



INDIAN COUNCIL OF AGRICULTURAL RESEARCH
Krishi Bhavan, Dr. Rajendra Prasad Road, New Delhi 110 001

F.No.7(5)/2025-Cdn (Tech.)

Dated the 11 September 2025

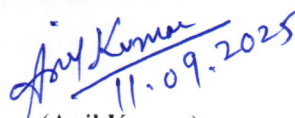
CIRCULAR

As per the correspondence received from Department of Drinking Water & Sanitation (DDWS), Ministry of Jal Shakti and Ministry of Housing and Urban Affairs, the "Swachhta Hi Seva Campaign 2025" is to be organized during 17th September 2025 to 1st October 2025 with the theme 'Swachhotsav (स्वच्छोत्सव)' and Swachh Bharat Diwas celebration on 2nd October 2025.

In this regard, please find attached herewith date-wise action plan for Swachhta Hi Seva Campaign 2025 to be undertaken across all ICAR Headquarter/Institutes/ KVKs etc.

It is, requested to kindly take necessary action as per the attached "Date-wise Action Plan" along with guidelines to organize/Celebrate Swachhta Hi Seva and Swachh Bharat Diwas. It is also requested to collect/compile daily reports (**to be prepared by SMDs only in word format**) of the activities undertaken by the institutes under their respective Divisions and forward the same to the undersigned at sotccoordination@gmail.com. A consolidated report of "Swachhta Hi Seva" may also be furnished by SMDs after the conclusion of the event.

The Directors of ICAR Institutes/ATARIs and KVKs are requested to submit their reports to their respective SMDs only so that the consolidated report is prepared/arranged by SMDs for uploading on the portal on daily basis during the period from 17th September 2025 to 2nd October 2025.


(Anil Kumar)
Assistant Director General (Coordination)
Tele.: 011-23073124

Distribution:

1. All SMDs with the request to circulate Date wise Action Plan for Swachhta Hi Seva among all the Institutes under their respective Division.
2. Director (GAC) to organize/celebrate the Swachhta hi Sewa as per the approved Date-Wise Action Plan in ICAR Hqrs and arrange to collect/compile the Swachhta Hi Seva daily report and forward the same to (sotccoordination@gmail.com)
3. PD, DKMA with the request to kindly upload on the website of ICAR and ensure wider publicity of the event through social media platforms and other digital channels
4. E-OFFICE Notice Board.

Copy for information to:

- i) PPS to Secretary (DARE) & DG, ICAR
- ii) PPS to AS& FA, DARE/ICAR

Note: All concerned may download/print the copy of this circular as per requirements as physical copies of circular is not being distributed.



भारतीय कृषि अनुसंधान परिषद कृषि भवन,
डॉ. राजेंद्र प्रसाद रोड, नई दिल्ली 110 001

मि.स. 7(5)/2024-स.त.

दिनांक : 11 सितंबर 2025

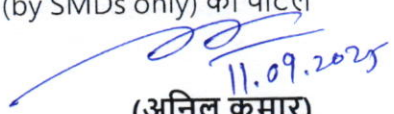
परिपत्र

पेयजल और स्वच्छता विभाग (DDWS), जल शक्ति मंत्रालय और आवास और शहरी मामलों के मंत्रालय से प्राप्त पत्राचार द्वारा निर्देशित, "स्वच्छता ही सेवा अभियान 2025" का आयोजन 17 सितंबर 2025 से 1 अक्टूबर 2025 के दौरान "स्वच्छोत्सव" की थीम के साथ और 2 अक्टूबर, 2025 को स्वच्छ भारत दिवस समारोह के साथ किया जाना है।

इस संबंध में स्वच्छता ही सेवा ("स्वच्छोत्सव" की थीम पर) और 2 अक्टूबर 2025 को स्वच्छ भारत दिवस मनाने की तिथिवार कार्य योजना, दिशानिर्देशों के साथ, तैयार कर उसके साथ स्लंगन की गई है। इसलिए अनुरोध है कि स्वच्छता ही सेवा और स्वच्छ भारत दिवस आयोजित करने/मनाने के लिए "कार्य योजना" के अनुसार आवश्यक कार्रवाई करें।

