



Department of Consumer Affairs observes “Swachhata Hi Seva (SHS) 2026” and Special Campaign 6

Emphasis on cleanliness, Shramdaan and citizen participation

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The Department of Consumer Affairs (DoCA), Government of India, is actively participating in **Swachhata Hi Seva (SHS) 2026** and **Special Campaign 6** by undertaking a range of cleanliness, awareness and institutional initiatives across its offices and attached, subordinate and autonomous organisations.

The **10th edition of Swachhata Hi Seva 2026**, being observed from **17th September to 2nd October 2026**, has been jointly launched by the Ministry of Housing and Urban Affairs (MoHUA) and the Department of Drinking Water and Sanitation (DDWS). The campaign is being undertaken with the theme “**Swachhata Mein Sahbhag; Swachh Bharat, Viksit Bharat**”, adopting a ‘Whole of Government’ and ‘Whole of Society’ approach.

Swachhata Hi Seva 2026 focuses on five key pillars:

1. **Transformation of Cleanliness Target Units (CTUs):** Elimination of difficult, dark and neglected spots.
2. **Swachh Paathshala – Yuva for Swachhata:** Engagement of students and youth through *Swachhata Gyan Yatra* exposure visits to solid waste management facilities and *Swachhata Evam Jal Sanchay Samvad* covering Swachhata, rainwater harvesting and water management.
3. **SafaiMitra Suraksha Evam Samman Shivirs:** Single-window camps facilitating health check-ups, PPE and safety gear, and linkages with eligible Central and State welfare schemes. SafaiMitras, Swachhagrahis and sanitation workers will also be felicitated.
4. **Jan Bhagidari for Swachhata:** Citizen engagement and awareness on **Solid Waste Management Rules, 2026** and **4-way source segregation**, along with initiatives such as composting, RRR Recyclers’ Meet, *Sports for Swachhata*, *Swachh Parv*, *Harit Parv – Clean and Green Festivities* and *Ek Ped Maa Ke Naam*.
5. **Swachhata se Samriddhi:** Focus on **circular economy, Waste-to-Wealth and Waste-to-Art initiatives**.

Special Campaign 6

In addition, **Special Campaign 6**, organised by the Department of Administrative Reforms & Public Grievances (DARPG) for institutionalising Swachhata and minimising pendency in Government offices, is being observed from **2nd October to 31st October 2026**.

The campaign is being conducted in two phases. The **preparatory phase commenced on 15th September 2026**, while the **implementation phase will be conducted from 2nd October to 31st October 2026**.

During Special Campaign 6, the Department of Consumer Affairs is focusing on identification of pending references from **Members of Parliament, State Governments, inter-Ministerial sources and the Prime Minister's Office (PMO)**, along with review of pending public grievances and appeals. The Department is also undertaking selection of sites for cleanliness drives, disposal of redundant materials and scrap, record and space management, and disposal of e-waste in accordance with **MoEF&CC guidelines**.

These activities are being undertaken by the Department of Consumer Affairs and its **Subordinate/Attached/Autonomous offices across the country**.

As part of the preparatory activities, a review meeting was convened on **8th September 2026** under the Chairpersonship of **Advisor (Cost)** to assess preparedness for Swachhata Hi Seva 2026 and Special Campaign 6. Nodal officers of Subordinate/Attached/Autonomous offices participated in the meeting and discussed measures for active participation in the campaigns.

The Department of Consumer Affairs, along with **Bureau of Indian Standards (BIS), National Test House (NTH), National Cooperative Consumers' Federation of India Limited (NCCF), National Consumer Disputes Redressal Commission (NCDRC)** and all **Regional Reference Standards Laboratories (RRSLs)**, is actively participating in the campaigns to ensure their effective implementation.

A **Swachhata Oath** has been administered across various offices to reaffirm the commitment towards cleanliness. Officers and staff will also undertake **Shramdaan** activities as part of the campaigns.

The **Swachhata Hi Seva 2026** campaign will culminate on **2nd October 2026 (Swachh Bharat Diwas)** with a nationwide *Shramdaan*, honouring the legacy of **Mahatma Gandhi** and reinforcing the vision of making **Swachhata a way of life**.

RT/ SB/ ARC

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