



पेयजल एवं स्वच्छता विभाग
जल शक्ति मंत्रालय
भारत सरकार
Department of Drinking Water & Sanitation
Ministry of Jal Shakti
Government of India



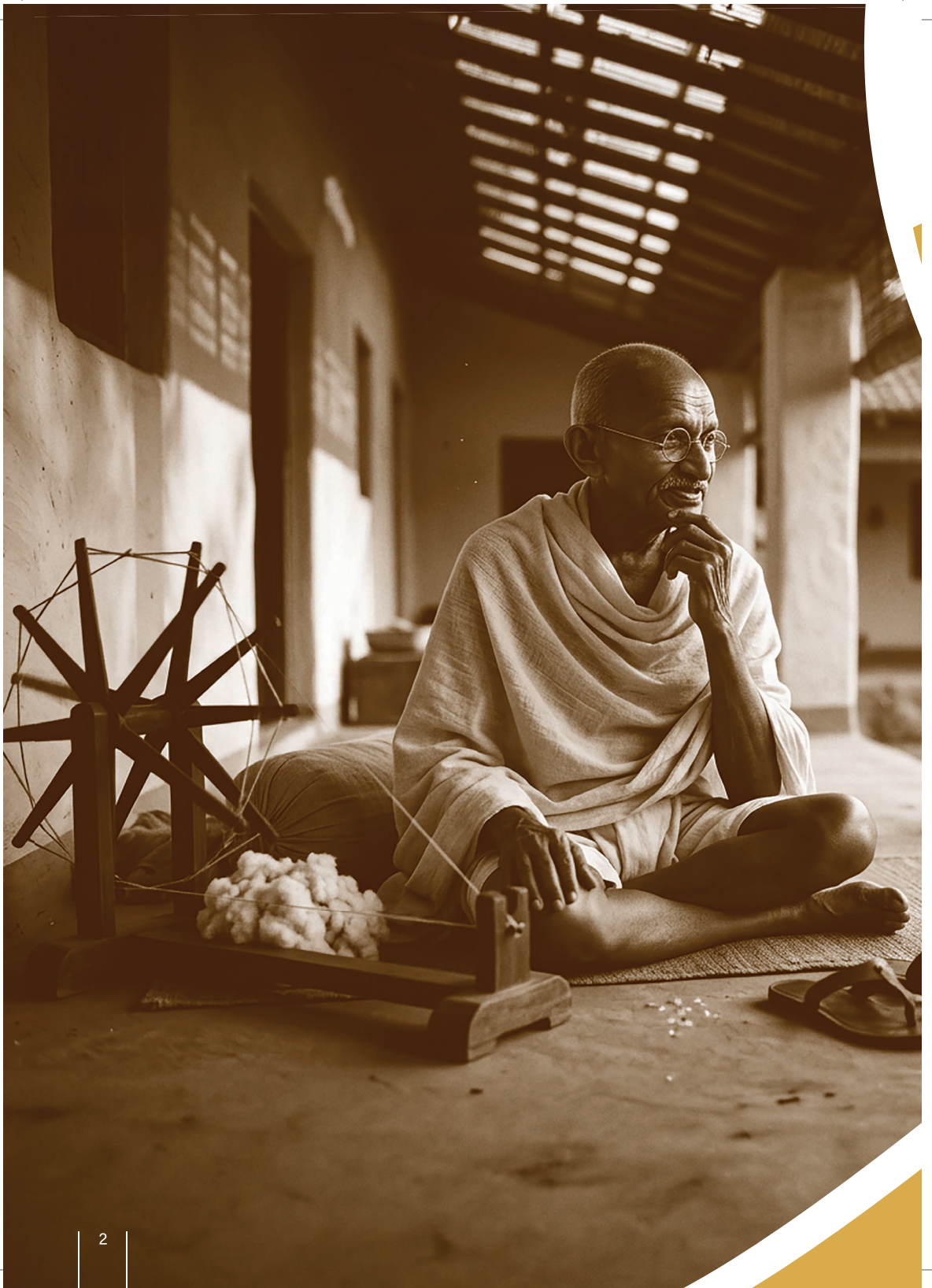
**SWACHHATA
HI SEVA 2026**
Swachhata Mein Sahbhag
Swachh Bharat, Viksit Bharat



