

Textiles Organisations Undertake Cleanliness, Awareness and Environmental Initiatives under Swachhata Hi Seva 2026

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The Jute Corporation of India Limited (JCI)-

On the occasion of **World Tourism Day**, the **Jute Corporation of India Limited (JCI)** reaffirms its commitment to promoting cleanliness, hygiene and environmental responsibility under the “**Swachhata Hi Seva Campaign 2026**.”

Clean and well-maintained public spaces play an important role in creating welcoming surroundings for visitors and strengthening responsible tourism. Through cleanliness drives and awareness activities, JCI encourages public participation, responsible waste management and sustainable practices to keep tourist destinations and public places clean and attractive.

JCI-Bobbili DPC under **JCI-Parvathipuram Region** undertook a post-Ganesh Visarjan cleanliness activity under theme of “**Sports for Swachhata & Post-Event**” Cleanliness at the **Old Bobbili Riverbank, Bobbili**, as part of the “Swachhata Hi Seva Campaign 2026.” The initiative aimed to restore cleanliness and hygiene at the riverbank after the immersion activities and promote responsible waste management and environmental awareness.



As part of the “Swachhata Hi Seva Campaign 2026,” **Rampur Bolla DPC** under **Malda Region**, **West Bengal**, conducted a cleanliness drive at the **Maa Bolla Kali Temple, Dakshin Dinajpur, West Bengal**, on the occasion of ‘**World Tourism Day**’ on **27th September 2026**.

Maa Bolla Kali Temple is one of the prominent religious and tourist destinations in the region, attracting a large number of devotees and visitors. The cleanliness initiative focused on maintaining a clean, hygienic and welcoming environment at the temple premises and its surrounding areas.

The drive aimed to promote Swachhata, environmental responsibility and public awareness, while encouraging collective participation towards proper waste management and the upkeep of religious and tourist destinations. The initiative reaffirmed JCI's commitment to promoting cleanliness and sustainable practices as an integral part of community life.



Textiles Committee-

The Textile Committee conducted a nationwide Shramdaan drive, "Ek Din, Ek Ghanta, Ek Sath for Swachhata," across its Mumbai Headquarters and Regional Offices premises.



National Jute Board (NJB)-

As part of the observance of Swachhata Hi Seva 2026, the Officers and Employees of the National Jute Board organised a Book Donation Event at nearby schools, namely Chanchal Kumari Girls High School and Haridas Vidyapeeth.

During the event, students were actively engaged and sensitised about the importance of cleanliness, hygiene and maintaining a clean environment in and around their homes, schools and surrounding areas. The students were encouraged to develop responsible habits and contribute towards keeping their surroundings clean.

Books were also donated to the schools for the benefit of the students. The donated books will be made available through the school libraries, enabling students to read and share them, thereby ensuring that the resources can be accessed by a larger number of students.



The initiative combined the message of Swachhata with the promotion of reading and learning, contributing towards the development of responsible, aware and well-informed students.

National Institute Of Fashion Technology-



As part of **Swachhata Hi Seva Campaign 2026**, NIFT Campuses undertook post-Ganesh Visarjan cleanliness, with proper collection and segregation of floral waste and offering materials. Flower waste was composted wherever feasible.

Cotton Corporation of India-

The Corporation organized an awareness activity across its offices on 28 September 2026 to promote the importance of **Reuse and Recycle** as part of responsible waste management. Employees were sensitized about reducing waste by reusing materials wherever possible and ensuring recyclable items are properly collected and recycled. The initiative aimed to encourage sustainable habits, minimize waste generation, and promote the efficient use of resources.

The activity reflects the Corporation's commitment to environmental stewardship, sustainable practices, resource conservation, and collective action towards a cleaner and greener future.



National Handloom Development Corporation-

राष्ट्रीय हथकरघा विकास निगम लिमिटेड, नोएडा - दिनांक 28 सितम्बर 2026 को अपराह्न 2.30 बजे “स्वच्छता ही सेवा” के अंतर्गत निगम के प्रबंध निदेशक महोदय द्वारा “एक पेड़ माँ के नाम” पर रोपित किया गया। इस अवसर पर उन्होंने पर्यावरण संरक्षण एवं हरियाली को बढ़ावा देने के लिए अधिक से अधिक पौधे लगाने तथा उनकी नियमित देखभाल करने का संदेश दिया। “एक पेड़ माँ के नाम” पहल प्रकृति माँ के प्रति सम्मान और हमारी जिम्मेदारी का सुंदर प्रतीक है। यह पौधारोपण न केवल कार्यालय परिसर को हरा-भरा बनाएगा, बल्कि सभी कर्मचारियों को पर्यावरण संरक्षण के प्रति जागरूक और प्रेरित भी करेगा।



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