



Celebration of Swachhta Pakhwada - Ministry of Culture to Undertake Nationwide Cleanliness and Awareness Activities

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The Ministry of Culture, Government of India, is observing **Swachhta Pakhwada** from 16 April to 30 April 2026, reaffirming its commitment to the vision of a clean and green India under the *Swachh Bharat* Mission.

As part of the observance, several activities have already been initiated by organizations under the Ministry. A **Swachhta Pledge** was administered to officials and staff, emphasizing individual and collective responsibility towards maintaining cleanliness. During the pledge, participants also discussed ways to motivate others to keep their surroundings clean and highlighted the importance of community participation in building a cleaner nation. A **quiz competition** on cleanliness and sanitation awareness was organized in Ministry of Culture.

The National Library of India has initiated activities including administration of the *Swachhta* Pledge, awareness-oriented competitions such as essay writing, and cleanliness drives within its premises. The **National Council of Science Museums** and its units across the country have commenced a series of activities such as *Swachhta* Pledge ceremonies, cleanliness drives, awareness rallies, quizzes, painting competitions, and community engagement programmes, focusing on behavioral change and sustainable practices.

The organizations under the Ministry have planned a wide range of activities to be undertaken throughout the **Pakhwada**, including:

- Large-scale *Shramdaan* and cleanliness drives at heritage sites, museums, campuses, public spaces, and riverfront areas
- *Swachhta* rallies, *pad yatras*, walkathons, and plogging activities to encourage mass participation
- Street plays (*Nukkad Natak*), cultural programmes, and awareness campaigns to promote cleanliness messages among the public
- “Waste to Wealth” and “Waste to Art” workshops promoting recycling, reuse, and sustainable practices
- Special initiatives such as beach cleaning, cleaning of water bodies, and maintenance of public amenities including public toilets
- Plantation drives and green initiatives under themes such as “*Ek Paudha Maa Ke Naam*”
- Competitions including essay writing, quizzes, painting, and slogan writing to engage students, staff, and visitors
- Campaigns promoting reduction of single-use plastics and adoption of eco-friendly practices
- Community outreach programmes in collaboration with schools, local bodies, and municipal authorities

- Heritage walks, lectures, and workshops linking cleanliness with cultural preservation and environmental sustainability

Institutions such as **Victoria Memorial Hall, Indian Museum, Salar Jung Museum, National School of Drama, Zonal Cultural Centres**, and others are undertaking these initiatives as part of the *Pakhwada*. Other organizations under the Ministry will also carry out internal cleanliness measures, including weeding out old records, improving waste management practices, and ensuring better upkeep of office premises.

The initiative aims not only to enhance physical cleanliness but also to instill a lasting sense of responsibility and collective action among citizens in preserving India's cultural heritage in a clean and sustainable manner.

The Ministry of Culture urges all stakeholders, including citizens, cultural institutions, and youth organizations, to actively participate in *Swachhta Pakhwada* and contribute towards building a cleaner and healthier India.

M. Annadurai

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