

Ministry of Textiles Undertakes Cleanliness Drives and Awareness Initiatives Across Organisations under Swachhata Hi Seva 2026

Posted On: 25 SEP 2026 6:09PM by PIB Delhi

As part of the ongoing *Swachhata Hi Seva (SHS) 2026* campaign, Divisional Heads inspected their respective Sections on 24 September 2026 at GPOA-3, Netaji Nagar, New Delhi, with a view to reviewing the prevailing standards of cleanliness, hygiene and general upkeep of the workplace. During the inspections, emphasis was laid on maintaining clean and orderly workspaces, ensuring proper disposal of waste, removing unwanted and obsolete materials, and promoting a clean, hygienic and conducive working environment. The exercise also aimed to sensitise officials towards the importance of cleanliness and to reinforce their collective responsibility for sustaining the principles of *Swachhata* in day-to-day office functioning.



The Jute Corporation of India Limited (JCI)

As part of the “Swachhata Hi Seva Campaign 2026,” the Jute Corporation of India Limited (JCI) undertook various cleanliness and awareness initiatives under the themes of “Clean Public Places,” “Jan Bhagidari Advocacy,” and “Swachh Paathshala .

As part of these initiatives, cleanliness drives, awareness programmes, and various community engagement activities were organized at multiple locations across different areas, with the active participation of JCI officials and employees, as well as members of the public.

These activities were aimed at promoting cleanliness, hygiene, civic responsibility, environmental awareness, and active public participation in creating and maintaining clean, hygienic, and sustainable surroundings. Through these collective efforts, JCI reinforced its commitment to fostering a culture of cleanliness and encouraging greater community involvement in the Swachhata Hi Seva campaign.

Cleanliness activities in Public Places:

- Jute Corporation of India Limited (JCI), Kharupetia Departmental Purchase Centre (DPC), Darrang District, under the Guwahati Regional Office, Assam, in association with Govt. Model Women's College, Mangaldai, Assam, organized cleanliness activities and installed dustbins at public places to promote awareness about cleanliness, sanitation, hygiene, waste management, and environmental responsibility.



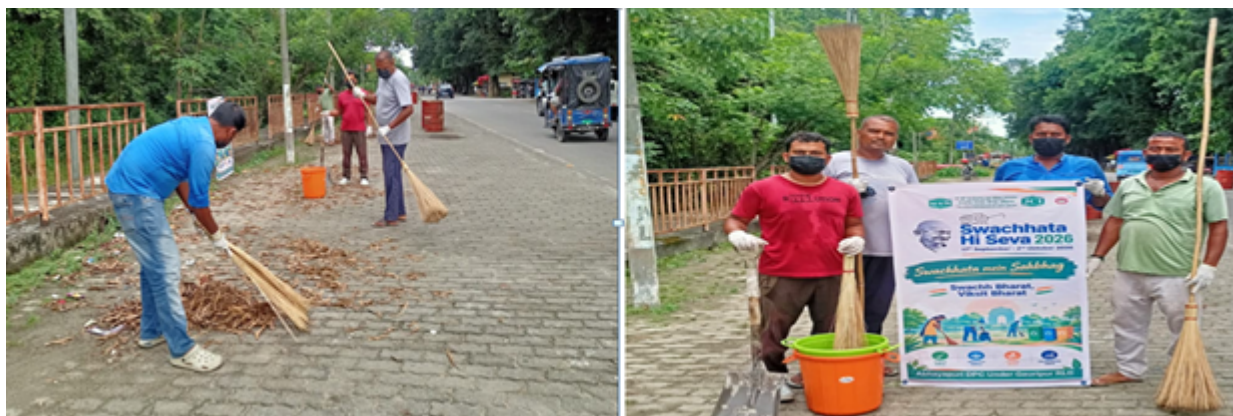
- Samsi, Departmental Purchase Centre (DPC), Malda Region, conducted a cleanliness drive in the market area in front of the SBI ATM, with the objective of promoting cleanliness, hygiene, proper waste management, and environmental responsibility among the public.



- Lakhipur Departmental Purchase Centre (DPC), Golapara district, Assam, under Guwahati Regional Office, conducted a cleanliness drive at Kharubucha Point Bus Stop. The activity focused on cleaning the public area and promoting awareness about cleanliness, sanitation, hygiene, and responsible waste management among the local community and commuters.



- A cleanliness drive was conducted at Abhayapuri Rajbari Main Road, Abhayapuri, Bongaigaon District, Assam, under the Gauripur Region. The activity focused on maintaining cleanliness in the public area and promoting awareness about sanitation, hygiene, proper waste management, and environmental responsibility among the local community.



Jan Bhagidari Advocacy

- The Jute Corporation of India organized various sports activities at different locations across India under the “Jan Bhagidari Advocacy” initiative. The activities encouraged active participation, teamwork, fitness, and awareness among employees and members of the public, fostering a spirit of community participation and collective responsibility.



National Jute Board (NJB)

As part of the Swachhata Hi Seva 2026 campaign, Employees of the National Jute Board (NJB) undertook a cleanliness drive at the Jute Diversified Product (JDP) units, with the objective of promoting cleanliness, hygiene and proper waste-management practices in the jute sector.

The cleanliness drive was conducted at Recrust International and SL Packaging, wherein the employees/workers of the respective units actively participated along with the Employees of the National Jute Board in cleaning.

During the visit, the premises of the units were inspected and cleanliness and waste-management practices were reviewed. It was encouraging to observe that the premises were already being maintained in a clean and hygienic condition, reflecting the commitment of the workers and management towards maintaining a healthy and sustainable working environment. The existing practices demonstrated awareness among the workers regarding cleanliness, proper handling of waste and maintenance of the workplace.

The National Jute Board appreciated the efforts of the management and workers of the participating JDP units in maintaining high standards of cleanliness. The activity reinforced the message that cleanliness is a continuous collective responsibility and encouraged all stakeholders to sustain these practices as part of the objectives of the Swachhata Hi Seva campaign.

The cleanliness drive concluded with a positive appreciation of the efforts undertaken by the participating units towards maintaining a clean, hygienic and environmentally responsible workplace.



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 Handloom Development Corporation Limited (NHDC)

राष्ट्रीय हथकरघा विकास निगम लिमिटेड, नोएडा - दिनांक 24 सितम्बर 2026 को अपराह्न 2.30 बजे, स्वच्छता नोडल अधिकारी द्वारा स्वच्छता व्यवस्था का औचक निरीक्षण किया गया। निरीक्षण के दौरान कार्यालय/परिसर में साफ-सफाई, कूड़ा निस्तारण, शौचालयों की स्वच्छता तथा आसपास के क्षेत्र की स्थिति का जायजा लिया गया। नोडल अधिकारी ने संबंधित कर्मचारियों को स्वच्छता व्यवस्था नियमित रूप से बनाए रखने, कूड़े का उचित निस्तारण करने तथा किसी भी प्रकार की गंदगी न होने देने के निर्देश दिए। उन्होंने कहा कि स्वच्छ एवं स्वस्थ वातावरण बनाए रखना सभी की सामूहिक जिम्मेदारी है और इसमें किसी भी प्रकार की लापरवाही स्वीकार नहीं की जाएगी।



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