यह भी अनुरोध किया जाता है कि संबंधित प्रभागों के तहत संस्थानों द्वारा की गई गतिविधियों की दैनिक रिपोर्ट (केवल वर्ड फॉर्मेट में विषय वस्तु प्रभाग(SMDs द्वारा तैयार) एकत्र/संकलित करें और उसे नीचे हस्ताक्षरकर्ता (sotccoordination@gmail.com) को अग्रेषित करें। स्वच्छता ही सेवा के समापन के बाद स्वच्छता ही सेवा की एक समेकित रिपोर्ट भी प्रस्तुत करें।

भ.कृ.अ.प. के संस्थानों/ATARI'S और KVK के निदेशकों से अनुरोध किया जा सकता है कि वे अपनी रिपोर्ट केवल अपने संबंधित विषय वस्तु प्रभाग(SMDs) को प्रस्तुत करें ताकि 17 सितंबर 2025 से 2 अक्टूबर 2025 की अवधि के दौरान दैनिक आधार पर समेकित रिपोर्ट (by SMDs only) को पोर्टल पर अपलोड करने की व्यवस्था की जा सके।


(अनिल कुमार)
सहायक महानिदेशक (समन्वय)
टेली.: 011-23073124

वितरण:

1. सभी विषय वस्तु प्रभागों (SMDs) को अपने-अपने संबंधित प्रभाग के अंतर्गत सभी संस्थानों के बीच स्वच्छता ही सेवा के लिए तिथिवार कार्य योजना प्रसारित करने के अनुरोध के साथ।
2. उप सचिव (सामान्य प्रशासन और समन्वय (GAC) कृपया भ.कृ.अ.प. मुख्यालय के संबंध में स्वच्छता ही सेवा को तिथि-वार कार्य योजना के अंतर्गत आयोजित करें और स्वच्छता ही सेवा की दैनिक रिपोर्ट एकत्र/संकलित करके (sotccoordination@gmail.com) पर अग्रेषित करें।
3. परियोजना निदेशक (DKMA) को भ.कृ.अ.प. की वेबसाइट पर अपलोड और सोशल मीडिया प्लेटफॉर्म एवं अन्य डिजिटल चैनलों के माध्यम से इस कार्यक्रम का व्यापक प्रचार-प्रसार सुनिश्चित करने के अनुरोध के साथ।
4. ई-ऑफिस नोटिस बोर्ड।

सूचना हेतु प्रति:

- 1) सचिव (डेयर) एवं महानिदेशक (भकृ अनुप) के प्रधान निजी सचिव
- 2) अतिरिक्त सचिव (डेयर/ भकृ अनुप) के प्रधान निजी सचिव

नोट: सभी संबंधित व्यक्ति आवश्यकतानुसार इस परिपत्र की प्रति डाउनलोड/प्रिंट कर सकते हैं क्योंकि परिपत्र की भौतिक प्रतियां वितरित नहीं की जा रही हैं।

Date-wise Action Plan for Swachhta Hi Sewa (with the theme Swachhotsav – स्वच्छोत्सव) from 17th September to 2nd October, 2025, to be undertaken across all ICAR Institutes, KVKs, and other establishments.

Sl. No	Date	Activities
1.	17.09.2025	<p>National Launch: With the participation of the Hon'ble Union Minister for Agriculture & Farmers' Welfare, Hon'ble Minister(s) of State, Members of Parliament, political leadership, VVIPs/VIPs, and ICAR establishments including KVKs.</p> <p>Activities include:</p> <ul style="list-style-type: none"> • Display of banners at prominent places. • Taking Swachhata pledge in offices, educational institutions, public spaces etc. • Installation of selfie points at strategic locations. • Organisation of Swachhata runs, cyclathons, and marathons to promote fitness and cleanliness through community participation. • Organisation of Swachh Ward / Swachh Gram Panchayat Competition: Local bodies are encouraged to evaluate swachhata within their wards/Gram Panchayat including assessing innovative solutions, effectiveness of volunteer mobilization, and best practices. Categories such as “Best Overall Cleanliness,” “Most Innovative Waste Management Solutions,” & “Best Community Participation” can be used to recognize best performing wards/GPs, as per requirement. • Organisation of plantation drive “Ek Ped Maa Ke Naam,” along with beautification activities.
2.	18.09.2025	<p>Transformation of Cleanliness Target Units (CTUs)</p> <p>Difficult and dirty spots (black spots) will be identified, mapped, and cleared in a time-bound manner.</p>

