

Ministry of Textiles Concluded 'Swachhata Hi Seva 2026' campaign with Nationwide Cleanliness and Awareness Initiatives

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The Ministry of Textiles successfully participated in the Swachhata Hi Seva (SHS) 2026 campaign, organised from 17th September to 2nd October 2026, with active participation from various organisations, institutions and field formations under the Ministry.

The campaign focused on strengthening the spirit of cleanliness, public participation and collective responsibility, with emphasis on transformation of Cleanliness Target Units (CTUs) and clean public places, Swachh Paathshala – Yuva for Swachhata, Safai Mitra Suraksha evam Samman Shivir, Jan Bhagidari and Swachhata se Samridhi.



The programme featured a Swachhata Pledge, Shramdaan and tree plantation under the "Ek Ped Maa Ke Naam" initiative, reaffirming the collective commitment of the Ministry towards a cleaner, greener and more responsible India. The participation of senior officials and NIFT Delhi officials and stakeholders reinforced the message that cleanliness and environmental responsibility require sustained collective action and active public participation.



The concluding plantation activity at NIFT Delhi on Mahatma Gandhi Jayanti, led by Secretary (Textiles) Smt. Neelam Shami Rao and joined by senior officials of the Ministry, further reinforced the Ministry's commitment towards a cleaner and greener India, **"Ek Din, Ek Ghanta, Ek Saath" Shramdaan Initiative.**

Key Activities undertaken during SHS 2026

Jan Bhagidari and Reduce-Reuse-Recycle

As part of Jan Bhagidari, awareness and demonstration activities on waste segregation and the Reduce-Reuse-Recycle (RRR) model were undertaken. These initiatives promoted responsible waste management and encouraged participation of stakeholders in sustainable cleanliness practices.

Participation of Weavers:- The campaign also witnessed active participation of weavers. Swachhta pledges were undertaken with weavers at Shahpur, Rampur, while weavers of the Bijour Cluster participated in activities related to sample maintenance and cleanliness.

Waste to Art & Recycling: Activities such as Kabaad se Jugaad, Kabaad se Kala, plastic recycling and reuse/recycling drives were undertaken at various Campuses.

Swachhta Pledge and Shramdaan:-

Swachhta Pledge activities were conducted at WSC Meerut, reaffirming the commitment of officials and stakeholders towards cleanliness and responsible civic behaviour.

Nationwide Shramdaan and cleanliness activities were undertaken as part of SHS 2026, promoting collective action and voluntary participation for improving cleanliness in institutional and public spaces.

Ek Ped Maa Ke Naam:

Environmental sustainability formed an important component of SHS 2026. Tree plantation activities were undertaken under the "Ek Ped Maa Ke Naam" initiative, reinforcing the message of environmental responsibility and sustainable development. The concluding

plantation activity at NIFT Delhi on Mahatma Gandhi Jayanti, led by Secretary (Textiles) Smt. Neelam Shamirao and joined by senior officials of the Ministry, further reinforced the Ministry's commitment towards a cleaner and greener India.

Swachh Paathshala – Yuva for Swachhata:

Educational and awareness activities were organised to engage youth and students in the Swachhata movement. These initiatives promoted cleanliness as a habit and encouraged young citizens to become ambassadors of cleanliness and responsible civic behaviour.

Safai Mitra Suraksha evam Samman Shivar

Special initiatives were undertaken for Safai Mitras, with emphasis on their safety, health, dignity and welfare. Awareness activities and interactions were organised to recognise their valuable contribution towards maintaining cleanliness and sanitation.

Public Awareness and Outreach the Ministry and its organisations conducted awareness programmes on cleanliness, hygiene, waste management, environmental sustainability and responsible civic behaviour. Organisations also promoted their activities through digital platforms and were encouraged to regularly update their activities on the Swachhata Hi Seva portal.

Concluding the Campaign:-The SHS 2026 campaign culminated on 2nd October 2026, coinciding with Swachh Bharat Diwas and the birth anniversary of Mahatma Gandhi.

The active participation of various organisations, officials, employees, weavers, youth, Safai Mitras and other stakeholders strengthened the message that cleanliness is a collective responsibility and an integral part of sustainable development.

The Ministry of Textiles and its organisations reaffirmed their commitment to sustaining the momentum generated during Swachhata Hi Seva 2026 and continuing cleanliness, hygiene, environmental sustainability and public participation initiatives beyond the campaign period.

Swachhata Hi Seva 2026 concluded successfully with the collective resolve of the Ministry of Textiles and its organisations to make cleanliness a sustained way of life.



Deep cleaning of Offices



Deep cleaning of Offices



Waste to Art: Kabaad se Jugad, kabaad se kala



Tree plantation –Ek ped ma ke naam



Health and Hygiene workshop by Dr. Neha Rajput



Poster Making Competition



No plastic use awareness program



Essay writing competition on Swachhta Hi Sewa

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