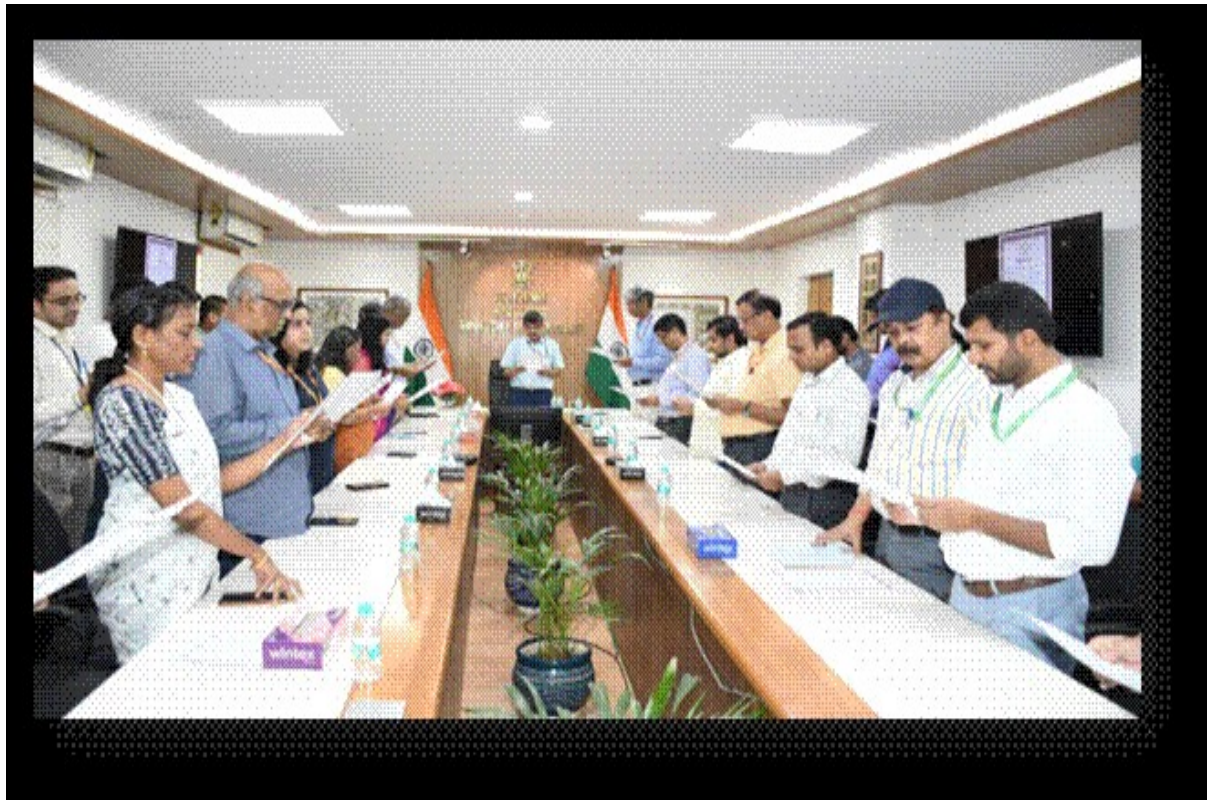


Ministry of Textiles proudly announces the commencement of the Swachhta Hi Seva (SHS) – 2025 Campaign

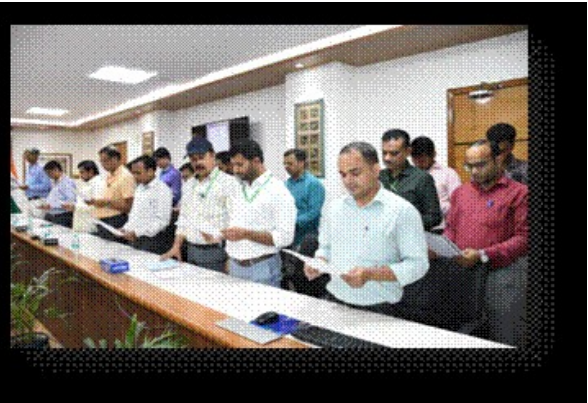
This year's theme, 'Swachhotsav', emphasizes celebrating cleanliness as a collective effort and festival of community involvement

