

Coal Ministry Emerges as Top Performer in Special Campaign 3.0

Posted On: 12 SEP 2024 6:15PM by PIB Delhi

The Government of India has announced the launch of Special Campaign 4.0, from 2nd- 31st, October 2024 with a focus on Swachhata and reducing pendency in the Government. The Special Campaign 3.0, held from October 2nd, 2023 to August 31st, 2024, has set a high benchmark for the ongoing commitment to cleanliness, waste management, and environmental responsibility. Under the aegis of the Ministry of Coal, the campaign yielded impressive results across all Public Sector Undertakings and field offices under its jurisdiction. Coal Ministry emerged as top performer under space freed category amongst all ministries and departments of the Government of India.

Special Campaign 3.0 (2nd October 2023 - 31st October 2023)

During the Special Campaign 3.0, the Ministry cleaned a vast area of more than 65,88,878 square feet and over 8424 metric tons of scrap was disposed of which earned revenue of ₹34 crores from Scrap disposal.

As per the DARPG report, the Ministry of Coal emerged as the Top Performer in category of space freed and Fourth position in revenue earned during Special Campaign 3.0 amongst all the Ministries/Departments of Government of India. The Ministry also excelled in public outreach, utilizing social media platforms to release 650 tweets, alongside extensive media coverage, effectively highlighting the campaign's initiatives and achievements.

Innovative Initiatives under SC 3.0

Innovative initiatives included **Plastic to Paver** where ECL at Bankola Area, West Bengal collected single use plastic and converted it to paver tiles/blocks, **Waste to Wealth** (SECL at Jamuna Kotma, MP made beautiful sculptures from waste), **Eco Tourism park** (Abandoned de-coaled mine converted into an Eco Tourism Park, as beautiful popular tourist spot at Chhattisgarh & West Bengal), and **Plastic Danav** (NCL initiated a campaign to collect single-use plastic from surroundings and converted into influential figures, sculptures, and artworks, serving as a visual reminder of the impact of plastic pollution)





**Kabad se Kalakriti
Jamuna Kotma SECL**

Eco Park, ECL

Further, the Ministry and its PSUs achieved the following during the period from November, 2023 to August, 2024 under SC3.0:

- Cleaning an impressive **6,19,397 square feet** of space, maintaining a high standard of cleanliness.
- Responsible disposal of over **14,986 metric tons** of scrap, resulting in revenue generation of **Rs. 74.48 crores.**
- Utilizing freed spaces for multiple purposes, including like plantations, horticultural activities, beautification, wider passages ,parking space, office sitting arrangements, storage, etc.

These achievements reflect Ministry of Coal and its PSUs' unwavering commitment to fostering a cleaner, greener, and more sustainable environment and sets a robust foundation for the upcoming Special Campaign 4.0.

ST

(Release ID: 2054249)