

# Ministry of Earth Sciences announces several activities to mark the Swachhata Hi Seva campaign 2024

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The Ministry of Earth Sciences is set to organise several activities under the Swachhata Hi Seva campaign 2024 from September 17 to October 2, 2024, at its Prithvi Bhavan Headquarters in New Delhi. The Ministry's Swachhata Hi Seva 2024 activities are aligned with the nationwide call of the Government of India to promote cleanliness through public awareness, collective action, behavioural change, and citizen-led participation under the Swachh Bharat Mission inaugurated by the Prime Minister, Shri Narendra Modi, in 2014. The activities planned at MoES emphasise cleanliness, mass awareness, group participation, environmental stewardship, and staff health aligned with this year's theme of *Swabhav Swacchta, Sanskar Swachhta*.



The Swachhata Hi Seva 2024 campaign began at MoES on September 17, 2024, with the administering of the Swacchta pledge to the officials and staff, led by Secretary, MoES, Dr M Ravichandran. This will be followed by special activities such as human chain formation by MoES officials on September 20, 2024, and a tree plantation drive at MoES premises on September 23, 2024, towards voluntarism or *Swacchata ki Bhagidari*. Raincoats will be distributed to the housekeeping staff, and preventive health check-ups for *Safai Mitra Suraksha Shivirs* for the MoES housekeeping staff are scheduled for September 25, 2024. Everyday beautification of the picturesque globe selfie-point at Lodhi Road and deep cleaning of MoES office premises will also be conducted. The highlight of the campaign includes the observance of Swachhata Hi Seva 2024 at India's research stations in the Earth's poles: the Arctic (Himadri in Ny-Alesund, Svalbard) and the Antarctic (Bharati at the east of Stornes Peninsula and Maitri at Queen Maud Land), and MoES ocean research vessels, aligned with the idea of achieving *Sampoorna Swachhta*.



Citizen-led beach clean-up drives at ~80 locations on September 21, 2024, are also planned as part of the *Swachh Sagar, Surakshit Sagar campaign*, which has been led by MoES since 2022 on a large scale along the entire coastline of India. MoES institutions (autonomous bodies, sub-ordinate and attached offices), centres, and regional offices at various locations across the country will also observe the Swachhata Hi Seva 2024, reinforcing the Government of India's commitment to creating a cleaner environment and healthier living conditions.

MoES has invited its officers, officials, and the general public to actively participate in the Swachhata Hi Seva 2024 campaign through its social media handles (@moesgoi on X, Facebook, Instagram and LinkedIn) and help spread the message of cleanliness and environmental responsibility.



*Pictures: Administering of the Swachhta pledge at the Ministry of Earth Sciences (MoES) headquarters in New Delhi, led by the Secretary, MoES, Dr M Ravichandran (top left) and officials and staff at the Swachhta Pledge ceremony conducted as part of the Swachhata Hi Seva 2024 campaign on September 17, 2024.*

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