



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 1st Oct 2021 to 15th Oct 2021 by the Ministry of Coal in their offices located in Shastri Bhawan, Lok Nayak Bhawan, CIL and subsidiaries, NLCIL and SCCL.

1. CIL and subsidiaries

Swachh Bharat was launched to achieve total sanitation and cleanliness by 2nd Oct, 2019, all Ministries / Departments need to take utmost efforts for mobilizing people participation and to ensure that the mission truly becomes a citizen's movement. In continuation of the same, Swachhata Pakhwada is being observed by Coal India every year as a fortnightly event all across its subsidiaries spread over 8 states of India.

In view of the recent surge in COVID, cleanliness and good health are on the top priority. Coal India is dedicated towards creating a Swachh environment

in and around its office premises. With regular and deep cleaning of all its work places as a part of day to day cleaning, plantation of trees and maintaining greenery in and around its office premises are a part of the inherent culture.

However, special cleanliness drives as a part of Swachhata Pakhwada is conducted during the pakhwada period. This year Swachhata Pakhwada was celebrated from 1st Oct to 15th Oct where subsidiaries of CIL carried a number of events in categories like Tree Plantation, Cleaning of Schools & Hospitals, Cleaning of Offices & Colonies, Discouraging the use of Single use Plastic, Saving on optimistic use of Stationery items, Distribution of Masks, Sanitizers, Soaps etc., Disposal of solid waste compost in reclaimed land, Rain water harvesting and waste water recycling.

The event started with taking Pledge towards building a Swachh Bharat at all its offices located in Headquarter, Area units and Project locations in physical as well as e-pledge. Coal India planted more than 40,000 saplings in all together in and around the command areas as a part of Massive Plantation Drive conducted during the Pakhwada Period. Cleanliness drive in more than 120 schools were conducted so that students can start learning in a sanitized and clean environment post re-opening of schools after COVID. Activities like Cleaning of Playground, Toilets, Drains, Classrooms, Laboratories, overhead tanks, etc. in schools, Cleaning of Hospital/ dispensaries premises, wards, waiting areas, etc., Collection & disposal of biomedical waste, Fogging and sprinkling of disinfectants in schools, hospitals and dispensaries, Painting, essay writing, slogan, speech Competitions among school students for spreading awareness amongst them, Awareness

Campaign through rallies, banners, Nukkad Natak, etc, Constitution of Childrens' team to supervise and monitor cleanliness drive in school. The subsidiaries of Coal India also conducted cleanliness drive in all its Hospitals daily during the Pakhwada Period.

The subsidiaries of CIL conducted cleanliness drive at all its offices and colonies in about more than 258 locations in all its offices of CCL, BCCL, CMPDIL, ECL, MCL, NCL, SECL, WCL and CIL during the Pakhwada Period. CIL also conducted clean cubicle competition among its employees and the best employee to keep its cubicle green and clean was also awarded. Activities like Cleaning of roads, roadsides, drains, parks, Welfare Buildings, etc., Day to day segregated garbage collection from quarters, Cleaning of the Mines/ Depts./ Offices and other establishments of NCL followed up by disposal of garbage, Ensuring availability of dustbins at proper places, Inter departmental competition in offices, Sprinkling of disinfectant and fogging in and around to make it mosquito/insects proof., Awareness Campaign through Rallies, Banners, Nukkad Natak, etc., Selection and deployment of Swachhta Doots from the employees for supervising the cleanliness work and motivating people to maintain cleanliness in and around, Dismantling of cemented dustbins were some of the activities conducted by subsidiaries.

