

Press Information Bureau (PIB) Organises Swachhta Hi Seva 2026 Activities at National Media Centre

Bureau Observes Swachhta Hi Seva 2026 with Tree Plantation, Collective Cleanliness Drive and Felicitation of Safai Mitras

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As part of the **Swachhta Hi Seva 2026** campaign, a series of activities were organised at the National Media Centre (NMC), PIB Headquarters, focusing on environmental sustainability, cleanliness, sanitation and recognition of sanitation workers.



A tree plantation drive was organised on September 30 under the '**Ek Ped Maa Ke Naam**' initiative. The drive aimed to promote environmental sustainability and enhance green cover while encouraging collective participation in creating a cleaner and greener environment. It also highlighted the importance of nurturing trees and protecting the environment as a shared responsibility.



Today, on October 1, a cleanliness drive was organised under the ‘**Ek Din, Ek Ghanta, Ek Saath**’ initiative. The drive focused on the cleanliness and upkeep of the NMC premises and encouraged officers and officials to contribute towards maintaining a clean and hygienic workplace. It also reinforced the importance of sanitation, hygiene and collective responsibility in furthering the objectives of Swachh Bharat.



A felicitation ceremony for Safai Mitras/ Swachhagrahis/ Sanitation Workers was also organised today at the NMC. The ceremony recognised their dedicated efforts and valuable contributions towards maintaining cleanliness and sanitation at the workplace. The initiative highlighted the importance of acknowledging the role of sanitation workers and encouraging their continued contribution towards a cleaner and healthier environment.



The activities were led by the Principal Director General, PIB, with the participation of officers and officials, reaffirming the organisation's commitment to environmental sustainability, cleanliness and a greener and healthier future.



The series of activities reflected PIB's commitment to the objectives of Swachhta Hi Seva 2026 and to promoting a culture of cleanliness, environmental responsibility and collective participation.

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