



Ministry of Textiles undertakes Swachhata initiatives to promote Cleanliness, Sustainability and Waste-is-Wealth practices

Posted On: 01 OCT 2026 1:23PM by PIB Delhi

The Jute Corporation of India Limited (JCI)

As part of the **Swachhata Hi Seva 2026 Campaign** and under the theme “**Swachhata Se Samriddhi,”–Kabaad Se Jugaad**” activity was successfully conducted at The Jute Corporation of India Limited, Bhadrak RLD, Odisha.

As part of the initiative, the team visited households and nearby local areas to collect waste materials from the community. During the interaction, people were sensitized about the principles of **Reduce, Reuse and Recycle (RRR)**, the importance of cleanliness, and the need to minimize the use of single-use plastics.

The collected waste materials were brought to the office and creatively transformed into useful and decorative items, including **pen holders, dustbins, decorative articles, eco-friendly paper bags, and cloth bags made from old clothes by the employees of the corporations.**

The activity received **active and enthusiastic participation from all members**, making it a meaningful initiative towards promoting cleanliness, sustainable practices, creative reuse of waste, and the concept of “**Waste is Wealth.**” The useful and decorative items created from the collected waste were also **distributed among the local people**, further encouraging community participation and awareness about sustainable waste management practices.



National Jute Board (NJB)

As part of the Swachhata Hi Seva Campaign 2026, the National Jute Board organized a comprehensive health check-up camp for its housekeeping workers, gardeners and Safai Mitras engaged in maintaining cleanliness and hygiene in the office premises and garden areas.

The camp was conducted in collaboration with the ESIC Hospital, wherein a team of doctors and healthcare professionals carried out the necessary health examinations. The camp included general health check-ups, blood tests, ECG and other essential medical assessments to monitor the health and well-being of the workers.

The initiative reaffirmed the National Jute Board's commitment towards the health, safety and welfare of its Safai Mitras and support staff, recognizing their vital contribution to maintaining a clean, hygienic and healthy working environment.



Development Commissioner (Handicrafts)

- Organized a discussion and cleaning program on “Say No to Single Use Plastic” inside and outside office area with Safai mitras.
- The activity ensured enhanced cleanliness of used plastic bottle and waste. Continual monitoring will be maintained to sustain these cleanliness standards.



Cotton Corporation of India

The Corporation organized an awareness activity across its offices on 29 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 Institute of Fashion Technology

As part of the Swachhata Hi Seva Campaign 2026, NIFT Campuses undertook plantation and campus beautification activities under “Swachh Parv, Harit Parv / Ek Ped Maa Ke Naam”. Further, under “Swachhata se Samridhi – Waste is Wealth & Waste to Art”, initiatives were undertaken for the creative reuse of waste materials, Waste-to-Art activities, plastic recycling and reuse/recycling drives, with the objective of promoting sustainable waste management and environmental awareness.



Plantation Drive



Promoting use of reusable glass bottles and cups

MAM/VN

(Release ID: 2317514) Visitor Counter : 162
Read this release in: Urdu , हिन्दी , Tamil