

Department of Food and Public Distribution Continues Swachhata Hi Seva-2026 Campaign with Cleanliness Drives and Public Awareness Activities

DFPD Promotes Cleanliness, Hygiene and Community Participation through Swachhata Hi Seva-2026

DFPD Organises Door-to-Door Awareness Campaign, Walkathon and Plogging Drive to Promote Cleanliness

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The Department of Food and Public Distribution (DFPD), Government of India, including all its PSUs, attached/ subordinate offices are conducting activities under '**Swachhata Hi Seva-2026**' campaign as per guidelines of Department of Urban Development and Department of Drinking Water and Sanitation for the cleanliness and sanitation.

The DFPD organized a door-to-door awareness campaign at Firoz Gandhi Camp, New Delhi on 21.09.2026. The officials of the department visited the camp and distributed brooms, dustbins, soaps, sanitizers to the residents of the camp. The officers briefed the residents about the importance of not only keeping their houses but also their surroundings clean. The children of the residents were also sensitized about personal hygiene and keeping their environment clean.



The DFPD organized a spirited **Walkathon & Plogging Drive** from Krishi Bhawan to Jantar Mantar on 22.09. 2026. The event inspired citizens to embrace cleanliness and reaffirmed commitment to a Swachh Bharat.



Swachhata Samvad, a cleanliness dialogue program was also organized in the DFPD on 23rd September 2026. On this occasion, officials of the department actively participated, shared ideas, and further strengthened the resolve for cleanliness. In the program Smt. Abha Kumar, Sr. Vice President, Sulabh International Social Service Organization, shared her views on the importance of cleanliness.



On the occasion of Swachhata Hi Seva-2025, the officials of the Department visited market area nearby Krishi Bhawan on 24.09.2025 to promote Swachhata awareness and advocate for clean public spaces. The market area was cleaned, and dustbins were distributed to street vendors to encourage proper waste disposal and maintain cleanliness.



The Department also organized a Health check-up camp at Krishi Bhawan on 24.09.2026 in association with MASSH Super Specialty Hospital, New Delhi with their team of Senior Doctors including lab technicians. In the camp, various tests like blood sugar, Blood pressure etc. for Safai Mitras/Security Guards and Officials were conducted to ensure their well-being.



A Poem recitation competition on the theme "**Swachhata Mein Sahbhag, Swachh Bharat, Viksit Bharat**" was organized on 25.09.2026 in which the officials of DFPD participated.



Meanwhile the following activities have also been undertaken by the PSUs and Attached offices of the Department: -

On 22.09.2026, officers and employees of the Food Corporation of India (FCI) Headquarters and RO Maharashtra, RO Odisha, RO Haryana, organized a Swachhata Rally as part of the Swachhata Hi Seva 2026 Campaign. During the rally, participants actively engaged in cleanliness activities in the surrounding areas, markets and other public places along the route.



Cleanliness drive at public places such as hospitals, schools, roads etc. on 22.09.2026 by QCCs.



Awareness programmes for employees and young staff were organized on 23.09.2026 across all FCI offices, including Headquarters, Regional Offices, Divisional Offices, and Depots. These activities included Essay Writing Competitions, Poster-Making and Wall-Painting Competitions, Quizzes, and Slogan-Writing Competitions focused on cleanliness and sanitation. The activities encouraged collective efforts towards realizing the vision of a **clean, hygienic, and sustainable India**.



As part of the Swachhata Hi Seva 2026 campaign, Food Corporation of India (FCI) Headquarters and its subordinate offices, including Regional Offices, Divisional Offices and Depots, organised on 24.09.2026, awareness camps and outreach activities at nearby Government Schools and Anganwadi Centres across the country. The initiatives focused on nurturing the values of cleanliness, hygiene, sanitation and responsible waste-management practices among children.



IGMRI Ludhiana organised a “**Neki Ki Deewar**” on 24.09.2026 for the **collection and reuse of usable clothes, promoting cleanliness, reuse and community welfare** under “**Swachhata Hi Seva-2026**”.



Through these initiatives, the Department of Food and Public Distribution and its associated organisations continue to encourage active participation among employees, citizens and communities in promoting cleanliness, sanitation, hygiene and responsible waste management, contributing towards the vision of a **Swachh Bharat and Viksit Bharat**.

IA/ RP

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