

The Department of Water Resources, River Development & Ganga Rejuvenation, Ministry of Jal Shakti launches 'Swachhata Hi Seva 2025' campaign across its organisations and field offices with the theme 'Swachhotsav' to support cleanliness and public participation

Swachhata Pledge administered to officials and staff marking the commencement of Swachhata Hi Seva 2025

The Department to organise citizen-centric cleanliness drive at Kalindi Kunj under the banner 'Ek Din, Ek Ghanta, Ek Sath' on 25th September, 2025 from 8:00 AM to 9:00 AM

Posted On: 19 SEP 2025 2:12PM by PIB Delhi

The Department of Water Resources, River Development & Ganga Rejuvenation rolled out the *Swachhata Hi Seva (SHS) 2025* campaign with this year's theme 'Swachhotsav' across its various organisations and field offices. The fortnight-long campaign, being observed from **17th September to 2nd October, 2025**, is aligned with the Government's vision of a "Swachh Bharat" and seeks to reinforce the importance of cleanliness, hygiene, and public participation.

The campaign commenced with the administration of the **Swachhata Pledge** in multiple offices and institutes under the Department, including the National Mission for Clean Ganga (NMCG), National Water Informatics Centre (NWIC), North Eastern Regional Institute of Water and Land Management (NERIWALM), Central Water Commission (CWC), Central Ground Water Board (CGWB), Central Soil & Materials Research Station (CSMRS), and various basin organisations such as CWMA, NCA, KRMB, PPA, Tungabhadra Board, UYRB, GFCC, and BRB.

Highlights of the inaugural day included:

- Shri V.L. Kantha Rao Secretary, DoWR, RD & GR administered Swachhata Pledge to officials and staff in the Secretariat Proper.



- **Shramdaan activities** undertaken by the National Mission for Clean Ganga (NMCG), Central Ground Water Board (CGWB), National Water Mission (NWM), and other offices, symbolising collective responsibility towards cleanliness.
- Active participation by officials and students in Tezpur, Raipur, Bhubaneswar, Hyderabad, Indore, Patna, Jhansi, and New Delhi.
- At the National Water Mission headquarters, the event was chaired by the Joint Secretary, NWM, where around 25 officials enthusiastically took the Swachhata Pledge and participated in Shramdaan activities. The campaign aims to inspire every official and citizen to contribute actively towards maintaining clean surroundings, promoting hygiene, and reinforcing the collective resolve for a sustainable and healthy environment.

The Department of Water Resources will organize citizen centric led cleanliness drive at Kalindi Kunj under the banner 'Ek Din, Ek Ghanta, Ek Sath' on 25th September, 2025 from 08.00 A.M. to 09.00 AM.



MAM/AK/SMP

(Release ID: 2168425)

