

Department of Fertilizers Galvanizes Workforce with Special Creative & Participatory Initiatives Under 'Swachhata Hi Seva'

Department Focuses on Employee Motivation through 'Kabaad Se Kala' and Idea-Sharing Drives

'Swachhata Hi Seva 2026': Department of Fertilizers Empowers Workforce to Champion Circular Economy

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To streamline institutional initiatives and maximize on-ground impact during the nationwide **"Swachhata Hi Seva" (SHS) Campaign 2026** (being observed from September 17 to October 2, 2026), a comprehensive review and sensitization meeting was convened on September 22, 2026, at 11:00 AM under the chairmanship of the Senior Economic Advisor, Department of Fertilizers (DoF), Government of India, Shri Kuntal Sensarma.



The meeting witnessed wide institutional participation from key stakeholders across the sector, including officers of the Department of Fertilizers, representatives from the Fertilizer Industry Coordination Committee (FICC), and senior management executives, plant heads and designated Swachhata Nodal Officers from all Fertilizer PSUs, Cooperatives, and Joint Venture/Private Fertilizer Companies. The

primary objective of the session was to evaluate the impact of the initial kick-off phase launched on September 17 and enforce unified alignment across administrative headquarters, manufacturing plants, and field formations to drive mass public and employee mobilization.

Focus on Five Core Thematic Pillars:

Following directions emerging from high-level inter-ministerial deliberations, the Chair emphasized the disciplined execution of 11 dated activities categorized under five foundational thematic pillars across all units and townships:

- **Swachhata Hi Seva:** Intensive, end-to-end cleaning and beautification drives across office premises, workstation cubicles, residential quarters, plants, and adjacent public areas, with special emphasis on sites of cultural, historical, and tourism importance.
- **Kabaad Se Kala (Art from Waste):** Creative initiatives encouraging personnel to repurpose office and industrial waste into functional, aesthetic, or artistic installations. Aimed at reducing carbon footprints, reusing resources, and institutionalizing circular-economy principles, departmental staff and PSU units have been invited to submit their innovative entries by September 28, 2026.
- **Khel & Khel Bhawana:** Organizing sports meets, fitness challenges, and community games—particularly on holidays—to foster health, discipline, teamwork, and an active lifestyle among employees, their families, and children.
- **Samvad:** Hosting interactive seminars, expert discussions, and awareness dialogues centred on water conservation, ecological balance, and sustainable environmental practices to drive institutional and personal behavioural change.
- **Gyan Yatra:** Conducting community awareness marches and rallies featuring informative placards to propagate core messages on sanitation, environmental stewardship, and civic responsibility, actively involving youth and local communities.

National Culmination: 'Ek Din, Ek Ghanta, Ek Saath' on October 1:

A critical directive was issued for the national mega-event scheduled for October 1, 2026. All fertilizer PSUs, cooperatives, industrial units, and field offices were instructed to ensure **100% workforce participation** for the voluntary cleanliness drive under the national banner “**Ek Din, Ek Ghanta, Ek Saath**”, dedicating one full hour of synchronized Shramdaan across all installations.

Employee Ideation and Periodic Safai Audits:

In line with earlier operational directives, senior officers of the Department are undertaking periodic '**Safai Audits**' to inspect sanitation standards and sustain cleanliness benchmarks. To promote participatory governance from the ground up, the Department continues to run the '**Ek Sujaav Swachhata Ki Or**' initiative, actively encouraging personnel to submit innovative, practical ideas to enhance workplace hygiene and administrative efficiency.

Real-Time Digital Monitoring & National Reporting:

To guarantee operational transparency and measurable outcomes, all participating entities were directed to upload high-resolution photographic evidence, short video documentation, and performance metrics on a daily basis directly onto the dedicated SHS-2026 Portal. Concurrently, units will maintain real-time reporting via the official institutional WhatsApp network. All uploaded field metrics will flow directly into the centralized repository for National-Level Performance Reporting, with comprehensive consolidated dossiers to be submitted by October 7, 2026.

The Department of Fertilizers reiterates that the sustained success of the Swachhata mission rests upon the dedication and active participation of its personnel, driving a cleaner, greener, and more responsive administrative environment.

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