

Ministry of Tourism organises cleanliness drive under Swachhta Hi Seva Campaign

Around 500 participants join 'Ek Din, Ek Ghanta, Ek Saath' Shramdaan initiative at Hauz Khas Fort

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Reaffirming its commitment to the Swachh Bharat Mission, the Ministry of Tourism organised a major cleanliness drive at the historic Hauz Khas Fort, New Delhi, today under the Swachhta Hi Seva Campaign. The drive was organised as part of the nationwide Shramdaan initiative, 'Ek Din, Ek Ghanta, Ek Saath', encouraging people across the country to come together and contribute their time towards cleanliness.



The drive was spearheaded by Shri Bhuvnesh Kumar, Secretary, Ministry of Tourism, along with senior officials and staff of the Ministry. Around 500 people participated in the cleanliness and awareness activities at the heritage site.

Students and faculty members from leading hospitality and tourism management institutes also participated in the drive, including the Institute of Hotel Management (IHM), Pusa; Indian Culinary Institute (ICI), Noida; National Council for Hotel Management and Catering Technology (NCHMCT); Indian Institute of Tourism and Travel Management (IITTM), Noida; and Ashok Institute of Hotel Management (Ashok IHM).



Through the initiative, participants highlighted the importance of hygiene, civic responsibility and preservation of India's cultural heritage. The drive sought to raise public awareness about maintaining cleanliness at tourism destinations and ensuring that the country's iconic monuments remain clean, well-maintained and welcoming for visitors from India and across the world.



As part of the programme, students of IHM Pusa presented a short play highlighting the importance of making cleanliness a part of everyday life and contributing towards cleaner and more welcoming tourist destinations.

Ahead of the main drive, the Ministry had organised a special Felicitation Programme on 23 September 2026 to honour Safai Mitras for their contribution towards maintaining sanitation standards. The Ministry also organised a cleanliness drive at Safdarjung Tomb, New Delhi, on World Tourism Day on 27 September 2026, to spread the message of maintaining cleanliness at tourist sites.

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