

Ministry of Textiles Undertakes Cleanliness Drives and Awareness Activities under Swachhta Hi Seva 2026 Campaign

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Ministry of Textiles is celebrating the 'Swachhta 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 organizations under the Ministry of Textiles.

- The Ministry of Textiles conducted a deep cleaning drive across all its sections and rooms.



The Jute Corporation of India Limited (JCI)-

- A "Swachhata Pledge Ceremony" was organized at the Head Office of JCI as part of the Swachhata Hi Seva Campaign 2026. Employees of the Corporation have taken various initiatives and actively participated in a wide range of Swachhata activities across India, contributing to the objectives of the Swachhata Hi Seva Campaign 2026 and promoting cleanliness, hygiene, and environmental awareness.



- Various Cleaning Activities conducted across JCI offices and more than 400 employees of the corporation has participated in the campaign. The initiatives were aimed at promoting cleanliness,

hygiene, sanitation, and environmental awareness, while encouraging employees to adopt and sustain good cleanliness practices in their workplaces, Public Places & surrounding areas.



- Under the theme “Swachh Paathshala – Yuva for Swachhata,” thematic art competitions were organized among school children at various schools. The initiative was aimed at inculcating the values of cleanliness, hygiene, and environmental responsibility among young minds and encouraging children to become active ambassadors of Swachhata.



Cotton Corporation of India Ltd.-

Under the **Swachhata Hi Seva (SHS) Campaign**, special cleanliness drives were undertaken in parks and gardens, with particular attention to high-footfall areas. Cleaning and maintenance activities were carried out to enhance the overall cleanliness, hygiene, and appearance of public spaces. Employees actively participated in a cleanliness drive at a nearby public park, undertaking sweeping, collection, segregation, and proper disposal of litter, dry leaves, and other waste. The initiative contributed to creating a cleaner, healthier, and more hygienic public environment.



Central Cottage Industries Corporation of India Ltd.-

- Sprucing up & beautification of VIP Hall of showroom through planters and greenery arrangement etc.



- Damaged/dismantled wooden racks, counters, boards etc. removed from the showroom and kept outside at one place in the premises to dispose of through e-auction soon.



National Jute Board (NJB)-

As part of the Swachhata Hi Seva campaign, a Selfie and Social Media Promotion activity was organised by the National Jute Board to encourage active participation and create greater awareness about the importance of cleanliness and hygiene.

Officers and staff members enthusiastically participated in the activity by taking selfies and pictures at the designated cleanliness-themed locations and in the office, and sharing them through social media platforms. The initiative aimed to promote the message of Swachhata



among a wider audience and encourage citizens to actively participate in cleanliness-related activities. All the previous done activities related to Swachhata Hi Seva were uploaded in various social handles of NJB.

National Handloom Development Corporation Limited (NHDC)-

At the National Handloom Development Corporation Limited (NHDC), Noida, a Swachhata Pledge was administered to all Corporation employees on 17th September 2026 at the office premises. Employees were also informed about the activities to be undertaken during the Swachhta Hi Seva campaign. Necessary guidelines related to Swachhta Hi Seva were also issued to all the Regional Offices of the Corporation.

The Nodal Officer delivered a lecture on cleanliness and stated that cleanliness should first begin with oneself and should be taken seriously.



On 22nd September 2026, the office premises of NHDC Headquarters, Noida, were cleaned. Various Swachhta Hi Seva-related activities are also being continuously undertaken at the Regional Offices of the Corporation.



MAM/VN

