



‘Swachhata se Samman, Har Varg ka Utthan’

Senior Citizen Homes under AVYAY Undertake Swachhata Drive as Part of Special Campaign 6.0

764 Senior Citizen Homes Supported under IPSrC Directed to Undertake Cleanliness, Decluttering, Waste Management, Greening Activities; Active Participation of Elderly Residents Emphasized

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The Department of Social Justice and Empowerment, Ministry of Social Justice & Empowerment, Government of India, is actively participating in **Special Campaign 6.0**, the Government-wide initiative aimed at institutionalizing *Swachhata*, promoting efficient management of public spaces and reducing pendency in Government offices and institutions.

In furtherance of the objectives of the Campaign, the Department, under its umbrella scheme ***Atal Vayo Abhyuday Yojana (AVYAY)***, has directed all **764 Senior Citizen Homes supported under the Integrated Programme for Senior Citizens (IPSrC)** to undertake cleanliness and sanitation activities.

A Senior Official in the Ministry said the initiative seeks to strengthen cleanliness practices in institutions providing care and support to senior citizens and to ensure that these facilities maintain a clean, safe, accessible and dignified living environment for elderly residents.



Glimpses of the cleanliness drive at Senior Citizen Homes supported under IPSrC, AVYAY

He said the Campaign, coordinated by the Department of Administrative Reforms and Public Grievances (DARPG), underscores the importance of cleanliness, systematic waste management, environmental sustainability and the development of a culture of continuous improvement across public institutions.



Glimpses of the cleanliness drive at Senior Citizen Homes supported under IPSrC, AVYAY

The Senior Citizen Homes have been advised to undertake comprehensive cleanliness drives covering their premises, common areas and surrounding spaces, along with decluttering, appropriate waste segregation and disposal, removal of unwanted materials and greening activities. The emphasis is on ensuring that cleanliness becomes an integral part of the daily functioning of these institutions rather than remaining confined to a time-bound campaign.



Ground cleaning, Eshwar OAH, Bengaluru



Roadside clean-up, Bargarh (Odisha)



Sweeping, Eshwar OAH, Bengaluru



Plantation, Eshwar OAH, Bengaluru



Glimpses of the cleanliness drive at Senior Citizen Homes supported under IPSrC, AVYAY

The Official said that building upon the momentum generated during the preparatory phase of Special Campaign 6.0, the Senior Citizen Homes under AVYAY across the country have been undertaking a range of activities in accordance with the Campaign's theme, 'Swachhata se Samman, Har Varg ka Utthan'. He said these activities reflect the importance of maintaining hygienic and orderly institutional environments, particularly in facilities where senior citizens reside and receive care and assistance.



Glimpses of the cleanliness drive at Senior Citizen Homes supported under IPSrC, AVYAY

He said the observance of the *Swachhata Drive* across the network of 764 IPSrC-supported Senior Citizen Homes also reflects the principle of *Jan Bhagidari*, recognising that sustainable improvements in cleanliness and public hygiene require the participation and cooperation of all stakeholders. The involvement of residents and caregivers helps strengthen collective responsibility for maintaining clean surroundings and encourages the adoption of good practices in everyday institutional life.



Glimpses of the cleanliness drive at Senior Citizen Homes supported under IPSrC, AVYAY

The Official elaborated that the cleanliness drives include sweeping and cleaning residential premises, corridors, dining areas, kitchens, recreational spaces and other common facilities; cleaning approach roads and surrounding areas; removing litter, dry leaves, weeds and overgrown vegetation; and ensuring the proper collection, segregation and disposal of waste.



Glimpses of the cleanliness drive at Senior Citizen Homes supported under IPSrC, AVYAY

He added these Homes have also been encouraged to remove unnecessary and unused materials, organize storage spaces and maintain clear and accessible pathways to facilitate the safe movement of elderly residents.



Glimpses of the cleanliness drive at Senior Citizen Homes supported under IPSrC, AVYAY

The Official further said the greening and environmental improvement activities form an important component of the initiative adding that plantation of saplings, maintenance of gardens and green spaces, and efforts to improve the overall appearance of institutional campuses contribute to a healthier and more pleasant living environment. Such measures also encourage environmental awareness and promote the responsible use and maintenance of shared spaces, he said.



Glimpses of the cleanliness drive at Senior Citizen Homes supported under IPSrC, AVYAY

The Official said the initiative places particular emphasis on the active participation of senior citizens, staff members and implementing agencies. He added that by involving elderly residents in suitable cleanliness, gardening and campus-improvement activities, the Campaign promotes a sense of ownership, collective responsibility and community participation as the participation is encouraged in a manner appropriate to the health, mobility and individual capacities of residents, ensuring that the activities remain inclusive, safe and meaningful.



Glimpses of the cleanliness drive at Senior Citizen Homes supported under IPSrC, AVYAY

The participation of Senior Citizen Homes in Special Campaign 6.0 reinforces the Department's commitment to dignified ageing, improved institutional care and the promotion of active ageing.



Glimpses of the cleanliness drive at Senior Citizen Homes supported under IPSrC, AVYAY

The initiative is aligned with the broader objectives of AVYAY, which seeks to create an enabling environment for senior citizens through institutional and community-based support, improved access to services and the promotion of their well-being and dignity. Through the IPSrC component, the Department supports eligible implementing agencies in providing institutional care and essential services to senior citizens, particularly those who require continued care, protection and assistance.

The Senior Official said the Department of Social Justice and Empowerment will continue to encourage Senior Citizen Homes under AVYAY to sustain the practices adopted during Special Campaign 6.0 beyond the Campaign period. Regular cleanliness schedules,

responsible waste management, periodic decluttering, maintenance of green spaces and active resident participation are expected to remain important elements of institutional management.

Through these efforts, the Department seeks to reinforce a culture of cleanliness, environmental responsibility and dignity in senior citizen care institutions, in keeping with the Government of India's commitment to cleaner, greener and more inclusive public institutions and to ensuring a safe, healthy and dignified living environment for senior citizens across the country.

A clean and well-maintained environment is an important component of the overall well-being of senior citizens, contributing to their comfort, safety, dignity and quality of life. Regular attention to sanitation, waste management and the upkeep of common areas can also help reduce avoidable environmental hazards and support the maintenance of healthier residential facilities.

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