		<p>Black spots are generally neglected garbage points that are difficult to clean as part of regular Swachhata drives and pose significant environmental, health, and hygiene risks.</p> <p>Steps for Transformation:</p> <ol style="list-style-type: none"> 1. Identification of black spots 2. Mapping on the SHS 2025 Portal 3. Adoption of CTU sites 4. Site preparedness 5. Execution 6. Declaration of clearance by 1st October 7. Site transformation and maintenance <p>The transformed CTU sites will be showcased and celebrated on 2nd October, 2025, as part of Swachh Bharat Diwas.</p>
3.	19.09.2025	<p>Engagement with School Children</p> <p>Activities include:</p> <ul style="list-style-type: none"> • Organisation of poetry, essay, painting, and poster competitions in educational institutions, schools, and Anganwadi Centres. • Conduct of slogan-writing competitions, quizzes, and jingles related to the Swachh Bharat Mission (SBM) to engage younger audiences and raise awareness. • Carrying out of wall painting and beautification activities at parks, high-footfall tourist points, roads, and flyovers. • Conduct of Swachhata Quizzes at schools – Interactive competitions testing students' knowledge and awareness about cleanliness and sanitation. • Hosting of Swachhata Class / Swachhata Ki Pathshaala – Educational sessions and workshops at schools to teach students about cleanliness, sanitation, and hygiene practices.

4.	20.09.2025	<p>Advocacy Activities</p> <p>Activities include:</p> <ul style="list-style-type: none"> • Organisation of Swachh Sujal Gaon, Waste to Art, Clean Street Food, etc. – Initiatives to raise awareness and promote best practices in cleanliness and hygiene. • Arrangement of Swachhata Samvad – Dialogues and discussions to engage communities and enhance participation in cleanliness initiatives. • Organisation of Street Plays / Nukkad Nataks – Performances in local areas to educate and entertain while promoting sanitation and cleanliness. • Arrangement of Educational Public Demonstrations – Practical demonstrations on hygiene, waste management, and sustainable practices. • Organisation of Zero Waste Events – Activities to encourage minimal waste generation and sustainable practices. • Mobilisation of NGOs and SHGs – Engaging local NGOs and Self-Help Groups to support Swachhata initiatives. • Organisation of Outreach Campaigns for Swachhata – Community engagement activities to increase awareness and participation at the grassroots level.
5.	21.09.2025	<p>Safai Mitra Suraksha Shivirs (Single-window camps for preventive health check-ups and linkage with welfare schemes)</p> <ul style="list-style-type: none"> • Organisation of preventive health check-ups as part of the Shivirs/Camps to benefit sanitation workers and their families. • Facilitation of linkage with welfare schemes to ensure access to social and health benefits for sanitation workers and their dependents.
6.	22.09.2025	<p>Human Chain</p> <ul style="list-style-type: none"> • Organisation of symbolic human chain events where people join hands to raise awareness and demonstrate commitment to cleanliness and sanitation.

		<ul style="list-style-type: none"> • Conduct of ‘Reduce, Reuse, Recycle’ activities aligned with Mission LiFE (Lifestyle for Environment) to promote sustainable practices.
7.	23.09.2025	Clean Green Utsav <ul style="list-style-type: none"> • Organisation of eco-friendly and zero-waste celebrations integrating citizen participation and partner mobilization to tackle general Swachhata challenges across local bodies. • Carrying out of cleaning activities in: <ul style="list-style-type: none"> ○ Offices and institutional buildings ○ Commercial and market areas ○ Educational institutions ○ Public transport hubs, major roads, highways, and railway tracks
8.	24.09.2025	Tourist Spots, Religious & Spiritual Places <ul style="list-style-type: none"> • Coordination with government departments, tourism bodies, and educational institutions for comprehensive participation in cleanliness drives at high-footfall locations.
9.	25.09.2025	Ek Din, Ek Ghanta, Ek Saath – Nationwide Shramdan <ul style="list-style-type: none"> • Organisation of simultaneous nationwide Shramdan on 25th September 2025, encouraging citizens to contribute one hour of voluntary Swachhata service. • Mobilisation of participants at lakhs of sites across the country, following the tradition of previous years when crores of people voluntarily joined the cleanliness drive. • Call to action for citizen participation, fostering community involvement and collective responsibility for the nation’s cleanliness. • Facilitation of engagement by political leadership and local authorities to ensure maximum reach and impact.

