

Union Minister of State Dr. L. Murugan Participates in 'Swachhata Hi Seva' Activities at IIMC

Minister administers Swachhata pledge and participates in plantation drive and Shramdaan

Calls upon students and officials to contribute to cleanliness initiatives in institutions and public spaces

IIMC Activities under Swachhata Hi Seva Highlight Spirit of Collective Responsibility

Posted On: 01 OCT 2026 4:09PM by PIB Delhi

Union Minister of State for Information & Broadcasting and Parliamentary Affairs, Dr. L. Murugan, participated in a series of activities organised under the '**Swachhata Hi Seva**' campaign at the Indian Institute of Mass Communication (IIMC), New Delhi, today.



Addressing students, officers and staff, the Minister recalled that Prime Minister Shri Narendra Modi had launched the Swachh Bharat Mission in 2014 with the objective of making cleanliness a people's movement.



“After Prime Minister Shri Narendra Modi launched the cleanliness campaign in 2014, people across the country became part of this movement. Cleanliness drives were also undertaken in offices and institutions. Today, along with students and officials at IIMC, we have taken the pledge for cleanliness. We should contribute through Swachhata Seva wherever possible, including at Anganwadi centres, temples, institutions and other public places. We have been carrying forward the cleanliness campaign since September 17. It is our collective responsibility to keep our country, institutions and offices clean,” the Minister said.



The programme commenced with the Swachhata pledge at the Institute, in which faculty members, officers, staff, students and Indian Information Service trainees participated.

The Minister also took part in the ‘Ek Ped Maa Ke Naam’ initiative by planting a sapling on the IIMC campus. He interacted with students and emphasised the importance of not only planting trees but also ensuring their continued care and maintenance.



As part of the programme, the Minister participated in a one-hour Shramdaan at IIMC along with students, faculty members, officers and staff. The activity included clearing waste and construction material from the area as part of the cleanliness drive.

During his visit, the Minister also inspected newly constructed classrooms and other academic and infrastructure facilities, including the teaching block, hostel under construction and the renovated library. He interacted with students from different States and departments of the Institute.



The Minister appreciated the initiatives being undertaken by IIMC under its institutional leadership, particularly in the areas of cleanliness, environmental awareness, campus development and student participation.



Dr. Pragya Paliwal Gaur, Vice-Chancellor of IIMC , Sh. L Madhu Nag, Registrar & DG Training and Sh. R.K Jena, Sr, Economic Advisor were present during the programme, along with faculty members, officers, staff, students and Officer trainees of the Institute.

The programme formed part of IIMC's activities under the Swachhata Hi Seva campaign, aimed at encouraging collective participation in cleanliness, environmental conservation and responsible citizenship.

Mahesh Kumar/ Aparajita Priyadrashini

(Release ID: 2317637) Visitor Counter : 291

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