

MCL drives Swachhata Hi Seva 2026 with Cleanliness, Awareness and Community Engagement Activities

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Mahanadi Coalfields Limited (MCL) is observing Swachhata Hi Seva 2026 from September 17 to October 2, 2026, with a series of cleanliness drives, awareness programmes, student engagement activities and community initiatives across its Headquarters and operational areas.



The campaign aims to reinforce the message of Swachhata as a collective responsibility while promoting responsible waste management, environmental awareness and sustainable practices among employees, students and communities.

The campaign was launched at MCL Headquarters, Sambalpur, with the administration of Swachhata Pledge to employees. The Swachhata Rath was also flagged-off by the MCL's women employees, symbolising collective participation and awareness towards cleanliness and responsible waste management.

As part of the campaign, cleanliness drives have been organised at the Schools and Colonies encouraging participation and awareness at the grassroots level. MCL also organised an exposure visit for around 50 students of DAV School to the Balibandha Wealth Centre (A material recovery facility), providing first-hand insights into solid waste management, waste segregation and the principles of Reduce, Reuse and Recycle. The initiative sought to connect classroom learning with practical understanding of responsible waste management.

MCL also organised an Elocution Competition at IIM Sambalpur and a Debate Competition at SUIIT, Burla, engaging students in discussions on cleanliness, sustainability and the role of youth in sustainable development.

The Swachhata Hi Seva campaign is an ongoing initiative, with several more activities planned until October 2, 2026 across MCL's Headquarters and operational areas.

Through Swachhata Hi Seva 2026, MCL is seeking to strengthen a culture of cleanliness, environmental responsibility and sustainable practices across its establishments and surrounding communities.

Prajith Kumar

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