आवासन और शहरी कार्य मंत्रालय
भारत सरकार
MINISTRY OF HOUSING AND
URBAN AFFAIRS
GOVERNMENT OF INDIA



Swachhata Hi Seva 2026





“
Cleanliness
is next to
Godliness
”

- Mahatma Gandhi



“मेरे प्यारे देशवासियों, स्वच्छता की एक बहुत बड़ी खूबी होती है। जब किसी जगह को स्वच्छ रखने का संकल्प वहां के लोगों का अपना संकल्प बन जाता है, तो बदलाव केवल साफ-सफाई तक सीमित नहीं रहता। इससे उस जगह की पूरी पहचान ही बदल जाती है।”

नरेंद्र मोदी

प्रधान मंत्री, भारत

137वां एपिसोड, मन की बात

30 अगस्त, 2026

2021

Azadi Ka Amrit
Mahotsav

2022

Visual
Cleanliness

2023

Garbage Free India

SHS

in past 5 years

2024

Swabhav Swachhata
Sanskaar Swachhata

2025

Swachhotsav

SHS

2025 Achievements



~18 Cr.
people
participated



13.91 Cr.
in Rural
India



4.53 Cr.
in Urban
India

Cleanliness Target Units

16,09,608
Total CTUs

15,75,416
Completed CTUs

7,74,71,940
Total Participants

Clean Public Spaces

6,06,267
Total Sites

5,89,047
Completed Sites

6,22,71,319
Total Participants

Advocacy for Swachhata

(Door-to-Door Awareness Drives,
Swachhata Rallies, Competitions,
Sports League, Reduce Reuse
Recycle centers, Say No To Single
Use Plastic Drives)

30,03,841
Total Events

3,27,57,668
Total Participants



Clean Green Festivities

10,31,194

Total Events

4,31,459

Total Ecofriendly Pandals

2,81,164

Total Swachhata Rangolis

3,18,571

Post Festive
Cleanliness Drives

SafaiMitra Suraksha Shivr

2,71,331

Shivirs Conducted

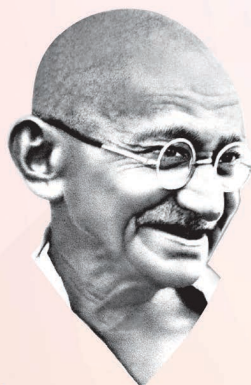
81,51,139

Total Beneficiaries

Cleanliness Drives

SHS

2026 Campaign National Theme & Logo



एक कदम स्वच्छता की ओर

SWACHHATA HI SEVA 2026

Swachhata Mein Sahbhag
Swachh Bharat, Viksit Bharat

Transformation of Cleanliness Target Units (CTUs) & Clean Public Places

Timebound clearance of CTUs & site beautification & cleaning at public places

Swachh Paathshala: Yuva for Swachhata

Exposure Visits of students and Youth to Waste Management Assets, Interactions/Swachhata Evam Jal Sanchay Samvad/Competitions

SafaiMitra Suraksha Evam Samman Shivr

Single window camps for preventive health checkup: Saturation of eligibles under social security welfare schemes; Felicitation of SafaiMitras/Swachhagrahis/Sanitation Workers

Jan Bhagidari for Swachhata

Advocacy : 4-way segregation, RRR, Plastic Free, Sports for Swachhata, Ecofriendly Festivities, Swachh Seva Aankalan, Ek Ped Maa Ke Naam, World Tourism Day, Spl. Gram Sabhas & Council Meetings (on 2nd Oct.)

Swachhata se Samriddhi

Advocacy for Kachre Se Kanchan (Waste to Wealth) & Kachre Se Kala (Waste to Art), Recyclers' Meet

Pillar 1

Transformation of CTUs & Clean Public Places

A. Cleanliness Target Units (CTUs)

Time bound identification & transformation of CTUs

Ensure clearing up of CTUs

Followed by site beautification activities

Promote citizen engagement through selfies & social media promotion

Dumpsites in rural areas are to be prioritized



Before



Before



After



After



B. Clean Public Places

Offices, Institutional buildings

Commercial & Market areas/Haats, Street Vending Zones

Educational institutions

Public transport hubs, major roads & highways, railway tracks,
Airports, Ports, Metro Stations, Bus stops, Taxi Stands

Sanctuaries, zoos & protected areas, Public Parks

Trekking & camping sites

Water bodies (rivers, lakes, ponds, drains, beaches, nallahs etc.)

