

Swachhata Hi Seva 2026 Campaign: Ministry of Textiles and Its Organisations Undertake Cleanliness and Awareness Activities

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Ministry of Textiles proudly announces the commencement of the Swachhata Hi Seva- 2026 Campaign, a nationwide initiative aimed at reinforcing the commitment to cleanliness and hygiene in everyday life. The campaign is celebrated across all organisations under the Ministry of Textiles from 17th September to 2nd October-2026.

This year's theme, 'Swachhata Mein Sahbhag, Swachh Bharat Viksit Bharat', emphasizes celebrating cleanliness as a collective effort and festival of community involvement. Under this theme, the Ministry and its affiliated organizations will be conducting a series of initiatives focused on hygiene, environmental conservation, and civic awareness. Cleanliness drives will be carried out in office premises, campuses of educational institutions, public areas, encouraging active involvement from employees, students, civil society groups, local communities and public at large.

Ministry has carried out following activities with commencement of the campaign.

- Ministry of Textiles has conducted a Thematic Art Poster Making Competition on 18.09.2026 at GPOA-3 Netaji Nagar, New Delhi. All Division heads of the Ministry also visited various sections to review cleanliness and encouraged employees to adopt hygienic practices under Swachhata Hi Seva-2026.



- Banner of Swachhata Hi Seva has been uploaded on the dashboard of the websites of the Ministry and its all organizations.



- Standees have been installed at prominent places in the office building in the Ministry and other organizations.
- Selfie point have been installed at prominent places in the office building in the Ministry and other organizations.



Central Cottage Industries Corporation of India Ltd-

Central Cottage Industries Corporation of India Ltd. organized a Swachhata awareness session on 17 September 2026 to all make citizen aware of importance of Swachhata in our life.



Posters / Wall Massages relating to Swachhata & Water Conservation displayed in various places within showroom on 18/09/2026.



THE COTTON CORPORATION OF INDIA LTD-

Under the Swachhata Hi Seva (SHS) campaign, the Corporation undertook comprehensive site beautification initiatives to transform public spaces into clean, attractive, and welcoming environments. Dedicated selfie points and creative installations were introduced to encourage citizens to interact with the campaign, capture photographs, and share their experiences on social media. The initiative promoted cleanliness awareness, strengthened citizen participation, and enhanced the visibility of the SHS campaign.



Textile Committee-

Awareness Campaign conducted for saying No to single plastic and to all make citizen aware about conservation of natural resources.



MAM/VN

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