

Department of Food and Public Distribution starts 'Swachhata Hi Seva-2026' campaign

Campaign focuses on behavioural and cultural transformation under the theme 'Swachhata Mein Sahbhag, Swachh Bharat, Viksit Bharat'

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The Department of Food and Public Distribution (DFPD), Government of India, along with its Public Sector Undertakings (PSUs), attached and subordinate offices, has commenced the **'Swachhata Hi Seva-2026' campaign** across the country. The campaign is being undertaken in accordance with the guidelines of the Department of Urban Development and the Department of Drinking Water and Sanitation, with a **focus on cleanliness and sanitation**.

The campaign, being observed under the theme **'Swachhata Mein Sahbhag, Swachh Bharat, Viksit Bharat'**, seeks to promote behavioural and cultural transformation and encourage greater participation of citizens and stakeholders in cleanliness initiatives.

Swachhata Pledge and cleanliness drive

Shri Sanjeev Chopra, Secretary, Department of Food and Public Distribution, administered the **Swachhata pledge** to officials of the Department on **17 September 2026** at Krishi Bhawan, New Delhi. The pledge was followed by a cleanliness drive in the premises.





On **18 September 2026**, officials of DFPD participated in a **slogan competition on Swachhata**. The Department also organised a workshop for **Safai Mitras**, focusing on their **wellbeing, health and social security**, which constitute **one of the six pillars of the Swachhata Hi Seva-2026 campaign**. During the workshop, **Safai Mitras** were informed about the activities planned for them during the campaign and various social welfare schemes of the Government of India and the benefits available under these schemes.



Activities undertaken by PSUs and attached offices

The **Central Warehousing Corporation (CWC)** organised a cleanliness and beautification drive at Mayur Vihar, Delhi, on **19 and 20 September 2026**. A painting competition was also organised at **Veer Chand Singh Garhwali Sarvodaya Bal Vidyalaya** on **18 September 2026**.



The **Indian Grain Storage Management and Research Institute (IGMRI)** and its field stations undertook several activities as part of the campaign. IGMRI Field Station, Ludhiana, administered the Swachhata pledge followed by a cleanliness drive on the campus on **17 September 2026**. IGMRI Field Station, Hyderabad, organised an art competition at a nearby Government school, with prizes distributed to selected students.



A **Jal Sanchay Samvad** was also conducted by officials of IGMRI Hyderabad. An awareness programme and cleanliness drive were further organised by IGMRI Ludhiana.



The **Food Corporation of India (FCI)** commenced the campaign on **17 September 2026** across its Headquarters, Regional and District Offices and depots with the administration of the Swachhata pledge and display of campaign banners.

HEADQUARTERS



Regional Office Maharashtra and Odisha



Regional Office Gujarat and Amravati:



As part of the campaign, a comprehensive **health check-up camp** was organised on **18 September 2026** at FCI Headquarters, New Delhi, and various FCI offices and depots for Safai Mitras and their families..

HEADQUARTERS



Medical Camp organized at Regional Office HARYANA and Bhopal.



RO ODISHA and NEF



DO DHARMSHALA and RO TELANGANA



The **Quality Control Cell (QCC)** offices organised oath-taking ceremonies, banner displays and weekly cleanliness pledges on **17 September 2026** under **Pillar-2: ‘Swachh Paathshala – Yuva for Swachhata’**.



Staff and public sensitisation and awareness activities were also organised by the QCC offices on **18 September 2026**

QCC Bhubaneswar





The **National Sugar Institute (NSI), Kanpur**, also actively participated in the campaign. The Director, NSI, administered the Swachhata pledge to officials of the Institute on **17 September 2026**.



Through these initiatives, DFPD and its PSUs, attached and subordinate offices are reinforcing the message of cleanliness, sanitation and collective responsibility, while encouraging participation of employees, Safai Mitras, students and the wider community in the **Swachhata Hi Seva-2026** campaign.

The Department will continue to undertake cleanliness, awareness, sensitisation and community participation activities during the campaign period, with emphasis on sustainable cleanliness practices and the dignity, health and wellbeing of sanitation workers. The collective efforts are aimed at strengthening a culture of cleanliness and contributing to the vision of a **Swachh Bharat and Viksit Bharat**.

IA/ RP

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