



# Ministry Of Culture Successfully Organizes “Swachhata Hi Seva” Campaign 2026 (17th September - 2nd October 2026)

Posted On: 06 OCT 2026 7:35PM by PIB Delhi

The Ministry of Culture celebrated the nationwide *Swachhta Hi Seva* (SHS) campaign 2026 from 17th September to 2nd October 2026 by organizing a series of cleanliness, awareness and community participation activities across its 43 organizations and cultural institutions. This year's theme was “**Swachhata Mein Sahbhag: Swachh Bharat, Viksit Bharat**”.

The campaign witnessed a wide range of activities undertaken by the Ministry's organizations and field institutions, including **transformation of Cleanliness Target Units (CTUs), Shramdaan drives, awareness programmes, Waste-to-Art initiatives and thematic art competitions**. These initiatives focused on waste segregation, reduction of single-use plastics, principles of Reduce, Reuse and Recycle (3Rs), and environmental conservation.

Through these initiatives, the Ministry of Culture and its organizations promoted a culture of cleanliness, environmental responsibility and **Jan Bhagidari**, while linking the objectives of *Swachhata* with the Ministry's wider mandate of culture and heritage. The activities encouraged officers, staff, students, artists and local communities to contribute actively towards cleaner, healthier and more sustainable public spaces.

## The key achievements of the campaign are as under:

1. **424 Cleanliness Target Units (CTUs)** were identified & transformed and **128 public places** were identified & cleaned with active contribution of more than 10,000 participants.
2. **207 Nukkad Nataks** were organized by **Zonal Cultural Centres, National School of Drama, Sangeet Natak Akademi and Centre for Cultural Resources & Training**, through their regional offices, at various locations across the country, including schools, colleges, and other prominent public places with high footfall.
3. The **Archaeological Survey of India, Ministry of Culture** through its regional circles conducted Cleanliness drives across various monuments and office premises. Driven by **Jan Bhagidari**, ASI officials and local volunteers performed **Shramdaan** to remove plastic waste, dry leaves, and littered garbage from monument pathways, lawns, and

central areas. **Plantation drives** were also conducted at selected Monuments in which more than 300 trees were planted.

4. **Lalit Kala Akademi, Ministry of Culture** organized **Waste to Wealth** camps on themes **"Kabaad se Jugaad"** & **"Kabaad se Kala"** across its regional centres. These camps brought together local sculptors, women artists and students to transform waste materials into creative artworks, thereby promoting recycling, environmental awareness and sustainable art practices.
5. The **National Science Centre, Delhi** organized a similar two-day workshop on **Waste to Art** (30th September – 1st October 2026) to promote the concept of recycling and creative use of waste materials involving school students.
6. Under the **"Swachh Pathshala: Youth for Cleanliness"** theme, the Ministry's organizations conducted **art competitions** and awareness programmes for school and college students, along with **178 demonstration activities** and **Jal Sanchay Samvad sessions** that drew over 2,500 students.
7. **Slogan-Writing & Poster Making Competitions** on themes **"Swachhata Mein Sahbhag"** & **"Swachh Bharat, Viksit Bharat"** were organized at Kartavya Bhavan 2, New Delhi with enthusiastic participation from officers & staff of the Ministry.
8. A **Shramdaan Drive** was organized at the premises of the **National Archives of India, New Delhi** on 29th September, 2026 with enthusiastic participation from officers & staff of the Ministry.
9. On the occasion of **Swachh Bharat Diwas (2nd October 2026)**, a **Shramdaan & Plantation Drive** led by Secretary (Culture) was organized at **Purana Quila, New Delhi** with active participation from officers & staff of the Ministry. Sanitation kits were also distributed to Swachhata Mitras during this event.
10. **Five Safai Mitra Suraksha Shivirs** were organized, during which Safai Mitras across the Ministry's organizations were enrolled as beneficiaries under various Government schemes.
11. The **Swachhta Pledge** was administered across organizations of the Ministry, reaffirming the collective commitment towards cleanliness, hygiene and responsible civic participation.

The campaign strengthened the culture of cleanliness and hygiene across cultural institutions, heritage sites and public spaces, while raising awareness about environmental sustainability and reinforcing Jan Bhagidari in building a clean, green and sustainable Bharat. The campaign was further amplified through various social media platforms, with more than 200 posts generating over 370K views and significant audience engagement. #SwachhtaHiSeva #CultureForCleanliness.





Cleanliness Drive at Kangra Fort



Cleanliness Drive at Pattabhirama Temple, Hampi



Cleanliness drive at Brihadiswara Temple



Jan Bhagidari at Shyam Sundar Ashram Tila, Tripura



Safai Mitra Shivir at National Library, Kolkata



Nukkad Natak, Rangoli, and Swachhata Awareness Programme at Nivedita Shiksha Sadan Balika Inter College, Varanasi



'Waste to Art' camp at Lalit Kala Akademi, Regional Centre Kolkata



Swachh Paathshala - Yuva for Swachhata at Victoria Memorial Hall, Kolkata



Poster Making Competition for staff of Ministry of Culture



Nukkad Natak by NSD at Kartavya Bhavan 2, New Delhi

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