10.	26.09.2025	Best Innovation under Swachh Bharat Mission (SBM) – Cultural Fests <ul style="list-style-type: none"> • Recognition of the most unique and inspiring initiatives undertaken by local bodies to integrate citizens with Swachhata, local art, music & culture.
11.	27.09.2025	Waste to Art Initiatives <ul style="list-style-type: none"> • Creative initiatives at sanitation parks and selfie points in villages to transform waste into art and promote community pride. • Display of decorative murals to enhance waste management facilities and encourage active community engagement.
12.	28.09.2025	Access to Health Facilities & Services <p>Facilitation of access to comprehensive health services for Safai Mitras, sanitation workers, and their dependents, including enrolment in government schemes such as Ayushman Bharat, PM-JAY, Mission Indradhanush, and other relevant state-level programs to ensure better health and well-being.</p>
13.	29.09.2025	Distribution of PPE Kits & Safety Gear <ul style="list-style-type: none"> • Provision of PPE kits and protective gear to safeguard sanitation workers from occupational hazards. • Organisation of special drives, including walkathons and cycle rallies, to raise awareness about sanitation, hygiene, and safety practices among workers and the community.
14.	30.09.2025	Social Welfare Linkages and Registration of Sanitation Workers <ul style="list-style-type: none"> • Facilitation of registration and linkage of sanitation workers and their families with various social welfare schemes to ensure comprehensive benefits. • Key schemes to be covered include, but are not limited to:

		<ul style="list-style-type: none"> ○ Housing: Pradhan Mantri Awas Yojana (PMAY) ○ Sanitation/Toilet Facilities: Atal Mission for Rejuvenation & Urban Transformation (AMRUT), Jal Jeevan Mission (JJM), and relevant state schemes ○ Electricity: PM Sahaj Bijli Har Ghar Yojana (Saubhagya) ○ Cooking Fuel (LPG): PM Ujjwala Yojana ○ Health Services & Insurance: Ayushman Bharat, PM Jan Arogya Yojana (PM-JAY), Immunisation under Mission Indradhanush ○ Credit Access & Financial Inclusion: Swachhata Udyami Yojana (SUY), bank financing linkages ○ Banking & Social Security: PM Jan Dhan Yojana, One Nation One Ration Card, MGNREGA Job Card, Pension Schemes, Aadhaar registration, as required.
15.	01.10.2025	<p>Religious Leader Engagement and Media Outreach</p> <ul style="list-style-type: none"> • Involvement of religious leaders in cleanliness drives at religious places to promote community participation in Swachhata initiatives. • Organisation of press conferences to highlight the activities of Swachhta Hi Sewa, engaging all stakeholders including farmers, VIPs, media representatives, and electronic media.
16.	02.10.2025	<p>Swachh Bharat Diwas Celebrations</p> <p>As part of the annual Swachh Bharat Diwas celebrations, simultaneous events are proposed on 2nd October 2025 across villages and cities.</p> <p>Key activities include:</p> <ul style="list-style-type: none"> • Prabhat Pheris – Early morning cleanliness marches to promote community participation. • Recognition of Safai Mitras for their contributions to sanitation and hygiene. • Awards for competitions and puja commodities, highlighting best practices and community engagement. • Recognition of best-performing local bodies, organizations, volunteers, and partners.

