

Ministry of MSME Concludes 'Swachhata Hi Seva 2026' Campaign with Nationwide Cleanliness and Awareness Initiatives

**Union Minister for MSME Shri Jitan Ram Manjhi Leads Cleanliness Drive
as Ministry of MSME Promotes Jan Bhagidari and Environmental
Sustainability under Swachhata Hi Seva 2026**

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The Ministry of Micro, Small and Medium Enterprises (MSME) observed Swachhata Hi Seva (SHS) 2026 from 17th September to 2nd October 2026, culminating in Swachh Bharat Diwas on 2 October 2026. Guided by the theme "Swachhata Mein Sahbhag, Swachh Bharat, Viksit Bharat", the campaign focused on promoting cleanliness, environmental sustainability and Jan Bhagidari across the Ministry, its attached offices and autonomous bodies.

As part of the campaign, Shri Jitan Ram Manjhi, Union Minister for MSME; Shri Bharat Khera, Secretary, Ministry of MSME; and Dr. Rajneesh, Additional Secretary & Development Commissioner (MSME), participated in a cleanliness drive at MSME-DFO, Bal Sahyog, Connaught Place, under the 'Ek Din, Ek Ghanta, Ek Saath' initiative on 1st October 2026. More than 150 participants participated in the cleanliness drive, underscoring the importance of collective action in maintaining clean public spaces. Tree plantation activities were also undertaken under the 'Ek Ped Maa Ke Naam' initiative, reinforcing the Ministry's commitment to environmental conservation and sustainable development.



The campaign commenced with the administration of the Swachhata Pledge by Dr. Rajneesh, Additional Secretary & Development Commissioner (MSME). Approximately 250 officials of the Ministry of MSME and its field offices participated in the pledge and reaffirmed their commitment to cleanliness and the vision of Swachh Bharat.



As part of awareness and sensitisation activities, the Ministry sensitised officers and representatives of its attached offices, autonomous bodies and field formations on the objectives and significance of Swachhata Hi Seva 2026. The campaign encouraged participating organisations to undertake meaningful cleanliness drives, awareness programmes and sustainable initiatives in their offices and surrounding areas.



During the campaign period, the Ministry and its field formations across the country undertook activities under key components including CTU (Cleanliness Target Unit) Transformation & Clean Public Places, Swachh Paathshala, SafaiMitra Suraksha Evam Samman Shivar, Jan Bhagidari for Swachhata, and Swachhata se Samriddhi. These initiatives helped strengthen public participation, promote awareness on cleanliness and reinforce the importance of sustainable and collective efforts towards a Swachh Bharat.

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