Posted On: 18 SEP 2025 1:55PM by PIB Delhi

Ministry of Textiles proudly announces the commencement of the Swachhta Hi Seva- 2025 Campaign, a nationwide initiative aimed at reinforcing the commitment to cleanliness and hygiene in everyday life. The campaign is celebrated across all organisations under the Ministry of Textiles from 17th September to 2nd October-2025.



This year's theme, 'Swachhotsav', emphasizes celebrating cleanliness as a collective effort and festival of community involvement. Under this theme, the Ministry and its affiliated organizations will be conducting a series of initiatives focused on hygiene, environmental conservation, and civic awareness. Cleanliness drives will be carried out in office premises, campuses of educational institutions, public areas, encouraging active involvement from employees, students, civil society groups, local communities and public at large.



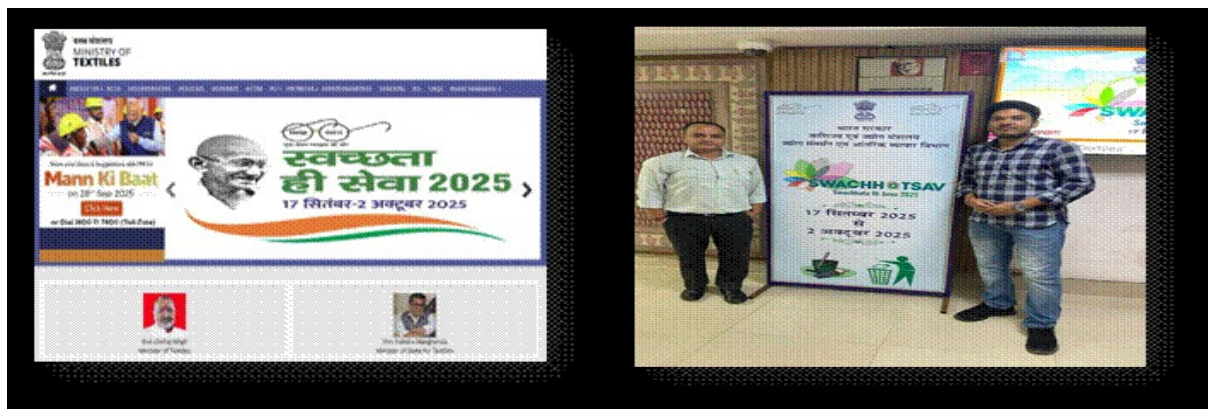
Shri Asit Gopal, AS&FA, Ministry of Textiles, administered the Swachhata Pledge to all the officers/ staff of the Ministry for the ongoing [#SwachhataAbhiyan](#) at Udyog Bhawan in Delhi today [#SHS2025](#) [#SwachhtaHiSeva2025](#) [#Swachhotsav](#) pic.twitter.com/atrH2CeeOC

— Ministry of Textiles (@TexMinIndia) [September 17, 2025](#)

Ministry has carried out following activities with commencement of the campaign:

- AS&FA (Textiles) administered the Swachhta pledge to officials at the Ministry of Textiles, Udyog Bhawan New Delhi to embrace cleanliness as an integral part of their daily lives.
- Swachhata Pledge has also been administered by all organisations under the Ministry.
- Standees have been installed at prominent places in the office building in the Ministry and other organizations.
- Banner of Swachhta Hi Sewa has been uploaded on the dashboard of the websites of the Ministry and its all organizations.
- Selfie point has been installed at prominent places in the office building in the Ministry and other organizations.
- To ensure maximum reach and engagement, activities of the campaign are being shared across social media platforms amplifying the message of cleanliness





MAM/AK/SMP

(Release ID: 2167993)