

Swachhhta Hi Seva (SHS) – 2025 Campaign: Nationwide Cleaning Activities under Ministry of Textiles

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The Jute Corporation of India Limited (JCI) has conducted various Public Area Cleaning Campaign across India, where public were also participated.

National Institute of Fashion Technology (NIFT) has organized Plantation drive for beautification at NIFT Campuses.

National Jute Board (NJB)-‘Safai Mitra Suraksha Shivir’ was conducted at Patsan Bhawan, New Town, Kolkata in association with ESIC Medical College, Joka, Kolkata where ‘Safai Mitras’ along with their family members were present. 40 individuals including the family members of safai mitras were benefited from the camp.

Central Cottage Industries Corporation of India Ltd (CCIC) organised a distribution drive of **masks and sanitizers** to promote hygiene and cleanliness. This effort aimed to raise awareness about personal hygiene and support the vision of a **clean and healthy India**.

Here are some glimpses of the activities conducted during the campaign:-

The Jute Corporation of India Limited (JCI)





National Institute of Fashion Technology (NIFT)-



निफ्ट, वाराणसी परिसर के कॉरिडोर में लगे पेड़ों की साफ - सफ़ाई एवं सौंदर्यीकरण का कार्य किया गया। /

National Jute Board (NJB)-



CCI-





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