

As part of preparations to observe Swachh Bharat Diwas on Gandhi Jayanti, the Ministry of Cooperation launches a special Swachhotsav Campaign

Secretary Dr. Ashish Kumar Bhutani administered Swachhata Pledge to all officers and staff, and participated in the cleanliness drive

Dr. Bhutani planted a plant under the “Ek Ped Maa Ke Naam” campaign

Ministry of Cooperation has drawn up a plan to conduct the special Swachhotsav Campaign from 17th September to 2nd October 2025

Under the leadership of Prime Minister Shri Narendra Modi and the guidance of Union Minister of Cooperation Shri Amit Shah, the Ministry is working to transform the campaign into a people’s movement

As part of the “Ek Din, Ek Ghanta, Ek Saath” campaign, cooperative organizations will come together to dedicate one hour of collective shramdaan for cleanliness

On 2nd October, Swachh Bharat Diwas will witness

large-scale public participation with the objective of making cleanliness a routine of our daily lives

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As part of the preparations for observing Swachh Bharat Diwas on 2nd October, the birth anniversary of the Father of the Nation Mahatma Gandhi, Ministry of Cooperation has launched a special Swachhotsav Campaign from today. Under this campaign, Secretary, Ministry of Cooperation, Dr. Ashish Kumar Bhutani, along with officials and staff of the Ministry, took the Swachhata Pledge and participated in a cleanliness drive organized in the Atal Akshay Urja Bhawan in New Delhi. The Secretary urged all employees to actively contribute in the drive and took part in shramdaan for cleaning the premises. He also planted a plant under the “Ek Ped Maa Ke Naam” initiative, which is an important activity connected to the Swachh Bharat Abhiyan.





In preparation for Swachh Bharat Diwas on 2nd October, the Ministry has drawn up a plan to run the special Swachhotsav Campaign from 17th September to 2nd October 2025. Under the leadership of Prime Minister Shri Narendra Modi and the guidance of Union Home Affairs and Minister of Cooperation Shri Amit Shah, Ministry is working together with cooperative societies and federations across the country to transform this cleanliness campaign into a people's movement.



As part of the campaign, unkempt sites will be identified as Cleanliness Targeted Units (CTUs) and they will be transformed through special cleanliness drives so that these places can be developed as clean, safe, and public-friendly areas. In addition, the campaign will also include cleaning of public places, special health

camps for Safai Karmacharis, promotion of eco-friendly festivals, and awareness activities such as Waste to Art, Swachhata Pledge, and Reduce-Reuse-Recycle (RRR) initiatives.



Under the “Ek Din, Ek Ghanta, Ek Saath” campaign, Ministry of Cooperation will organize a special nationwide cleanliness program on 25th September 2025, the birth anniversary of Pandit Deendayal Upadhyaya. The objective of this initiative is to bring together citizens, cooperative societies, employees, and various cooperative organizations to encourage collective shramdaan for cleanliness. On this day, everyone will dedicate one hour together towards cleanliness, turning Swachh Bharat into a people’s movement. This effort will not only ensure the cleaning of public places but also serve as a significant step towards making cleanliness as a way of life.



On 2nd October, Swachh Bharat Diwas will be marked by cleanliness activities with public participation across different states and organizations. The Ministry has appealed to all States, Union Territories, cooperative societies, and national federations to actively participate to ensure large-scale public involvement on the day. The objective of Swachhata Hi Seva 2025 is to make cleanliness a permanent lifestyle practice. The Ministry of Cooperation aims to make this year's Swachhotsav 2025 more widespread and impactful, contributing to the creation of a clean, healthy, and prosperous India through cooperation, collective responsibility, and mass participation.

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