

Swachhata Hi Seva (SHS) Campaign 2025 commences today, Organisations under DFS undertake Swachhata Pledge

With the theme “Swachhotsav”, over 1.05 lakh DFS organisations and 86,000+ branches to conduct nationwide cleanliness drives, outreach for Safai Mitra enrolment and Shramdaan activities

Posted On: 17 SEP 2025 7:30PM by PIB Delhi

The Department of Financial Services (DFS), Ministry of Finance has launched Swachhata Hi Seva 2025 (SHS 2025), a nationwide cleanliness campaign scheduled from September 17 to October 2, 2025. This year's theme is "Swachhotsav", which blends the spirit of festive celebrations with the responsibility of cleanliness. The campaign is a key component of the Swachh Bharat Mission (Clean India Mission).



Various activities, covering all the 5 Pillars of campaign will be organised across the country by all organisations of DFS (PSBs, PSFIs, PSICs, Regulators, RRBs, DRTs etc). **105 organisations of DFS and more than 86,000 branches of financial institutions are expected to participate in the campaign.**



To give wide impact to the Swachhata Hi Seva campaign, all branches have been requested to organize plantation drive and to set up outreach programmes for enrolment of Safai Mitras to government schemes. Special emphasis will be given on enrolment of Safai Mitras under PMJDY, PMSBY and PMJJBY schemes.



Glimpse of Swachhata Pledge taken by various organisations of DFS

Lead District Managers (LDMs), through State/UT Level Banking Committees, at all districts have been requested to identify and map black spots and to transform them in a timely manner during the campaign period. It has been also planned to organise cleanliness activity at 10 locations of each districts under the jurisdiction of LDMs, covering both rural and urban area.

A nationwide Shramdaan Activity involving bankers, volunteers and common citizens is also to be organised at 8.00 A.M. on 25.09.2025.

NB/AD

(Release ID: 2167749)