

# Coal Ministry Set to Launch Swachhata Hi Seva Campaign 2024

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As envisioned by the Government of India, the Ministry of Coal along with Coal India Limited (CIL) and its Subsidiaries, NLCIL, CCO, CMPFO is all set to drive the Swachhata Hi Seva (SHS) Campaign 2024, with several impactful activities aimed at promoting cleanliness and community engagement (Jan Bhagidari).

In preparation for the official launch of the Swachhata Hi Seva Campaign 2024, which will commence from 14th to 16th September 2024 with the theme 'Swabhav Swachhata - Sanskaar Swachhata', the Ministry will begin with an office-wide Swachhata Pledge. This will be followed by the installation of banners, standees, and digital displays at key locations to promote the campaign. These are aimed to raise awareness and encourage public participation.

Additionally, the campaign will be promoted across social media platforms to reach a broader outreach and motivate community action.

On 17th September 2024, the Ministry of Coal will officially launch the Swachhata Hi Seva Campaign, with a target of organizing 1000 events across the coal bearing states. Over 10 lakh individuals are expected to take part in various activities.

The key activities planned for the launch day includes

**Plantation and Cleanliness Drives:** Under the theme 'Ek Ped Maa Ke Naam', the Ministry, in collaboration CIL and its CPSEs, NLCIL, CCO, CMPFO with PSUs, will conduct tree-planting and cleanliness activities nationwide.

**Sampoorna Swachhata Drive:** Large-scale cleanliness drives will focus on public assets such as water bodies, roads, and railway stations, with public contributions through Shramdaan will be encouraged.

Through this campaign, the Ministry of Coal aims to make a tangible impact on the environment and community spaces, promoting the importance of cleanliness and community participation in line with the vision of a cleaner and greener India.

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