

Joining India's Swachh Bharat Mission: Geological Survey of India to Run Nationwide Cleanliness Initiatives under Swachhata Hi Seva 2025

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As part of the Government of India's Swachh Bharat Abhiyan, the Geological Survey of India is gearing up to implement a series of initiatives under the "Swachhata Hi Seva" campaign from 17th September to 2nd October 2025. In alignment with this year's theme "Swachhotsav" focusing on Clean and Green Festivities & Zero-Waste Community Celebrations, GSI's efforts will focus on the five pillars of SHS 2025, transforming cleanliness target units (CTUs), rejuvenating public spaces, safeguarding Safai Mitras, promoting clean green festivities, and spreading advocacy for Swachhata. Through these concerted efforts, GSI aims to inspire collective responsibility and embed cleanliness as an integral part of everyday life.

The campaign will be inaugurated on 17th September 2025, with a mass Swachhata pledge in all the offices of GSI across India. The launch will also witness plantation drives under "Ek Ped Maa Ke Naam", disposal of scrap and e-waste, as well as the felicitation of Safai Mitras in recognition of their invaluable contribution to society.

A central focus of the campaign will be the Transformation of Cleanliness Target Units (CTUs). GSI has identified 34 (thirty-four) numbers of CTUs across India, to adopt, and refurbish black spots in collaboration with local communities and authorities, ensuring long-term upkeep and sustainability. As part of the Clean Public Spaces initiative, GSI will undertake systematic cleanliness drives in its offices, market areas, parks, transport hubs, and geo-heritage sites, emphasizing citizen participation and collective action for cleaner surroundings.

Through Safai Mitra Suraksha Shivirs, GSI will prioritize the welfare of sanitation workers by organizing preventive health check-ups, distributing PPE kits, and facilitating social welfare linkages to ensure their health and safety. In alignment with the Clean Green Festivities pillar, GSI will promote eco-friendly celebrations by encouraging waste-free pujas, Swachhata Rangolis at public places, waste-to-art transformations, and post-festival clean-up activities across its units.

The campaign will also emphasize Advocacy for Swachhata, with rallies, human chains, awareness samvads, school competitions, and creative programmes designed to engage youth, students, and communities in spreading the message of Swachhata.

On 25th September 2025, GSI will participate in the nationwide initiative "Ek Din, Ek Ghanta, Ek Saath". Officers, staff, and local citizens will join hands in a one-hour collective cleanliness drive at multiple locations, demonstrating the power of unity in action. Special attention will be devoted to geo-heritage sites, with large-scale cleanliness and awareness programmes planned at Nomira Pillow Lava (Odisha), Barabar Caves (Bihar), Dinosaur Fossil Park (Gujarat), and Sendra Granite (Rajasthan). These activities highlight GSI's commitment to environmental sustainability and heritage preservation.

The campaign will culminate on 2nd October 2025, coinciding with the birth anniversary of Mahatma Gandhi. During the closing ceremony, GSI will honor Safai Mitras and outstanding participants of the Swachhata Hi Seva 2025 campaign for significant contributions to this nationwide movement. Through these collective efforts, GSI reaffirms its dedication to the Swachh Bharat Mission, embedding cleanliness as a shared social responsibility.

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