

Mega Event and Cleanliness Drive Organized under Swachhta Hi Seva Campaign with Nobel theme: "Ek Din, Ek Ghanta, Ek Saath"

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Reaffirming its commitment to the *Swachh Bharat Mission*, the Ministry of Tourism, Government of India, organized a Mega Event and Cleanliness Drive as part of the *Swachhta Hi Seva* campaign on 25th September, 2025, under the theme “*Ek Din, Ek Ghanta, Ek Saath*”.

The event was spearheaded by the Secretary, Ministry of Tourism, and saw enthusiastic participation from officials of the Ministry, along with faculty, staff, and students of the Institute of Hotel Management (IHM), Pusa, New Delhi.

The highlights of the programme are as under: -

i. Felicitation of Safai Mitras

- a. One of the most inspiring moments of the programme was the felicitation of the Safai Mitra — the unsung heroes who work diligently to keep public spaces clean. In a gesture of respect and gratitude, plant saplings were presented to them by Secretary (Tourism) as symbols of life, growth, and sustainability.
- b. In a unique and meaningful initiative, Secretary Tourism personally invited these Cleanliness Staffs on stage, giving them the platform to share their stories, experiences, and views. This act of inclusivity highlighted the Ministry’s commitment to honoring dignity of labour and ensuring every contributor to national development is recognized.

ii. Voices of the Future: Students Share Their Vision

The programme also provided an opportunity to the students of IHM Pusa to express their ideas and aspirations. They passionately shared their vision of a Clean, Healthy, and Developed Bharat, particularly emphasizing the role of cleanliness in making India a top global tourism destination. Their messages reflected a strong sense of nationalism and responsibility towards building a better future.

iii. Cultural Engagement through Nukkad Natak

To creatively engage the audience and reinforce the message of cleanliness and sustainability, the students of IHM Pusa performed a powerful Nukkad Natak (street play). The performance highlighted issues related to sanitation, waste segregation, and public responsibility, leaving a strong impact on the audience.

iv. Physical Cleanliness Drive Carried Out

A physical cleanliness drive was undertaken by the Secretary Tourism, senior officials, staffs of the Ministry and the IHM Pusa fraternity, covering the campus and adjoining areas. Participants actively cleaned public spaces and spread awareness on the importance of maintaining hygiene in everyday life. The activity served as a practical demonstration of collective civic responsibility and inspired onlookers to participate in similar efforts in their own communities.

The Ministry of Tourism, through this initiative, continues to advocate for clean tourism infrastructure and sustainable practices. This event highlighted the importance of community participation and inter-generational awareness in promoting *Swachhta* across all segments of society on sustainable basis.

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