

Eastern Coalfields Limited Marks World Environment Day 2025 with the Soulful Campaign 'Ek Ped Maa Ke Naam'

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Eastern Coalfields Limited, a subsidiary of Coal India Limited under the Ministry of Coal, Government of India observed World Environment Day 2025 with deep reverence and vibrant participation across all its command areas. This year's celebrations were anchored in the touching and symbolic campaign, "Ek Ped Maa Ke Naam" — a heartfelt tribute connecting personal sentiment with ecological responsibility.



The central function was held at ECL Headquarters at Sanctoria, West Bengal. The occasion was graced by the presence of Shri Satish Jha, Chairman-cum-Managing Director along with Shri Niladri Roy, Director (Technical/ Operations), Shri Girish Gopinathan Nair, Director (Technical/ Planning & Projects) and Md. Anzar Alam Director (Finance). Independent External Monitors Shri S. Srinivasan and Shri A. K. Garg also participated and offered insightful reflections on the enduring role of coal PSUs in India's green transition.

With this event, company emphasized that a coal company's truest measure of responsibility lies in its willingness to regenerate the very environment it draws from. ECL called upon every employee to not merely participate in symbolic acts but to lead by example through consistent environmental stewardship. Reiterating the ethos of the campaign, management appealed to all to plant a tree in their mother's name under the campaign, 'Ek Ped Maa Ke Naam' and extend the tradition by commemorating children's birthdays with plantation drives, thereby turning rituals of love into legacies of sustainability.

In line with the national theme 'One Nation, One Mission: End Plastic Pollution', ECL also celebrated this year's World Environment Day with a wide range of impactful programs across its command Areas. From

plastic removal drives and awareness seminars to eco-friendly workshops for children and distribution of plantable stationery such as seed papers, seed pens, every initiative reinforces the larger mission of conscious, participatory environmental action.



Notable highlights from across the coalfields included:

- Plantation and distribution of over 25,140 saplings, many under the emotional aegis of “Ek Ped Maa Ke Naam” with total engagement of around 3,393 people.
- Drawing, essay, quiz and reel making competitions to engage children and youth in climate education.
- Drone-assisted plantation of seedballs, biodegradable alternatives like jute bag distribution and exhibitions of handicrafts made from recycled materials.
- Cleanliness drives in collaboration with local bodies, panchayats and educational institutions.
- Awareness campaigns on microplastics, tuberculosis and sustainable water usage.

A unique dimension of the celebrations was the Sonepur Bazari Area’s initiative to distribute eco-friendly plantable stationery embedded with seeds like basil, okra and pumpkin—imbuing the learning journey of children with the values of regeneration.

The campaign reaffirms ECL’s enduring commitment to sustainable mining, resilient community development and ecological responsibility. As the world grapples with environmental degradation and climate challenges, ECL’s actions this year underscore the PSU’s resolve to lead from the front, guided by both technological innovation and heartfelt social conscience.

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