Tourist-centric beaches, Tourist places & Pilgrim Centers

Mohallas/ Neighborhood

Public & Community Toilets/Community Sanitary Complexes

Pillar 2

Swachh Paathshala: Yuva for Swachhata

1

Awareness drives for 4 way – segregation & Solid Waste Management Rules, 2016 sustainable habits & Reduce, Reuse, Recycle (RRR)



2

Swachhata Gyan Yatras: Exposure visits of school children (Preferably Class 6-12) and youth to waste management facilities/ SLWM facilities

3

Swachhata Evam Jal Sanchay Samvad; Sensitization of school students & youth on Swachhata, rainwater harvesting, wastewater management, school debates



4

Recognition
of students/
participants

5

Engage Political Leadership, School Principals,
Eco-clubs, MyBharat volunteers



6

Promote donation
of books, toys,
clothes, shoes,
gadgets/
electronic items in
schools/colleges

7

Thematic Art
competitions

Pillar 3

SafaiMitra Suraksha Evam Samman Shivir

Purpose



Single window camps for
SafaiMitra/Swachhagrahi/
Sanitation Worker



Linkage to welfare schemes
to improve access to social
protection



Distribution of PPE Kits &
safety gears



Felicitation of Safai Mitras/
Swachhagrahi/Sanitation
Worker

Housing
PMAY

Household tap
connection
**AMRUT, JJM,
any state
scheme**

Toilet
**Swachh
Bharat
Mission**

Electricity
**PM
Saubhagya**

Banking
**PM Jan Dhan
Yojana**

LPG
UJJWALA

Health
Insurance
**PM-JAY,
Ayushman
Bharat**

Immunisation
**Mission
Indradhanush**

Credit access
**SUY & bank
financing
linkage**

Insurance
**PM Suraksha Bima Yojana,
PM Jeevan Jyoti Bima Yojana**

Note: Benefits under other Central Govt. & State Govt. will also be considered for all eligibility

Pillar 4

Jan Bhagidari for Swachhata



Swachhata Pledges



Door to Door Awareness Drives



SBM Sports League

(Marathons/ Cyclothons/ Regional Sport Competitions etc.)



Human Chains for Swachhata



Special Gram Sabhas & Special Council Meetings on 2nd Oct., 2026



Say No to SUP & RRR Drives



Swachh Parv, Harit Parv Clean Green Festivities



Home Composting

Sports for Swachhata: Sports as a medium of Awareness



- Sports competitions in schools, colleges, Gram Panchayats, RWAs, Ministries, Deptts. etc.
- Focus on traditional/ local sports
- Organise zero-waste events
- Post-event Shramdaan at Playgrounds/ Maidaan
- Felicitation of winners by local eminent figures

Swachh Parv, Harit Parv: Clean Green Festivities



- Eco-friendly & SUP Free celebrations of National/Regional festivals e.g., Ganesh Chaturthi
- Focus on use of eco-friendly options like clay idols; & responsible waste mngmt.
- Spread message of Swachhata through art, eco-friendly decorations/ rangolis

Word Tourism Day: 27th September, 2026



- Cleaning high footfall areas/tourist destinations, including tourist-centric beaches, establishments & pilgrim centers including Swachh Iconic Places.
- Swachhata activities at ASI Sites/ State protected monuments/Rural tourist sites

Pillar 5

Swachhata se Samriddhi

Promote Sustainable Habits

Reduce Reuse Recycle, Say No to Single Use Plastics, Waste is Wealth

Kachre Se Kala - Waste to Art:

Transforming waste & discarded materials into creative works of art, including sculpture, reimagining waste through creativity

- Innovation/Involve Art Colleges in Kachre Se Kala Activities
- Invite entries, promote participation, showcase best cases & recognition.
- Top 2 entries from each State/UT to be shortlisted for National-level display.

