

**SWACHHATA HI SEVA 2025 CAMPAIGN, PM SVANIDHI SCHEME, AND
PMAY-U 2.0 ANGIKAAR 2025 LAUNCHED**

Panaji, 17th September 2025

In a significant step towards sustainable urban development and sanitation excellence, Shri Vishwajit P. Rane, Minister for Urban Development, officially launched the Swachhata Hi Seva 2025 Campaign, PM Svanidhi Scheme, and PMAY-U 2.0 Angikaar 2025 today at the Institute Menezes Braganza Hall, Panaji.

The event was organized by the Department of Urban Development in collaboration with the Goa State Urban Development Agency (GSUDA) under the overarching theme of Swachhotsav.

Speaking at the event, Minister Rane emphasized the pivotal role of cleanliness and dignity of labour in the State's progress. He announced a landmark initiative for the welfare of Safai Karmacharis, declaring that every Safai Karmachari across Goa will receive free annual health checkups and all medicines, ensuring their well-being and recognizing their indispensable contribution to society.

To encourage competition and promote cleaner cities, Shri Rane also introduced a State-Level Awards for the Cleanest Urban Local Bodies (ULBs) under municipal jurisdictions with 1st Prize – ₹10 Lakhs, 2nd Prize – ₹5 Lakhs, 3rd Prize – ₹3 Lakhs.

He further added that the first prize-winning Municipality will be facilitated with a new infrastructure development project under GSUDA.

“Dignity of labour is paramount. We must respect and acknowledge the work of sanitation workers,” said Minister Rane, calling upon citizens to take collective responsibility for sustainable development and cleanliness. He reiterated the vision of Prime Minister Shri Narendra Modi and urged all stakeholders to contribute actively to the Swachh Bharat Mission, as this nationwide campaign continues till 2nd October 2025.

The launch event witnessed the esteemed presence of Shri Yatin Maralkar, Secretary, Urban Development; Shri Clen Madeira, Commissioner, Corporation of the City of Panaji; Shri Madhu Narvekar, Chief Officer, Margao Municipality.

The program began with a welcome address by Shri Brijesh Manerkar, Director, Urban Development. Ms. Diksha Mahale, Mission Coordinator, SBM-U, delivered the vote of thanks, while Shri Pradeep Naik conducted the proceedings as the event compere.

A Health Check-up Camp for SafaiMitras was organized by the Urban Health Centre, Panaji, as a part of the Swachhata initiative.

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