

ECL Launches Special Campaign 6.0 to Drive Cleanliness, Sustainability and Operational Efficiency.

Posted On: 04 SEP 2026 5:27PM by PIB Delhi

Eastern Coalfields Limited (ECL) has launched Special Campaign 6.0 under 'Waste to Wealth' theme by Department of Administrative Reforms and Public Grievances and 'eWaste Management' theme by Ministry of Coal, GoI, reaffirming its commitment towards enhancing workplace cleanliness, promoting sustainability and strengthening operational efficiency across the organisation.

The campaign will focus on Effective collection, Segregation and Disposal of e-waste through four key areas—E-Waste Management, Pendency Reduction, Space Optimisation and Digitalisation—with a comprehensive action plan to be implemented in two phases. The Preparatory Phase will be undertaken from September 15 to September 30, 2026, followed by the Implementation Phase from October 2 to October 31, 2026.



The campaign was formally launched by CMD, ECL, Shri Satish Jha, who gave the green signal for its commencement. Addressing the gathering, Shri Jha emphasised the importance of collective participation in achieving the objectives of Special Campaign 6.0 and called upon employees to make active and meaningful contributions towards its successful implementation.

The launch programme was attended by Director (Finance) Shri Md. Anzar Alam; Director (HR) Shri Gunjan Kumar Sinha; Director (Technical/P&P) Shri Girish Gopinathan Nair and Director (Technical/Operations) Shri Chitranjan Kumar, Nodal Officer – Special Campaign 6.0, Shri Nazrul Islam, General Manager (HR) along with HODs from HQ and General Managers of various Areas.



Under Special Campaign 6.0, ECL will undertake focused measures with ‘Act Today, Impact Tomorrow’ for the systematic collection, segregation and responsible disposal of electronic waste, while strengthening efforts towards the timely disposal of pending public grievances, appeals, references and communications received from various stakeholders, including Members of Parliament and State Governments.

The campaign will also emphasise space optimisation through the identification and disposal of scrap, obsolete and unserviceable items occupying valuable office space. In addition, ECL will promote paperless and eco-friendly workplace practices, leveraging digitalisation to enhance efficiency and reduce environmental impact.

Shuhaib T

(Release ID: 2306736) Visitor Counter : 399

Read this release in: Urdu , हिन्दी , Tamil , Telugu