Kachre Se Kanchan - Waste to Wealth:

Transforming discarded & waste materials into useful, functional products that can find practical use in everyday life.



Plastic Recycling Melas:
Bulk Waste
Generators –
Recycler Connect
at common place



Assessing &
strengthening of
forward linkages for
Rural Plastic Waste
Management Units
(PWMUs)

Reuse & Recycling Drives: Collection
drives for used
clothes, books, toys
and other household
items. Partnering
with local NGOs/
SHGs for repair,

reuse, redistribution
or recycling,
promoting circularity



Ek Din, Ek Ghanta, Ek Saath

**Dedicated One Hour of Shramdaan by
all sections of the Society on 1st Oct. 2026**

Established as unique activity of
volunteerism & collective action

Proposed Timings: 8:00 am to 9:00 am

2023



2025



Swachh Bharat Diwas

2nd October 2026

Proposed Activities

Spl. Council Meetings in Urban areas with public participation

Special Gram Sabhas in Rural Areas

Swachh Seva Aankalan in Rural areas

Plant trees, planters, shrubs etc. at the cleaned GVPs/CTUs to nurture urban greens under Ek Ped Maa Ke Naam

Advocacy on SWM Rules 2026 and Four Way Segregation

Swachhata Pledge



Scan the QR code to pledge

District admin. & local bodies have been advised to organize all the activities as 'Zero Waste Events'

Activity Calendar

An indicative calendar which maybe used by local bodies to schedule activities under SHS 2026

S.No.	Date	Activity	Activities By
1.	17 th – 18 th Sept.	Swachh Paathshala: Yuva for Swachhata - Awareness/ Demonstration Activities for 4 way – segregation, sustainable habits & Reduce, Reuse, Recycle (RRR) Mantra to promote donation of books, toys, clothes, shoes, gadgets/ electronic items - Wall Paintings/ Thematic Art competitions / Waste to art competitions etc. - Swachhata Gyan Yatra / exposure visits to SWM/ SLWM and other SBM assets - Swachhata Evam Jal Sanchay Samvad, School Debates - Political Leadership, School Principals, Eco-clubs, MyBharat volunteers to be engaged	Citizens Political Leadership Institutions
2.	19 th – 20 th Sept.	Timebound Transformation of Cleanliness Target Units (CTUs)/ Garbage Vulnerable Points (GVPs) - Time bound identification, cleanup & transformation of GVPs/ CTUs - Site Beautification, promote selfies and social media engagement with the citizens - Involving local influencers, youth ambassadors and local NGOs, CSOs, partners etc.	Citizens Institutions

Note: This indicative calendar may be referred to by Ministries/Departments to schedule activities under SHS-2026. However, Ministries/Departments can also organise various activities under the five pillars as per their convenience and schedules, within the campaign period.

S.No.	Date	Activity	Activities By
3.	21 st – 22 nd Sept.	Clean Public Places Focus on cleanliness in High Footfall & Tourist Sites, Bazaar/ Market Areas/haats, Mohallas/ Neighbourhoods, Offices, Public and Community Toilets/Community Sanitary Complexes: i. Cleanliness drives at railways stations/ airports/bus stands/ taxi stands/sports complexes, public parks, markets, zoos & sanctuaries, roads and highways, ports and other key high footfall areas Bazaar/Market Areas/Village Haats i. Street food vendors and buyers ensure clean bazaars (4-way segregation, plastic-free, litter-free) ii. Carry your own bag awareness drives iii. No red and yellow spot drives- Advocacy on non – littering of gutka/ pan masala sachets / other Multi-Layer Plastics (MLPs) / cigarette butts etc. (as applicable) iv. Awareness on SWM Rules, 2026 Mohallas/ Neighbourhood i. RWAs and mohallas / rural bodies keeping neighbourhood clean ii. Registration drives of RWAs/ rural bodies as BWGs Public Toilets /Community Sanitary Complexes i. Use, maintain public toilets/CSCs, promote user feedback ii. Promote awareness of Do's and Don'ts; Use Karo Flush Karo and increased use of public toilets iii. Review O&M arrangement of CSC/Public Toilets; Cleanliness drive at Public Toilets/ CSCs	Citizens Institutions

