

Ministry of Culture Launches “Swachhata Hi Seva” 2025

The Ministry of Culture observes the Swachhata Hi Seva (SHS) 2025 campaign from 17 September to 2 October, aligning with the national theme “Swachhotsav”, which combines festive spirit with the responsibility of cleanliness. Activities across institutions include nukkad natak, essay and poster competitions, Waste-to-Art workshops, shramdaan, and plantation drives.



A special initiative, “Ek Din, Ek Ghanta, Ek Saath”, is conducted at Purana Quila, Delhi, where the Ministry and Archaeological Survey of India lead massive cleanliness and plantation efforts. Sanitation kits are distributed to safai mitras, while awareness drives engage street vendors on hygiene practices.

More than 200 Cleanliness Target Units (CTUs) are identified nationwide. The National Science Centre, Delhi, organises a “*Kaabad se Jugaad*” workshop, turning waste into public art, while free health check-up camps spread awareness on government schemes.

Through these efforts, the Ministry reinforces its commitment to a Swachh, Swasth, and Viksit Bharat by 2047.