		<p>At the local level:</p> <ul style="list-style-type: none"> • Highlighting, showcasing, and celebrating transformation of Cleanliness Target Units (CTUs / स्वच्छता लक्षित इकाई). • Felicitation of local sanitation workers and citizen influencers to acknowledge their contribution to the mission. • Celebrating achievements of SHS 2025 – Swachh Food Streets Initiative, SBM Cultural Fests, etc. • Recognition of best-performing volunteers and partners for SHS 2025 initiatives. <p>Special Initiatives:</p> <ul style="list-style-type: none"> • On-ground Shramdaan and plogging drives by citizens, political leadership, SBM Ambassadors, youth groups, NGOs, CSOs, partner organizations, and influencers. • Swachhata Sabha at villages – Conduct special Gram Sabhas where villages may be declared ODF Plus / ODF Plus Model. <p>Safai Mitra Samman:</p> <ul style="list-style-type: none"> • Dedicated segments for Safai Mitras and their families to perform or display skills in local music, dance, or art, providing a platform to share their talents and contributions. • Feature stories from Safai Mitras about their experiences and the importance of their work, through interviews, live storytelling, or dramatized performances at the Swachh Bharat Cultural Fest. • Waste to Wealth workshops to train Safai Mitras on creating products from upcycled materials, promoting the principles of Reduce, Reuse, Recycle.
--	--	---

Communication Plan

To ensure widespread awareness and engagement for Swachhata Hi Seva (SHS) 2025, the following communication strategies will be implemented:

1. Interpersonal Communications

- **Door-to-door outreach** by local bodies to directly engage citizens and promote participation in SHS 2025 activities.

2. Digital and Social Media Mobilization

- Leverage platforms such as Twitter, Facebook, Instagram etc. to post updates, progress reports, and achievements.
- Use hashtags: **#SHS2025**, **#SwachhataHiSeva2025**, **#Swachhotsav** to amplify reach and share innovative on-ground activities, best practices, and impacts of cleanliness drives.
- Tag official handles: **@SwachhBharatGov**, **@SwachhBharat**, **@MoHUA_India**, **@MoJSDDWS** for wider outreach.
- Refer to the **SHS IT Portal**: <https://swachhatahiseva.gov.in> for reporting and updates.

3. Influencer & Brand Ambassador Mobilization

- Engage local champions, cultural icons, and public figures as advocates to promote Swachhata initiatives and motivate citizen participation.

4. Mid-Media Mobilization

- Enhance visibility through billboards, branding on metro stations, buses, railway stations, waste collection vehicles, RWAs, malls, and digital display boards.

5. Mass Media Outreach

- Utilize local television channels, radio, and print media for awareness talks on Swachhata, clean-green festivities, and dissemination of good practices.

#####



Mapping & Transformation of Cleanliness Target Units

A Swachh Bharat Mission-Urban 2.0 Initiative

I. Background

To achieve the larger vision of SBM-U 2.0 of 'Garbage Free Cities', it is critical to achieve the vision of zero garbage dumps of any nature. The institutionalization of the Cleanliness Target Unit (CTU) process is a systematic approach that will **leverage technology, partnerships, and community participation** for visible change. To drastically reduce the emergence of new CTUs, waste minimization, segregation, and localized processing is required. The goal is to not only clear visible garbage points but to sustainably eliminate such points altogether across Urban India.

II. Cleanliness Target Units – Brief Description

What is a Cleanliness Target Unit?

- a) Generally neglected garbage points
- b) Difficult to clean as part of regular swachhata / cleanliness drives
- c) Posing environmental/ health challenges

All ULBs are urged to prioritize the correct identification of sites to be cleared in a targeted and timebound manner. Therefore, as a first step, ULBs are requested to identify dirtiest garbage spots in their jurisdiction for timebound transformation.

It is essential for all ULBs to continuously focus on removal and transformation of Cleanliness Target Units. **CTUs** are heavily neglected garbage points where waste has already piled up and regular cleaning efforts have failed. It is a public health hazard. CTUs require intensive cleaning, beautification, infrastructure changes (like fencing, murals, bins), and then regular maintenance along with beautification drives.

CTUs could vary in intensity in the following manner:

- Those CTUs that can be cleared in less than 7 days would be classified as **Low Intensity CTUs**. Garbage Vulnerable Points (GVPs) are an example of low intensity CTUs.



