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Paradip Port Authority Wins First Prize at Swachhata Pakhwada Awards 2025

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Paradip Port Authority (PPA) won the first prize at the Swachhata Pakhwada Awards 2025 for excellence in cleanliness, sustainability, and effective implementation of the Swachh Bharat Mission initiatives. The award was presented by Union Minister Sarbananda Sonowal and MoS Shantanu Thakur in New Delhi, and received on behalf of the port by P. L. Haranadh, Chairman of PPA.

Why it matters:

This achievement highlights PPA's strong commitment to environmental stewardship, community engagement and sustainable cleanliness practices across port premises and adjacent public areas.

About Swachhata Pakhwada

Swachhata Pakhwada is a fortnight-long cleanliness drive observed annually by various ministries and organisations in India to support the Swachh Bharat Mission and promote hygiene, waste management, and public participation.

It typically involves activities such as cleanliness drives, waste segregation and recycling, awareness campaigns, plantation drives, and public engagement programmes across institutions and communities.

Key Initiatives by Paradip Port Authority

Jan Bhagidari: Large-scale involvement of citizens and stakeholders in cleanliness campaigns across schools, heritage sites, temples, beaches, ponds, and port areas.

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Ek Ped Maa Ke Naam Campaign: Plantation drives which included planting 40,000 saplings at Paradip Sea Beach to enhance green cover and environmental quality.

Against Single-Use Plastic: Awareness drives, street theatre, rallies, cotton bag distribution, and citizen engagement to reduce plastic usage and promote sustainable behaviour.

Sustainable Exhibitions: Initiatives like “Scrap to Structure” and “Waste to Wealth” to showcase innovative reuse and recycling of waste materials, encouraging youth participation.

Environment & Cleanliness Context

The award aligns with the Swachh Bharat Abhiyan, launched by the Government of India in October 2014 to realise Mahatma Gandhi’s vision of a clean India, emphasising sanitation, waste management, and behavioural change.

Other organisations and institutions also observe Swachhata Pakhwada; for example, the Council of Scientific & Industrial Research (CSIR) conducted cleanliness drives, plantation, and participatory activities at its units across India as part of the 2025 observance.