

Ministry of Micro, Small & Medium Enterprises (MSME) launches 'Swachhata Hi Seva 2024 Campaign'

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Shri Jitan Ram Manjhi, Union Minister of MSME, inaugurates Swachhata Hi Seva 2024 Campaign by leading the Swachhata Pledge for Ministry of Micro, Small and Medium Enterprises, its organisation and field formations

The Ministry of Micro, Small & Medium Enterprises (MSME) launched the **Swachhata Hi Seva (SHS) 2024 Campaign** on 17th September, 2024 with a Swachhata Pledge-taking ceremony led by Union Minister of MSME, Shri Jitan Ram Manjhi. Over 150 field formations across the country joined the event virtually, marking a collective commitment to cleanliness and hygiene.

The **Swachhata Hi Seva 2024 Campaign**, from 17th September to 02nd October 2024, celebrates the 10th anniversary of the **Swachh Bharat Mission**. This year's theme, "**Swabhav Swachhata - Sanskaar Swachhata**", aims to instil cleanliness as both a natural habit and a fundamental societal value. The Campaign encourages **Jan Bhagidari** (public participation), urging citizens to actively contribute to the nation's cleanliness efforts and recognize the essential role of **Safai Mitras** (sanitation workers).



Pledge ceremony led by the Hon'ble Minister, MSME

The Ministry of MSME, along with its field formations, is actively participating in the Campaign with the aim of engaging the public at the grassroots level. The Campaign is structured around three key elements, **Swabhav Swachhata, Sanskaar Swachhata, Jan Bhagidari** and aims to mobilize citizens, particularly youth, to participate in cleanliness activities, fostering a culture of collective responsibility for the nation's

well-being.

The key initiatives planned to be undertaken in the Swachhata Hi Seva 2024 Campaign by the Ministry of Micro, Small and Medium Enterprises and its field formations across the country are as follows:

1. **Cleanliness Target Units (CTUs):** Identified areas requiring immediate attention will be cleaned through Shramdaan, ensuring their transformation into clean, well-maintained spaces with the support of local communities.
 2. **Recognition of Safai Mitras:** Safety kits will be distributed to Safai Mitras, acknowledging their contribution to maintaining cleanliness. Special **Safai Mitra Suraksha Shivirs** are being organized to provide health check-ups and raise awareness about social security schemes for sanitation workers.
 3. **Tree Plantation Drives:** Tree plantation drives will be held to promote environmental sustainability, in line with the broader goal of creating a cleaner and greener India and with the spirit of 'Ek Ped Maa Ke Naam'.
 4. **Community Engagement:** Through comprehensive guidelines issued to the field formations, the Ministry is encouraging public participation in cleanliness drives. Youth and local communities at large will be mobilized to play a key role in the Campaign.
- In preparation for the Campaign, as pre-launch activities, the Ministry of MSME has taken several key steps including the following: -

- **Appointment of Nodal Officers:** Nodal officers have been appointed at both the Ministry and field levels to coordinate and monitor the Campaign.
- **Promotional Campaigns:** Banners and hoardings have been displayed across Udyog Bhawan and other field offices, while social media platforms have been used to spread awareness about the Swachhata pledge and upcoming activities.



The Ministry of MSME urges all citizens to participate in the **Swabhav Swachhata, Sanskaar Swachhata Abhiyan**, making cleanliness a way of life.

The Ministry of Micro, Small and Medium Enterprises along with its organisations and field formations, stands fully committed to achieving the goals of Swachhata Hi Seva 2024 Campaign with full enthusiasm and dedication.

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