bhawan. This reflects the Ministry's dedicated and serious approach towards achieving the goals of the campaign.





## Organisation of Free Health Check up Camp during Swachhata Hi Seva 2025 Campaign

Ministry of Coal organized a free health check up campaign during the Swachhata Hi Seva

Campaign 2025. The initiative brought everyone together to focus on personal well-being, preventive healthcare, and fostering a healthier workplace, reinforcing the importance of health alongside cleanliness and sustainability.



# Free Health Check-up Camp

Under Swachhata Hi Seva – 2025, the Ministry of Coal successfully conducted a health checkup camp today.

Employees actively participated, prioritizing their health and well-being.





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### 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. Under this event Shri Sudheer Babu Motana, Deputy secretary, Ministry of Coal felicitated the safai karmis of Ministry of Coal for their



## Advocacy Programme

In alignment with the vision of Swachhata Hi Seva 2025, the Ministry of Coal organized a series of

advocacy program to raise awareness among its official for the Swachhata hi Seva Fortninght this includes Quiz, Essay and Painting Competitions.







कोयला मंत्रालय  
Ministry of Coal

भारत सरकार

# SWACHHATA HI SEVA

## Quiz Competition



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Some glimpses of the Quiz and Essay Competition organized by Ministry of Coal at Shastri Bhawan for officials of Ministry of Coal.