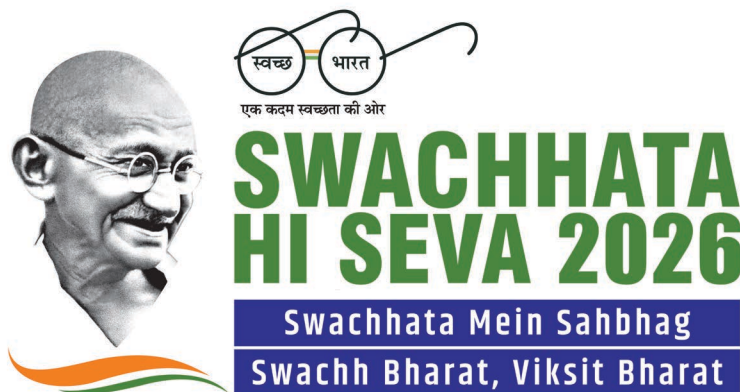
S.No.	Date	Activity	Activities By
3.	21 st – 22 nd Sept.	Water Bodies i. Cleanliness drives at lakes rivers/ghats, beaches, oceans, drains/ nallahs ii. Rejuvenation of stepwells, ponds, small river streams, Amrit Sarovar etc. Offices i. Promote segregation & recycling in offices ii. Offices adopt clean desks & clean campus norms iii. Promote use of digital documents & minimum prints, use of digital banners in events iv. Reusable bottles and cups in meetings and conference rooms	Citizens Institutions
4.	23 rd - 24 th Sept.	Jan Bhagidari Advocacy drives for : (i) 4 – Way Waste Segregation under SWM Rules, 2026: Ab Do Nahi Chaar, (ii) Home Composting (iii) Say No To Plastics and (iv) Reduce Reuse Recycle Drives i. Door-to-Door Awareness by Political Leadership, ULBs/RLBs, stakeholders and Other Unique Awareness Drives ii. Social media engagement by Citizens, RWAs, BWGs, Offices, CSOs, Local Bodies iii. Promote Home composting awareness and compost distribution drives iv. Advocacy on No Littering in public places v. Say no to single-use plastics: Promote use of Cloth Bag for Shopping and Distribution drives vi. Say no to disposable cups, cutlery & carry steel/glass bottles, tumblers/mugs for beverages	Citizens Political Leadership Institutions

S.No.	Date	Activity	Activities By
4.	23 rd - 24 th Sept.	vii. Sports for Swachhata: Sports competitions to be organized in schools, colleges, Gram Panchayats, RWAs, Ministries, Departments etc., with a focus on traditional/ local sports. viii. Rejuvenation of Neki Ki Deewar/ RRR Centers – Tie up with local NGOs/ CBOs/ Partner Organizations; Do's & Don'ts for citizens to be specified clearly ix. Collection drives for used clothes, books, toys and other household items. Partnering with local NGOs/SHGs for repair, reuse, redistribution or recycling, promoting circularity	Citizens Political Leadership Institutions
5.	25 th -26 th Sept.	Clean Green Festivities, Post – Event Cleanliness i. Post Ganesh Visarjan cleanliness at banks/ ghats & surrounding areas ii. Composting of flower waste/ offering materials iii. Zero waste sporting competitions to be organised in schools, colleges, RWAs, Ministries/ Departments etc. with focus on traditional / local sports followed by cleanliness drives	Citizens

S.No.	Date	Activity	Activities By
6.	27 th Sept.	Clean Tourist Sites: World Tourism Day Swachh Tourist Spots - Cleaning high footfall areas/tourist Destinations including tourist-centric beaches, establishments & pilgrim centers including Swachh Iconic Places/ public toilets/CSCs - Lighting up of the ASI Sites with Key Monuments with Swachhata Hi Seva Message - Light and Sound Show at the tourist sites advocating civic behaviour at these sites, wherever possible - Focus on development / identification of tourist circuits / places	Citizens Institutions
7.	28 th – 29 th Sept.	Swachhata Se Samridhi Advocacy about sustainable habits of Reduce, Reuse and Recycle, Say No to Single Use Plastics, and inculcate importance and value of the waste i.e 'Waste is Wealth & Waste to Art' - Kachre Se Kanchan (Waste to Wealth) - Kachre Se Kala (Waste to Art) - Plastic Recycling Mela – BWGs – Recycler Connect at common place - Reuse and Recycling Drives - Assessing & strengthening of forward linkages for Rural Plastic Waste Management Units (PWMUs) Note : States/UTs invite entries, promote participation, showcase best creations & recognize outstanding contributors. Top two entries from each category shall be recommended for National-level display. Engage art colleges.	Citizens Institutions

