

# Ministry of Textiles Concludes 'Swachhata Hi Seva 2025' with 311 Activities Nationwide, Engaging Over 16,000 Participants

## Union Textiles Minister Shri Giriraj Singh Interacts with Safai Mitras; Felicitates Sanitation Workers during SHS 2025 Campaign

## Ministry of Textiles Undertakes Cleanliness Drives, Plantation Initiatives and Sustainable Fashion Workshops under 'Swachhotsav' Theme of SHS 2025

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The Ministry of Textiles enthusiastically participated in the Swachhata Hi Seva (SHS) 2025 campaign, organized from 17th September to 2nd October, 2025, under the overarching theme "Swachhotsav". The campaign witnessed the completion of 311 activities by organizations under the Ministry, engaging over 16,052 participants from across the country.

The campaign, aligned with the vision of a "Clean India", emphasized a whole-of-society approach, and was carried out across the Ministry's offices, institutes, and field organizations with spirited employees, citizen and stakeholder involvement.

### **Special Interaction with Safai Mitras:**

A highlight of the campaign was a special interaction programme held by the Hon'ble Minister of Textiles, Shri Giriraj Singh, with Safai Mitras of the Ministry. The Hon'ble Minister appreciated their dedicated efforts in maintaining hygiene and sanitation and acknowledged their indispensable role in society.



#### **During the event:**

- SafaiMitras shared their experiences, challenges, and suggestions.
- Each worker was felicitated with a wellness kit containing a T-shirt, mask, sanitizer, and other essentials.
- Food packets were distributed.
- The interaction was conducted in an uplifting and respectful atmosphere, reflecting the Ministry's commitment to labour dignity and welfare.

#### **Swachhata Activities Conducted:**

##### **Key Highlights:**

- **Swachhata Pledge:** Initiated across organizations, reinforcing cleanliness as a personal and organizational value.
- **Cultural Programs:** Organized across NIFT campuses, Textile Committee Mumbai, and other bodies through art, music, dance, rangoli, and thematic workshops promoting cleanliness.
- **Cleanliness Drives:** Conducted across offices, public spaces, beaches, parks, and water bodies.
- **Waste to Art Installations:** Created using discarded materials by Jute Corporation of India, DC Handlooms, Textile Committee, National Jute Board, and Central Silk Board.
- **Sustainable Fashion Workshops:** Held by NIFT promoting responsible waste management and reuse in fashion design.
- **Cyber Hygiene Workshops:** Conducted to sensitize employees on cybersecurity and safe digital practices.
- **Installation of Selfie Points & Standees:** Encouraged awareness and participation through digital engagement.

#### **Nationwide Participation in 'Ek Din, EkGhanta, EkSaath' Shramdaan**

On 25th September 2025, the Ministry of Textiles led the nationwide Shramdaan initiative, supported by all organizations under its aegis. Activities included thorough cleaning, waste collection, beautification drives,

and public engagement efforts.

#### Cleanliness Target Units (CTUs) and Public Spaces:

- 107 Black Spots were identified and transformed.
- 45 Public Spaces including parks, beaches, and other public areas were cleaned and beautified.
- Over 2766 participants engaged in 152 such events.

#### Safai Mitra Suraksha Shivirs:

A total of 18 Shivr's were conducted, offering:

- Health check-ups to 1,770 sanitation workers
- Distribution of PPE kits to 75 workers
- Awareness sessions on government welfare schemes benefitting 7,373 workers
- Total beneficiaries: 9,543

Participating bodies included O/o DC Handicraft, O/o DC Handlooms, O/o Textile Commissioner, Cotton Corporation of India, Textiles Committee, NIFT campuses, Central Silk Board (CSB), National Handloom Development Corporation (NHDC), National Jute Board (NJB), Jute Corporation of India (JCI), O/o Jute Commissioner, SVPISTM, National Textile Corporation etc.

Activities also included:

- Celebration of Ayurveda Day
- Sensitization workshops on health and hygiene
- Collaboration with local health service providers

#### Clean Green Utsav

- 23 Eco-friendly Pandals
- 7 Swachhata Rangoli Competitions
- 12 Post-Festive Cleanliness Drives
- Total Events: 42

#### Advocacy and Public Outreach

A total of 99 advocacy events conducted, with 3,743 participants, including:

- Door-to-door awareness drives (15 events)
- Swachhata Rallies (7 events)
- Say No to Single Use Plastic Drives (29 events)
- Branding of SBM assets (42 activities)
- Waste to Art Installations (6)

#### Social Media & Publicity

The Ministry and its organizations actively promoted SHS 2025 through 248 social media posts and 8 PIB press releases, creating widespread awareness and engagement.

#### Plantation Drive – Ek Ped Maa Ke Naam

Over 1,000 saplings were planted across the country as part of the “Ek Ped Maa Ke Naam” initiative. Implemented by 14 organizations, this drive symbolized environmental responsibility and intergenerational

legacy.

### **Concluding Swachh Bharat Diwas – October 2, 2025**

The campaign culminated with the celebration of Swachh Bharat Diwas:

- Felicitations of Safai Mitra's
- Plantation drives
- Wall paintings, beautification, and office repairs
- Senior officials monitored campaign activities
- Swachhata initiatives integrated across all organizational levels

### **Conclusion**

The Ministry of Textiles successfully concluded its participation in the Swachhata Hi Seva 2025 campaign with a wide array of impactful and inclusive activities conducted across the country. The campaign culminated on 2nd October 2025 with the celebration of Swachh Bharat Diwas, marked by the felicitation of SafaiMitras, beautification drives, and active engagement of all stakeholders.

The Ministry, along with its affiliated organizations, successfully completed the campaign, reaffirming its unwavering commitment to cleanliness, sustainability, and the dignity of labour.

Swachhata Hi Seva 2025 was concluded successfully and effectively by the Ministry of Textiles.

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



**Central Silk Board**



Birth anniversary of Mahatma Gandhi



Felicitation of Safai Mitras



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



National Jute Board (NJB)-



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