Low Intensity Cleanliness Target Units

- Those CTUs that would be cleared within a month can be classified as **Medium Intensity CTUs.**
- Challenging CTUs that might require more resources and time even beyond 1 month would be classified as **High Intensity CTUs.**

It is to be noted that as per the definition of High Intensity CTUs, all legacy dumpsites and landfills also qualify under the same.



Medium and High Cleanliness Target Units

III. Year-Round Action for CTU Transformation

To institutionalize this year-round CTU transformation, the following steps may be followed :

i. Identification of CTUs:

Local bodies are requested to identify the dirtiest and generally neglected garbage spots in urban areas to be cleared in a targeted and timebound manner. This identification process should now become part of regular municipal functions and is requested to take place round the year in a systematic manner.

ii. Mapping of CTUs:

All identified CTUs must be GIS-mapped on the national platform www.swabhavswachhata.in to ensure transparency and track progress in a time bound manner. All CTU activities must be supported by data-backed evidence, including:

- Mapping of CTUs across local bodies using GIS

- Tracking of progress of CTU transformation, clearance and transformation
- Detailed description of actual cleaning activities & processes being followed including details of manpower, machinery, and vehicles, and the debris clearing
- ‘Before-After’ photos, progress reports, and other evidence showcasing impact
- Volunteer/Partner testimonials
- Information on partnerships and stakeholders involved

Citizens and general public must also be urged to identify and record CTUs across their neighbourhoods via the **Swachhata App**.

Identification of CTUs via Swachhata App

Swachhata App is designed to promote cleanliness and hygiene by empowering citizens to report and resolve grievances related to sanitation, garbage disposal, and other cleanliness issues in their surroundings. There are 19 grievances categories available under which citizens can raise their grievances. The app enables a citizen to post a civic-related issue (eg; a CTU) which is then forwarded to the city corporation concerned and thereafter assigned to the sanitary inspector of the particular ward. **All local bodies must encourage citizens, NGOs, partner organizations etc to leverage the Swachhata App for identification of CTUs across their cities.**

iii. Adoption of CTUs by NGOs, CSOs, PSUs etc

To ensure the timely clearing of all mapped CTUs, it is recommended for local bodies to establish partnerships with a diverse array of entities, including Public Sector Undertakings (PSUs), private sector companies, CSR groups, NGOs, technical partners, CSOs, startups, technology firms, and other enterprises for adoption of CTUs across local bodies. These collaborations will provide the necessary technical expertise, financial support, and effective waste removal strategies. Adoption of CTUs by any organization should also include beautification and maintenance of the CTU sites to prevent re-accumulation of waste.

Types of adoption models that for CTU are as follows:

- a) One time clearance support for CTU site
- b) One time clearance of CTU site & maintenance
- c) Only Maintenance, & Beautification of reclaimed CTU site
- d) Any other

iv. Time-bound Clearance:

All identified and mapped CTUs must be transformed within the category it is identified as. For the same, all ULBs are requested to plan logistics for waste

collection, transportation and disposal. Relevant partners (startups, tech companies, logistics managers etc) should be onboarded for site clearing. Care must be taken to provide safety gear, first aid kits, PPE and drinking water for volunteers. Additionally, as part of the transformation process, the

v. **Transformation of reclaimed CTU Area**

The process of CTU transformation must not end with waste clearance. It is essential to revitalize and beautify these spaces to fully reclaim them by turning them into clean, attractive, and functional urban assets. Beautification ensures that the space is less likely to revert to a garbage point and instills a sense of civic pride among citizens. Key beautification strategies include:

- Green Spaces: planting of local species of trees, shrubs, or the creation of vertical gardens.
- Urban Art: Install murals, sculptures, or 'Waste to Wealth' installations. Local artists, students from educational institutions, and NGOs are to be encouraged to collaborate and beautify the site.
- Community Spaces: The reclaimed CTU site can be put for community use by creating small parks, seating zones, vending zones and markets.
- Advertisement Opportunities: Additionally, a portion of the reclaimed CTU zone can also be offered to partners as advertising spaces for them to paint their logos, showcase key swachhata messages etc.

Efforts must be made to instill a sense of civic pride in local communities so that the recurrence of garbage dumping at the reclaimed CTU site can be prevented.

vi. **Routine Management**

To sustain CTU transformations, ULBs must integrate the management of CTUs into routine urban swachhata operations regular inspection schedules involving citizen groups, RWA representatives, SHGs, NGO representatives alongside municipal representatives should be established to monitor CTUs.

