

Ministry of Textiles Organise mass Cleanliness Drives, Green Initiatives, and Community Campaigns under Swachhata Hi Seva 2026

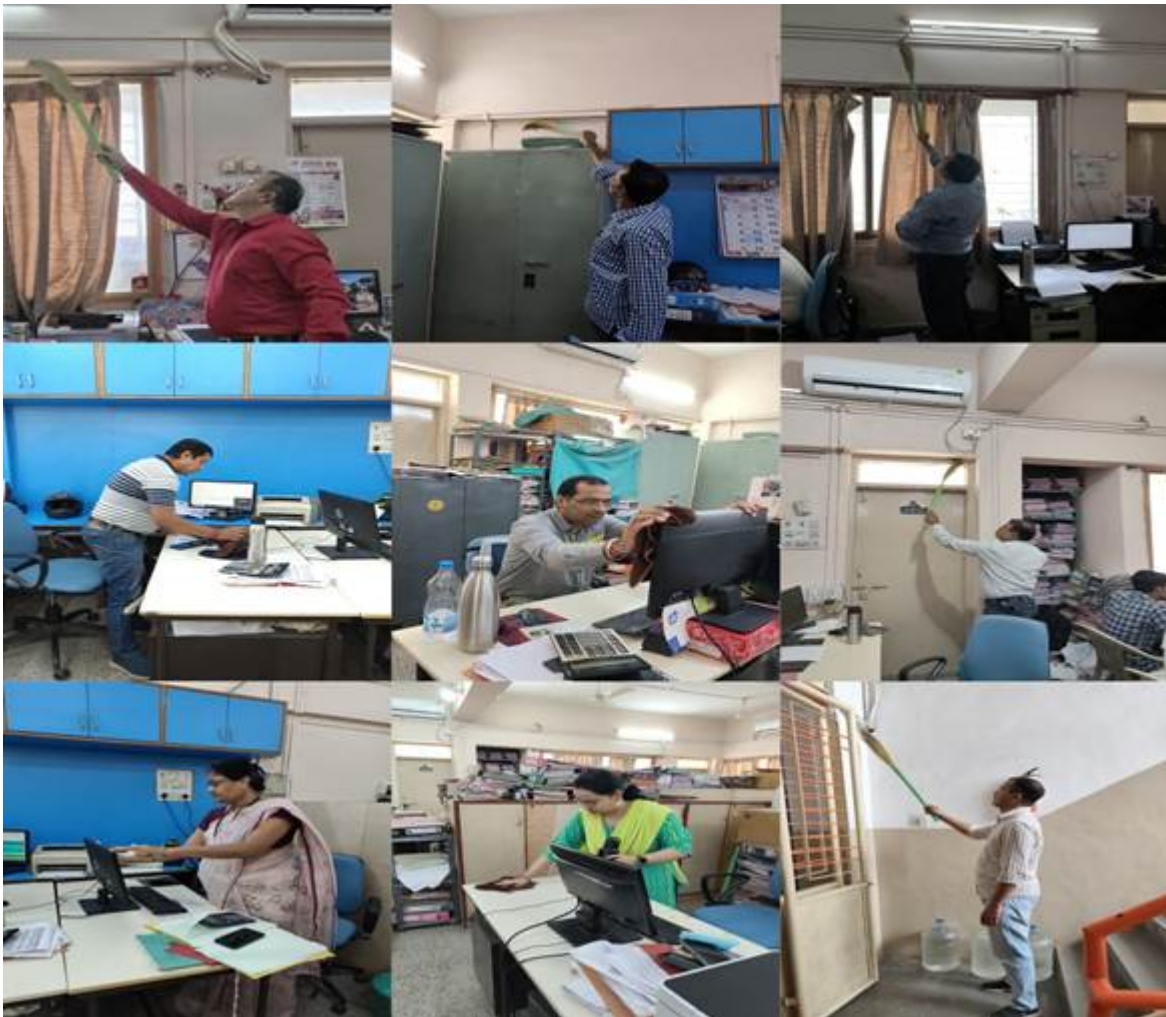
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- **The Cotton Corporation of India Ltd.**

As part of the Swachhata Hi Seva (SHS) 2026 Campaign, a **Clean Desk and Clean Campus** activity was conducted at the Head Office and Branch Offices with active participation from all employees. Employees cleaned and organized their workspaces, cupboards, and surrounding areas, while unwanted materials were identified and segregated.

