

"Swachhata Hi Seva" Campaign 2025 launched by Ministry of Culture

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The Swachhata Hi Seva (SHS), 2025 campaign, spearheaded by the Department of Drinking Water & Sanitation and the Ministry of Housing & Urban Affairs, is being observed from 17th September to 2nd October, 2025 by Ministry of Culture and all its Attached, Subordinated and Autonomous Bodies. This year's theme is "Swachhotsav", which blends the spirit of festive celebrations with the responsibility of cleanliness.



The Ministry has planned to organize activities, covering all 5 key focus areas of SHS, such as Nukkad Natak, Essay/Poster making competitions, Waste to Art Workshop, shramdaan and plantation drives. A unique initiative “*Ek din, Ek Ghanta, Ek Saath*” shall be undertaken by this Ministry & Archaeological Survey of India to organize massive shramdan and plantation drive in the campus of Purana Quila, Delhi. Sanitation Kits shall be distributed to safai mitras & other such workers. Awareness drive for street vendors around the office premises to sensitise them about adoption of hygiene & clean practices shall also done by employees of this Ministry. Apart from this, Digital Outreach is also being undertaken through social media campaigns to engage all especially the Gen-Z in spreading the values of cleanliness and civic responsibility.



The Organizations of this Ministry have identified more than 200 Cleanliness target Units (CTUs) to transform the neglected areas around their filed offices. A special workshop “*Kaabad se Jugaad*” shall be organized by the National Science Center, Delhi to transform waste & scrap items into beautiful art forms,

sculptures etc. that will be displayed at public places. This workshop will involve students from schools, colleges and NGOs. Besides, free Health Checkup camps shall also be organized by the Organizations of this Ministry during which they will also be sensitized about various Govt. of India beneficial schemes.



The Ministry of Culture endeavours to mobilize the citizens to take collective responsibility in keeping our cultural spaces clean and green, thereby preserving our environment and cultural heritage. Such collective efforts will go a long way to make 'Swachh Bharat, Swasth Bharat' so as to fulfil of our cherished dream of Viksit Bharat by 2047.

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