Under no circumstance should CTU clearance lead to the creation of another local garbage points / dumpsites.

IV. Conclusion

Institutionalizing the transformation of CTUs is a significant step under the Swachh Bharat Mission-Urban 2.0 toward creating cleaner and greener cities. By integrating CTU management into routine urban governance, leveraging technology, and fostering partnerships, this initiative will ensure long-term urban cleanliness and enhanced public health.

Ashok K. K. Meena
Secretary
Government of India
Department of Drinking Water & Sanitation
Ministry of Jal Shakti



Srinivas Katikithala, IAS
Secretary
Government of India
Ministry of Housing and Urban
Affairs

D.O.No. 2/5/2024-SBM-IV

Date: 4th September, 2025

Dear Madam/Sir,

To strengthen voluntarism and collective action for Swachhata, a fortnight of 'Swachhata Hi Seva' (SHS) has been observed since 2017. This annual campaign has been exemplifying the 'Whole of Society' and 'Whole of Government' approach bringing together citizens, institutions, and leadership at all levels. Over the years, this campaign has grown in its scale and impact.

2. The SHS- 2025 is being jointly organized by Ministry of Housing and Urban Affairs (MoHUA) and the Department of Drinking Water and Sanitation (DDWS), Ministry of Jal Shakti. The campaign will begin from 17th Sept, 2025, culminating on 2nd Oct, 2025, being observed as Swachh Bharat Diwas. This year's theme, 'Swachhotsav,' aligns with the festive spirit of the period.

3. The key focus areas of the SHS- 2025 campaign are:

- i. **Transformation of Cleanliness Target Units (CTUs)** wherein difficult and dirty spots will be identified, mapped and cleared in the time bound manner,
- ii. **Clean Public Spaces:** General cleanliness of establishments / institutions and high footfall spaces,
- iii. **SafaiMitra Suraksha Shivirs:** Single window camps for preventive health checkup and linking with welfare schemes,
- iv. **Clean Green Utsav:** Eco – friendly and zero waste celebration,
- v. **Advocacy:** Swachh Sujal Gaon, Waste to Art, Clean Street Food, RRR Centers etc.

4. Like previous years, when crores of people have voluntarily joined at lakhs of sites to contribute one hour of voluntary swachhata service, this year, the simultaneous nationwide shramdaan, 'Ek Din, Ek Ghanta, Ek Saath' is proposed on **25th Sept, 2025** with a call to action to citizens for joining hands for the nation's cleanliness.

5. In view of the same, following are the key requests from the Central Ministries:

- i. Assign a nodal officer of the rank of Joint Secretary (JS) to coordinate efforts of the Ministry/Department. The contact details of the nodal officer should be communicated by **10th Sept. 2025** to Mr. V.S. Rana, Director, SBM-Urban (ranavs.rana66@nic.in) & Mr. Sanjay Kumar Sinha, Director, SBM – Grameen (sanjay.sinha67@nic.in),
- ii. Mobilize all PSUs/ subordinate offices/ field units / institutions under the Ministry during the fortnight for the activities at Point (3) above,
- iii. Promote partnerships with private sector organizations, NGOs, CSOs, CSR funds, philanthropies and other related stakeholders etc.,
- iv. Plan an effective advocacy strategy,

- v. Daily reporting of activities during SHS-2025 are to be uploaded on daily basis on the specially curated IT Portal for SHS-2025 (<https://swachhatahiseva.gov.in/>). Details and login credentials will be shared subsequently, followed by IT trainings for local bodies, PSUs and Central Ministries and other stakeholders.

6. In the States/UTs/constituencies where the areas are affected by flooding/natural calamities may take up SHS activities based on ground conditions, care may be taken to club swachhata, sanitation and hygiene with flood relief and rehabilitation measures.

We look forward to your personal leadership and support in making this campaign a resounding success.



(Ashok K. K. Meena)
Secretary, DDWS



(Srinivas Katikithala)
Secretary, MoHUA

To,
All Secretaries of Central Govt Ministries