



Department of Land Resources Launches Swachhata Hi Seva with Emphasis on Cleanliness as a Collective Responsibility

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The Department of Land Resources (DoLR), Ministry of Rural Development, has commenced the Swachhata Hi Seva initiative from 17 September 2026, reaffirming its commitment to cleanliness, responsible waste management and a culture of public service.

The initiative places emphasis on making cleanliness a collective responsibility, encouraging officers and staff to maintain clean offices and surroundings and to contribute actively towards a cleaner environment. The focus extends beyond workplace cleanliness to individual and community-level practices that can help reduce littering and improve sanitation.

Addressing the importance of cleanliness and public participation, Shri Narendra Bhooshan, Secretary, Department of Land Resources, said, “Swachhata is not only about cleaning our surroundings; it is about taking responsibility for the spaces we share. The real impact of Swachhata Hi Seva will come when each one of us makes cleanliness a part of our everyday conduct. By preventing litter, keeping our workplaces and neighbourhoods clean, and ensuring that waste is responsibly managed, we can contribute meaningfully to a cleaner and healthier India.”

The Department has called upon its officers and staff to actively participate in cleanliness activities and adopt simple, sustainable practices in their daily lives. The initiative encourages individuals to take ownership of their immediate surroundings rather than leaving the responsibility of cleanliness solely to sanitation workers.

The programme also highlights the importance of responsible handling of plastic waste and e-waste. Employees have been encouraged to identify unused items at home and in offices and explore avenues for their reuse, repair, recycling or responsible disposal, thereby contributing to a circular economy.

The initiative further underscores that cleanliness is intrinsically linked with public service. The message is to reduce the generation of waste, avoid littering and support systems that enable waste to be recycled and reused. The speech also highlighted examples of plastic waste being recycled into useful products, demonstrating the potential of responsible waste management and circular practices.

The Department has urged its personnel to lead by example by maintaining clean workspaces, keeping their surroundings free from litter and encouraging similar practices within their homes and communities.

Swachhata Hi Seva seeks to reinforce the idea that cleanliness is a shared responsibility and that small individual actions, when adopted collectively, can contribute to a larger transformation. The initiative is aligned with the broader vision of promoting responsible citizenship, public service and sustainable practices.



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