

# BCCL Gears Up for Special Campaign 5.0 with Strategic Review and Community-Centric Initiatives

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Bharat Coking Coal Limited, a subsidiary of Coal India Limited is gearing up for the nationwide Special Campaign 5.0. CMD, BCCL, Shri Manoj Kumar Agarwal today held a comprehensive review meeting to assess the preparations of the company. The meeting was attended by Director (HR) BCCL, Shri M.K Ramaiah along with concerned Nodal Officers of the company. The meeting focused on evaluating the readiness and planned activities under the campaign.

The CMD Shri Manoj Kumar Agarwal highlighted the significance of the campaign, which is aligned with the Government of India's vision to promote cleanliness, enhance administrative efficiency, and instil sustainable practices across all departments. He emphasized proactive participation from all Areas and Departments to ensure visible impact and community engagement.

As part of the preparatory phase, a follow-up review was also conducted by the Secretary (Coal), Ministry of Coal, Government of India, via video conference on 1st October 2025. BCCL presented its roadmap for implementation and the key initiatives planned during the campaign. The Secretary appreciated the planned activities and encouraged all PSUs to innovate and adopt replicable best practices.

Key Initiatives by BCCL under Special Campaign 5.0:

**1. Inter-Area and HQ Cleanliness Competition**

A company-wide cleanliness competition will be organized across all Areas and Headquarters. The top three performing offices will be felicitated by the CMD, BCCL, in recognition of their outstanding efforts.

**2. 'Nukkad Natak' Awareness Drives in Dhanbad**

Street plays (Nukkad Natak) will be staged at prominent chaurahas (intersections) in Dhanbad to raise public awareness.

**3. 'Waste to Wealth' Initiatives**

Innovative projects converting waste materials into useful products will be executed at the Area level to promote sustainability and circular economy practices.

**4. Redistribution of Functional but outdated electronic equipment**

Functional but outdated electronic equipment such as PCs, UPS units, and printers will be refurbished and distributed to underprivileged sections of society, particularly in schools and community centres.

**5. Awareness Sessions for School Children**

Special sessions and speeches will be organized in schools across Dhanbad to instil clean habits among children and promote civic responsibility from a young age.

The Ministry of Coal and its PSUs reiterate their commitment to actively contributing to the goals of the campaign through inclusive participation, measurable outcomes, and community engagement.

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**Shuhaib T/ Durgesh Kumar**