Under the **“Kabad Se Jugaad”** initiative, scrap and unusable materials were segregated for systematic disposal, promoting the **3R principles – Reduce, Reuse and Recycle**, while also exploring the potential for revenue generation through recyclable scrap.

The initiative strengthened awareness among employees about cleanliness and encouraged collective responsibility towards maintaining a clean, organized, and hygienic workplace.



- **National Jute Board (NJB)**

As part of the Swachhata Hi Seva Campaign, a cleaning and sanitation drive was organised at the premises of the Patsan Bhavan. The activity was undertaken with the objective of promoting cleanliness, proper waste disposal and a clean and hygienic working environment.

The cleaning drive covered various areas of the premises, including the basement, parking area, garden surroundings and plantation areas. Officers and Staff of the National Jute Board actively participated in the cleanliness activity and contributed towards the removal and collection of accumulated waste and garbage from the identified areas.

The activity was also supported by workers from the New Town Kolkata Development Authority (NKDA), who assisted in the collection, handling and proper disposal of the garbage generated during the cleaning drive. The coordinated efforts of the NJB officers and staff and the supporting workers ensured that the waste collected from different locations was cleared and disposed of appropriately.

The initiative witnessed enthusiastic participation from the officers and staff and helped in creating greater awareness regarding cleanliness, sanitation, responsible waste management and maintaining a litter-free workplace. The activity also reinforced the importance of collective participation in keeping public and office spaces clean.

The cleaning drive was successfully completed with the active cooperation and participation of all concerned.



- **Textiles Committee, Mumbai**





The Textiles Committee organized the "Ek Ped Maa Ke Naam" plantation drive at its headquarters and regional offices across India, where numerous saplings were planted.

- **Central Cottage Industries Corporation of India Ltd**

An intensive cleanliness drive was conducted across all CCIC showrooms, encompassing customer areas, entrances, display areas, counters, staircases, corridors, and other office spaces.



- **National Institute of Fashion Technology (NIFT)**

As part of the campaign, Swachhata Pledge was administered at all NIFT Campuses to reinforce awareness regarding cleanliness and hygiene and to promote cleanliness as an integral part of daily life and society.

Further, cleanliness and sanitation activities were undertaken at various locations across NIFT Campuses with active participation of students, faculty and staff. The activities focused on maintaining clean campus premises and creating awareness about cleanliness and hygiene.



- **The Jute Corporation of India Limited (JCI)**

As part of Swachhata Hi Seva 2026, a cleanliness drive was carried out at Patikabari Lower Basic School by the staff members of Patikabari DPC.

The school premises were cleaned to create a cleaner, healthier and more hygienic environment for the students. Through this initiative, awareness was also promoted among students and the local community about keeping surroundings clean, proper waste disposal, avoiding littering and maintaining personal hygiene.



- A cloth donation campaign was organised at the JCI Head Office under the "Swachhata Jan Bhagidari" advocacy drive.



- A "Say No to Plastic" campaign was conducted on 23rd September 2026, by the Dhupguri Departmental Purchase Centre under the Gauripur Region, Assam, as part of the Swachhata Jan Bhagidari advocacy drive.



- As part of the “Swachhata Hi Seva Campaign 2026,” a “Zero Waste Sports Competition” was organized to promote cleanliness, responsible waste management, and environmental awareness through sports. The initiative encouraged participants to minimize waste generation, avoid single-use plastics, and adopt sustainable practices during sporting activities.



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