

# Ministry of Rural Development Organises Cleanliness Drives and Creative Engagements under 'Swachhata Hi Seva - 2025'

## Ek Din Ek Ghanta Ek Saath: Nationwide Voluntary Initiative

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The Ministry of Rural Development, actively participated in the nationwide 'Swachhata Hi Seva - 2025' campaign, organised from 17th September to 2nd October 2025 under the joint aegis of the Department of Drinking Water and Sanitation (DDWS) and the Ministry of Housing and Urban Affairs (MoHUA).

Reflecting Mahatma Gandhi's ideals of cleanliness, civic responsibility and people's participation, the campaign witnessed enthusiastic involvement of officers, staff, and community members across various activities held in New Delhi.

To mark the beginning of the ministry's initiatives, a Pledge Taking Ceremony was held on 22nd September 2025 at Kartavya Bhawan-3, New Delhi. The Secretary, Rural Development administered the pledge, reiterating the commitment of individuals and institutions towards cleanliness in all spheres of life. Participants resolved to devote 100 hours annually to voluntary cleanliness activities, while also pledging to inspire others and spread the message of the Swachh Bharat Mission in both rural and urban areas through direct participation and digital outreach



On 25th September 2025, the Ministry conducted a one-day Mass Cleanliness Drive (Shramdaan) in the park area opposite Gate No. 1, Kartavya Bhawan-3, New Delhi. The drive, led by the Secretary, Rural Development, highlighted the spirit of Jan Andolan by bringing together officers, staff and local citizens in collective action. The event underscored the importance of community-led sanitation initiatives as part of the lead-up to Swachh Bharat Diwas on 2nd October.

As part of the campaign's outreach activities, a drawing competition titled 'Swachhotsav' was organised on 26th September 2025 at Unnati Conference Hall, Krishi Bhawan, New Delhi. The event witnessed enthusiastic participation from young minds, including children of the Ministry's staff, alongside employees and stakeholders. The initiative encouraged creative expression while promoting awareness on hygiene and

sanitation in an engaging manner. The programme was comprehensively documented through photography and videography to facilitate wider dissemination of its message.



In addition to the activities conducted at the Ministry level, the Department of Rural Development also issued detailed advisories to all States and Union Territories (except Delhi and Chandigarh) for organising *Swachhata Hi Seva - 2025* activities at **Amrit Sarovar sites**. States were encouraged to mobilise the extensive network of MGNREGA functionaries—including Block Development Officers, Gramin Rozgar Sevaks, and Mates—along with Self-Help Groups, students, youth, freedom fighters, Padma awardees, and local communities.

The advisory highlighted the theme “*Swachhotsav – Connecting Cleanliness with Festivity*” and called for a series of activities such as Swachhata pledges, voluntary *Shramdaan*, the nationwide initiative “*Ek Din, Ek Ghanta, Ek Saath*” on 25th September 2025, and Prabhat Pheris with recognition ceremonies for Safai Mitras and volunteers on 2nd October 2025. States and UTs were also requested to document these efforts through high-quality photographs and share them with the Ministry.





As part of the ‘Swachhata Hi Seva 2025’ campaign, the Department of Rural Development actively promoted a **Nationwide Plantation Drive** from 17th September to 2nd October 2025. All States and Union Territories were encouraged to take part by planting **five lakh seedlings of regionally suitable native species**, with plantation sites geo-tagged and mapped on the **MeriLIFE portal**. The initiative received enthusiastic participation from **schools, eco-clubs, self-help groups, and civil society organizations**, turning it into a people’s movement for **ecological restoration and environmental sustainability**. The plantation drive not only complemented the ongoing cleanliness efforts but also built a strong emotional connect with nature, reinforcing the nation’s commitment to a **green and clean India**.

Through these initiatives, the Ministry of Rural Development reaffirmed its commitment to the goals of the Swachh Bharat Mission and Mahatma Gandhi’s vision of a clean and progressive India. By combining formal pledges, mass Shramdaan, and creative engagements, the Ministry continues to promote a culture of cleanliness, responsible citizenship, and sustainable community participation.

The activities organised as part of ‘Swachhata Hi Seva - 2025’ reflect the Ministry’s sustained dedication to the national sanitation movement and its resolve to inspire collective efforts towards building a cleaner, healthier India.

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