

Ministry of Information & Broadcasting Successfully Completes Swachhata Hi Seva 2026 Campaign

4,710 Activities organised across the country, Achieving 160% of Target
with participation of over 74,000 people

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The Ministry of Information & Broadcasting successfully completed the Swachhata Hi Seva (SHS) 2026 Campaign, held from 17th September to 2nd October 2026, with the campaign culminating on Swachh Bharat Diwas. The campaign, undertaken on the theme **“Swachhata Mein Sabki Bhagidari; Swachh Bharat, Viksit Bharat”**, underscored the collective role and responsibility of every individual in advancing the vision and Sankalp of a Swachh and Viksit Bharat. It also aimed to promote awareness of **Solid Waste Management Rules, 2026**, strengthen youth participation in Swachhata, and foster collective ownership and Jan Bhagidari.

The Ministry, along with all its Media Units and their field offices, conducted 4,710 events across the country under different pillars of the Campaign, against a target of 2,943, thereby achieving 160 per cent of the finalised target. A total of 74,483 people participated in these activities.



Union Minister for Information & Broadcasting, Railways, and Electronics & Information Technology, Shri Ashwini Vaishnaw, interacted with senior officials of the all three Ministries on 1 October as part of the Swachhata Hi Seva campaign.

Addressing the officials, Shri Vaishnaw stressed that cleanliness must go beyond a campaign and become a lasting habit, woven naturally into everyday life and work. He urged that the message of Swachhata reach every office and every unit on the ground, down to the smallest field establishment.

Dr. L. Murugan, Hon'ble Minister of State for Information & Broadcasting, participated in "Ek Din, Ek Ghanta, Ek Saath" and other activities at the Indian Institute of Mass Communication (IIMC), Delhi, and called upon all to make cleanliness a people's movement.

During the Campaign, Secretary, Ministry of Information & Broadcasting, reviewed the progress with Media Heads and Nodal Officers of the Media Units and directed them to optimise participation and ensure achievement of the targets finalised for the Campaign.

The activities covered different aspects of cleanliness and public participation. Under **Transformation of Cleanliness Target Units (CTUs) & Clean Public Places**, difficult and dirty spots and high-footfall public places were identified, mapped and cleaned in a time-bound manner. A total of 2,864 CTUs were transformed and public places were cleaned.

Under **Swachh Paathshala: Yuva for Swachhata**, students and youth were engaged and sensitised towards Swachhata through activities such as '**Swachhata Gyan Yatra**', exposure visits to Solid Waste Management facilities and '**Swachhata Evam Jal Sanchay Samvad**', including interactions, debates and conversations on Swachhata, rainwater harvesting and water management. A total of 219 events were organised under this pillar.



Under **Safai Mitra Suraksha Evam Samman Shivir**, single-window camps were organised for Safai Mitras/ Swachhagrahis/ Sanitation Workers, including linkages with eligible beneficiaries under various Central and State welfare schemes, preventive health check-

ups and distribution of PPE kits/safety gear. Local-level felicitation was also undertaken to recognise their contribution towards Swachhata. 139 events were organised under this pillar.



The **Jan Bhagidari for Swachhata** pillar focused on door-to-door awareness drives and citizen engagement initiatives, including awareness on Solid Waste Management Rules, 2026, promotion of four-way source segregation and composting, and activities such as ***Sports for Swachhata, Swachh Parv, Harit Parv***, plantation drives under '***Ek Ped Maa Ke Naam***'. A total of 1,418 events were organised under this pillar.



Under **Swachhata Se Samridhi**, activities focused on promoting and strengthening the circular economy through initiatives such as ***"Kabaad se Jugaad - Waste to Wealth"*** and ***"Kabaad se Kala - Waste to Art"***, along with old books, toys and clothes donation drives etc. 70 events were organised under this pillar.

The Ministry also organised special activities on World Tourism Day on 27th September 2026, and “Ek Din, Ek Ghanta, Ek Saath” on 1st October 2026, to contribute one hour of voluntary Swachhata service, besides undertaking special cleanliness activities on Swachh Bharat Diwas on 2nd October 2026, with officers and staff stepping out to participate in Swachhata drives.

The Ministry, through its Media Units and field offices, reaffirmed its commitment to promoting Swachhata as a collective responsibility and a sustained public movement, with active participation of officers, staff, youth, Safai Mitras and citizens across the country.

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