

Swachhata Hi Seva 2026 Campaign in full swing at Department of Telecommunications

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Swachhata Hi Seva 2026 Campaign is being observed in Department of Telecommunications (DoT) from 17.09.2026 to 02.10.2026 with the theme “*Swachhata Mein Sahbhag, Swachh Bharat, Viksit Bharat*” exemplifying the “**Whole of Society**” and “**Whole of Government**” approach for cleanliness. The campaign facilitates large scale advocacy and citizen participation for Swachhata, cleanliness drives with focus on cleaning of Cleanliness Target Units (CTUs) across the country through active participation of officers and staff of the department, attached offices, subordinate offices, field units and public sector units.

Department of Telecommunications has conducted following activities during the campaign:

- i. *Swachhata Pledge*: Shri Amit Agrawal, Secretary, Department of Telecommunications, along with DoT officials, took the Swachhata Pledge, committing to cleanliness, hygiene and responsible civic practices.



- ii. *Jan Bhagidari advocacy drive for promoting cleanliness*: The Department organized Essay Writing and Poster Making Competitions for the children of DoT employees on 23rd September 2026 at Sanchar Bhawan, celebrating the spirit of Swachhata through creativity.



iii. *Awareness Session on Waste Management for Sanitation Workers:* As part of the #SwachhataHiSeva2026 campaign, the Department of Telecommunications organized an expert awareness session on effective waste management. Shri J.B. Ravindra, Retired Joint Advisor, Ministry of Housing & Urban Affairs, shared valuable insights on different waste management techniques and practices. The session was attended by Safai Karmacharis, empowering them with knowledge for more efficient and sustainable waste management.



iv. *Safai Mitra Suraksha Shivir:* Housekeeping staff was made aware of occupational hazards and provided with safety equipment and first aid-kit.

The campaign also saw enthusiastic participation from DoT, attached offices, subordinate offices, field units, and public sector units, focusing on the cleaning of Cleanliness Target Units (CTUs) nationwide. Various events such as cleanliness drives, awareness sessions, poster making competitions, tree plantation, Swachhata pledges and SafaiMitra Suraksha Shivirs were organised across DoT's field offices across the country advocating campaign's commitment to cleanliness, sanitation and safety.



Essay Writing and Poster Making Competition by LSA, Mumbai



Tree Plantation Event – CCA, MH& Goa



Safety Kit Distribution at CCA, Andaman and Nicobar Islands



Cleanliness Drive at CCA, Kolkata

The Campaign shall conclude on 2nd October 2026 with plantation of tree sapling by Hon'ble Minister of Communications, Shri Jyotiraditya M. Scindia with plantation of a tree sapling under 'Ek Ped Maa Ke Naam' initiative on occasion of Swachh Bharat Divas.

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