Dedicated Campaign for spreading awareness about harmful effects of single use plastic, discouraging the use of plastic stationery at office, and other IEC campaign for spreading awareness about judicious use of plastic by recycling, reducing and reusing them was also conducted. Various activities such as Distribution of atleast 120 Dustbins to villages and public places, Awareness campaigns discouraging single use of plastic and Distribution of atleast 150 Jute bags and 600 Cloth bags & 60 Steel water bottles, Rallies and Banners for creating the

awareness to reduce the use of single use plastic were conducted at WCL. 5000 jute bags were distributed by CMPDIL, Installation of Plastic Muktidham stalls in marketplaces for distribution of cloth/jute bags and creating awareness among public about the harms of SUPs and discouraging its use, Distribution of cloth bags among employees, vendors at market places, general public, etc, Awareness campaign through Rallies, Nukkad Natak, Banners, Hoardings, etc, Declaration of Plastic Free Zones in Office premises, Glass Bottles/Reusable bottles are being used in offices, Encouraging avoiding the use of SUP products at NCL.

Coal India Limited has launched ERP and all offices have started using ERP for all its office functions. This is helping a lot of savings on Paper and at the same time use of e-office is also promoting digitalisation of work in order to save on paper-based work. This has largely increased the saving on optimistic use of Stationary items.

All throughout the COVID period, CIL has regularly distributed COVID protection equipment in an around its subsidiaries to the needy and local. More than 40,000 masks have been distributed during the pakhwada period, more than 70 ltrs of sanitizers and 1000 soaps have been distributed during the pakhwada period.

At NCL Solid waste compost is being done at various locations along with rain water harvesting and waste water recycling is done by the company via Rain water pits and STPs with a total amount of ₹16.69 lakhs during the pakhwada period.

Plethora of events were conducted in subsidiaries of CIL as a part of Swachhta Pakhwada with a spending of around ₹161.65 lakhs in Swachhta Pakhwada activities.

Some photographs of event conducted at subsidiaries:

1. BCCL



2. ECL



3. WCL



2. The Singareni Collieries Company Limited

In SCCL from 1st October to 15th October 2021 various activities undertaken during Swachhta Pakhwada:

a. Pledge

Swachhta 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. About 30,416 persons participated in the event.

b. 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.

c. Plantation

Massive plantation programme was taken up in all areas of SCCL while organizing SWACHHTA PAKHWADA from 01.10.2021 to 15.10.2021. 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.

d. 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 Swachhta Pakhwada Programme in all the areas with mass gatherings (about 2,370 persons) 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.

e. 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.

f. Banners, Pamphlets, Webinars & Social Media

Banners and Pamphlets on Swachhta were displayed at prominent places in offices of mines & departments and colonies. Pamphlets were also printed in Telugu language for public awareness on the theme of Swachhta Pakwada. Webinars were conducted by the area heads with employees on Swachhta Pakwada. Also wide publicity and propaganda were given in social media.

g. 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 on 01.10.2021



Plantation Programme under Swachhta Pakhwada-2021 (500 Saplings) at KTK 5 Incline of Bhupalpalli (BHPL) Area of Singareni on 14.10.2021



Distribution of sanitizers to the area people by General Manager of Yellandu Area

3. NLC India Limited

As per the directives from Ministry of Coal, Government of India, Swachhta Pakhwada was being celebrated in NLC India Limited and its subsidiary companies from 1st October 2021 to 15th October 2021.

On 01-10-2021, Unit level, Swachhta Pledge was taken separately with active participation of both Executives and Workers of our Organization by following Covid-19 protocol like wearing masks, social distancing .

Cleanliness in peripheral villages, schools and hospitals were also carried out during this period. General Public, Officials of Village Administration

enthusiastically participated in the campaign. Sanitation and Covids -19 awareness campaign were also carried out in all units of NLCIL and surrounding villages.

Intra-Unit Elocution and Essay competitions were conducted and the winners will be suitably rewarded. Tree Plantation is being carried out in Industrial & Mines Units and in Township areas of Neyveli.

Massive plantation programme was taken up in all areas of NLCIL while organizing SWACHHTA PAKHWADA from 01.10.2021 to 15.10.2021. In NLCIL, 25717 Saplings were planted in the premises of Mines, Departments, schools, Hospitals/Dispensaries, colonies and community centres in all areas.



Pic: Swachhta Pledge



Pic: Sapling plantation by school students.





Artistic Wall painting on better hygiene related to Covid-19 and to curb the use of Single Use Plastic