S.No.	Date	Activity	Activities By
8.	30 th Sept.	SafaiMitra Suraksha Evam Samman Shivir i. Conduct single window health checkups for SafaiMitras & their dependents ii. Facilitating the linkage of eligible beneficiaries to social welfare and social protection schemes; providing protective gear to Swachhagrahis iii. A day with Safaimitras: Felicitate sanitation workers, interaction / charcha / games, challenges/ Thank You Signboards/ Banners at key locations	Institutions
9.	1 st Oct.	Ek Din, Ek Ghanta, Ek Saath i. Collective Action for Voluntary Shramdaan ii. Political leadership to lead the initiative and join from respective constituencies / site of their choice	Citizens Political Leadership Institutions
10.	2 nd Oct.	Swachh Bharat Diwas i. Special Gram Sabhas in Rural Areas ii. Discussion on and awareness generation about Swachh Sewa Aankalan in Rural Areas iii. Special Council Meetings in Urban Areas iv. Plant trees, planters, shrubs etc. at the cleaned GVPs/CTUs to nurture urban greens under Ek Ped Maa Ke Naam on 2nd Oct. 2026- Swachh Bharat Diwas v. Swachhata Pledge on MyGov platform	

SHS 2026 Branding



Uniform branding and collaterals to be adopted

Creatives, banners, hoardings, standees for
SHS 2026 reflecting theme of
'Swachhata Mein Sahbhag - Swachh Bharat, Viksit Bharat'

SHS related Audio Visuals (AVs)

Hashtags for SHS- 2026:
#SHS2026 #SwachhataHiSeva2026

Note: Designs to be adapted as per requirement and translated into local and regional languages.

Branding for SHS 2026 to be used for display across all official websites, microsites for Ministries and Departments, respective social media pages, and on display during in-person and virtual events taking place during SHS- 2026.

Communications Plan



Interpersonal Communication

Door-to-door outreach by local bodies & district administration

Digital & Social Media

Official hashtags: #SHS2026 #SwachhataHiSeva2026
#SWMRules2026 (maybe used for activities relating to SWM Rules, 2026)

Official handles Urban: @SwachhBharatGov,
Swachh Bharat Mission – Urban, sbm_urban,
Swachh Bharat Urban, swachh-bharat-urban

Grameen: @swachhbharat, Swachh Bharat Mission, India,
@swachhbharatgrameen, @SwachhBharatMissionGramin,
@swachhbharatmissiongrameen

@MoHUA_India, @MoJSDDWS

Influencer & Brand Ambassador Mobilisation

Local champions, cultural icons, and public figures
engaged as advocates

Mid Media Mobilization

Visibility through billboards, branding of metro stations, buses, railway
stations, waste collection vehicles, RWAs, malls, & digital display
boards, websites, social media pages

Mass Media

Local channel discussions, television, radio talk shows,
clean green festivities & good practices

SHS Portal

Nomination of Nodal Officer for SHS Portal training:
10th Sept., 2026

CTUs to be reported on SHS Portal

Public Cleaning Activities to be created as 'events' on the SHS portal

Daily Reporting of the following must be ensured

- SafaiMitra Suraksha Evam Samman Shivir
- Jan Bhagidari for Swachhata
- Swachhata Se Samriddhi

Training Schedule for States/ UTs -11th Sept., 2026



SUPPORT

<https://swachhatahiseva.gov.in>

Dedicated Helpdesk
support@sbmurban.org



VISIT US

For more information on Swachh Bharat Mission

 Swachh Bharat Mission – Urban

 @SwachhBharatGov

 sbm_urban

 Swachh Bharat Urban

 swachh-bharat-urban

For more information on Swachh Bharat Mission (Grameen)

 Swachh Bharat Mission, India

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 @swachhbharatmissiongrameen