

Ministry of Information & Broadcasting Successfully Completes the Swachhata Hi Seva (SHS) 2025 Campaign from 17th September to 2nd October, 2025

MIB Mobilises Over 59,000 Participants Through over 2,700 Swachhata Hi Sewa Activities Across the Country

‘Ek Din Ek Ghanta Ek Sath’ and Swachh Bharat Diwas: Officers and Staff Take to Streets with Brooms for Cleanliness Drive

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Ministry of Information & Broadcasting (MIB) Successfully Completes the Swachhata Hi Seva (SHS) 2025 Campaign from 17th September to 2nd October, 2025. The Ministry conducted 2,766 events under different themes like cleaning of Cleanliness Target Units (CTUs), cleanliness campaign, door to door activities, awareness campaigns, drawing competitions, swachhta rallies, and various cultural activities like poem recitation, Nukkad Natak and Slogan writing etc., where in 59,122 people participated in these events.

Under the Swachhta Hi Sewa 2025 campaign, the total number of spots cleaned were 1588, total CTUs transformed were 824, and total events organised under Advocacy for Swachhta, Clean Green Utsav and Safaimitra Surakha Shivirs were 198, 49 and 107 respectively.

The Ministry also organised the special events on September 25 under ‘Ek Din Ek Ghanta Ek Sath’ and October 2 to mark ‘Swachh Bharat Diwas’ where officers and staff stepped out on the roads carrying brooms for swachhata.

Secretary, I&B, Shri Sanjay Jaju reviewed the progress during the preparatory as well as implementation phase with all the Heads of Media Units and their Nodal Officers and gave directions for proper executions of the events of the campaign.



Secretary, MIB, Sh. Sanjay Jaju led the shramdaan under ‘Ek Din, Ek Ghanta, Ek Saath’ at Main Sect., Shastri Bhawan, Delhi

Secretary, Sanjay Jaju also led the *shramdaan* activity under the ‘Ek Din, Ek Ghanta, Ek Saath’ initiative at the Main Secretariat, Shastri Bhawan, New Delhi, inspiring officers and staff across the Ministry’s Media Units to actively participate in the Swachhta Hi Sewa campaign. Various Media Units and affiliated organisations also undertook a series of cleanliness and awareness activities across the country.



Swachhta rally organized by IIMC Amravati

IIMC Amravati organised a Swachhta rally, while DPD officials carried out a cleanliness drive in New Delhi. DDK Mumbai conducted a major beach cleaning drive at Dadar, and similar initiatives were undertaken by Akashvani Amethi, Akashvani Imphal, and NFDC Mumbai and other media units. IIMC Kottayam celebrated

Swachhata Hi Sewa by creating a vibrant organic flower rangoli at its campus entrance a tribute to cleanliness, culture, and sustainability.



Celebrating Swachhata Hi Seva with a vibrant organic flower rangoli at IIMC Kottayam campus entrance — a tribute to cleanliness, culture, and sustainability.



Cleanliness drive organized by DDK Mumbai at Dadar beach.

Other significant initiatives included cleanliness drives by CBFC Delhi, a Swachhta rally by the Press Council of India, a door-to-door awareness campaign by IIMC Delhi, a street play by DDK Patna, a *Swachhotsav* by AIR Ahmedabad, and a health camp organised by DDK Delhi, among others. The Ministry also ensured wide publicity of these activities through print, digital, and social media platforms, amplifying public awareness and participation in the campaign.

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