

Ministry of Electronics & Information Technology launches SHS 2025

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In line with the Government of India's vision of a *Swachhotsav*, the **Ministry of Electronics & Information Technology (MeitY)** has launched the **Swachhata Hi Sewa (SHS) Campaign 2025** from September 17, 2025 culminating on October 2, 2025. This year's theme 'Swachhotsav' aligns with the festive spirit of the period. As part of the Campaign Shri S. Krishnan, Secretary MeitY administered the Swachhata Pledge to MeitY officers and Safai Mitras on September 17, 2025 to reinforce their commitment to a cleaner and greener environment.



The Ministry has planned a series of activities across its various associated organizations and field offices, focusing on cleanliness and advocacy with 'Whole of Society' and 'Whole of Government' approach and with special focus on Ek Din, Ek Ghanta, Ek Saath 'initiative on 25th Sept 2025. Extensive cleanliness drives will be conducted in offices, parks, public spaces and specially targeting hard-to-clean CTU spots, 'Waste to Art' competitions to involve youth in the Swachhata Mission, beautification of office spaces, e-waste and scrap disposal.

The campaign will engage local communities and citizens through walkathons promoting cleanliness and online competitions. Special health camps for *Safai Mitra Suraksha Shivirs*, will be organized providing health check-ups and information about social welfare schemes.

The campaign will feature cultural events on 2nd October 2025. During the event contributions of sanitation workers will be recognized towards cleanliness during the campaign. The Ministry of Electronics & Information Technology calls on all employees and citizens to actively participate in 'Swachhotsav' for a cleaner and greener India.

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