

Implementation of Swachhta Hi Seva Campaign 2025 in NITI Aayog from 17th September, 2025 to 2nd October, 2025

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As part of the run-up to *Swachh Bharat Diwas* on 2nd October 2025, commemorating the birth anniversary of Mahatma Gandhi, the Ministry of Housing and Urban Affairs (MoHUA) and the Department of Drinking Water and Sanitation, Ministry of Jal Shakti, organised the nationwide *Swachhata Hi Seva (SHS)* campaign from 17th September to 2nd October 2025. The campaign, organised in collaboration with other Ministries, marks the celebration of 11 years of the Swachh Bharat Mission and reaffirms the national commitment to a clean and garbage-free India. The theme for SHS 2025 was “**Swachhotsav.**”

NITI Aayog actively participated in the campaign and organised several initiatives during the period, which included:

1. **Inspection of Record Room in NITI Aayog:** An Inspection of Record Room in NITI Aayog was conducted on 24.09.2025 by the senior Officers with special emphasis on File reviewing, Weeding out & Digitisation of old records and disposal of scrap.



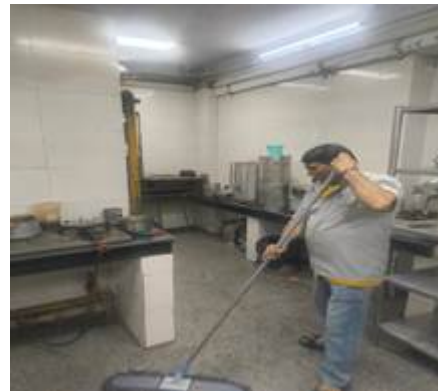
2. **Awareness Campaign:** The campaign Banners & Standees were installed all across NITI Aayog gates, outdoor areas and office premises for generating awareness amongst Officers/Staff of NITI Aayog. SHS-2025 campaign banners were also displayed on NITI Aayog Website Homepage for the campaign duration.



3. **Cleanliness Drive in NITI Aayog Office Premises:** A Cleanliness Drive was conducted in NITI Aayog Office Premises on all floors from 22.09.2025 to 26.09.2025 with active participation of NITI Aayog staff.



4. **Deep Cleaning of NITI Aayog Departmental Canteen:** The Welfare Team undertook the activity of Deep Cleaning of NITI Aayog Departmental Canteen Hall & Kitchen from 22.09.2025 to 26.09.2025.



5. **Swachhta Pledge:** Observing the nationwide Shramdaan “**Ek Din, Ek Ghanta, Ek Saath**” campaign on 25th September, 2025, the Hon’ble Vice Chairman, NITI Aayog administered the Swachhta Pledge to NITI Aayog staff, followed by the Cleanliness Drive of NITI Aayog outdoor campus led by the Hon’ble Vice Chairman, NITI Aayog (Shri Suman K. Bery); the Hon’ble CEO, NITI Aayog (Shri BVR Subrahmanyam).



Through these activities, NITI Aayog reaffirmed its commitment to the ideals of cleanliness, efficiency and environmental responsibility envisioned under the Swachh Bharat Mission.

MJPS/SR

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