



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



**SWACHHATA
HI SEVA 2025**
17th September - 2nd October 2025



पेयजल एवं स्वच्छता विभाग
जल शक्ति मंत्रालय
भारत सरकार
DEPARTMENT OF DRINKING WATER AND SANITATION
MINISTRY OF JAL SHAKTI
GOVERNMENT OF INDIA



SWACHH TSAV

Swachhata Hi Seva 2025

A Swachh Bharat Mission Initiative



“ स्वच्छता को अपने आचरण में इस तरह अपना
लो कि वह आदत बन जाये ”

- महात्मा गाँधी



MANN KI BAAT

“ इन खुशियों के बीच आप सभी स्वच्छता पर जोर देते रहें, क्योंकि जहां स्वच्छता है वहां त्योहारों का आनंद भी और बढ़ जाता है। ”

नरेंद्र मोदी

प्रधान मंत्री, भारत
125वां एपिसोड, मन की बात
31 अगस्त, 2025

SWACHHATA HI SEVA

Over The Years

2017

Swachhata Hi Seva-Cleanliness is Service

2018

Swachhatam

2019

Plastic Waste Management

2020

Not organized due to COVID-19 Pandemic

2021

Azadi Ka Amrit Mahotsav

2022

Visual Cleanliness

2023

Garbage-Free India

2024

Swabhav Swachhata-Sanskaar Swachhata (4S)



‘Swachhotsav’ – focusing on clean and green festivities and zero-waste community celebrations.

17 September – 2 October 2025

Objectives

- ✓ **Facilitate large-scale advocacy and citizen participation**
- ✓ **Clearing of dirty and difficult garbage spots**
- ✓ **Prioritise the health and welfare of sanitation workers**
- ✓ **Celebrate community festivals in an eco-friendly manner**

Five Key Pillars



Transformation of Cleanliness Target Units (CTUs)

Clean Public Spaces

SafaiMitra Suraksha Shivar

Clean Green Festivities

Advocacy for Swachhata

Transformation of Cleanliness Target Units



Step 1

Identification of garbage spots

Step 2

Mapping on SHS 2025 Portal

Step 3

Adoption of CTU sites



Step 4

CTU Site Preparedness

Step 5

Execution

Step 6

Site Transformation & Maintenance

Clean Public Spaces



- Establishments & Institutions - offices, schools, colleges, hospitals etc.
- Commercial and Market Areas
- Transport hubs, roads & highways, railway stations
- Sanctuaries, zoos & protected areas
- Parks & water bodies
- Tourist spots & spiritual places



SafaiMitra Suraksha Shivirs



**Preventive Health
Checkups of SafaiMitras**



**Access to Health
Facilities & Services**



**Distribution of PPE
Kits & safety gear**



**Social welfare
linkages**



Clean Green Festivities

Eco-friendly and Single Use Plastic Free celebrations

Special arrangements for eco-friendly immersions

‘Swachhata Ki Rangoli’ at tourist locations, high footfall public places

Post celebration cleanliness drives



Advocacy for Swachhata



ODF Plus Village Model & Swachh Sujal Goan Declaration

Swachh Food Streets

National Plastic Pollution Reduction Awareness Drive



Zero Waste Initiatives

Door-to-door awareness

Competitions for Swachhotsav

Zero Waste Initiatives

Refurbishment of SBM Assets



Waste to Art Installations

RRR Initiatives

Swachhata Rallies / Pledges

Swachhotsav Selfies

Campaign Roll Out 17th September

Suggested Activities

Voluntary Shramdaan

CTU Transformation

SafaiMitra Suraksha Shivirs

Refurbishment of SBM assets

Swachhata pledges, swachhata runs & rallies, human chains etc.



Ek Din, Ek Saath, Ek Ghanta

25th September 2025

8:00 AM

Nationwide shramdaan & simultaneous cleanliness drives

Participation of Hon'ble Union Ministers at CTU spots

Transformation of dirty spots

Citizen-led cleanliness drives across all public places

Mapping on SHS portal

Participation across all levels



2nd October 2025

This year, Swachh Bharat Diwas, celebrated on the birth anniversary of Mahatma Gandhi ji on 2nd October 2025 coincides with Dusshera celebrations. the following activities can be conducted

Prabhat Pheris

Recognition to SafaiMitras

Awards for various competitions/mandaps/puja committees

Recognition to best performing local bodies/ organizations / volunteers / partners

Post celebration cleanliness drives to be organized within 24-hours of the conclusion of events



SHS 2025 Branding

Uniform branding and collaterals to be adopted 17 th September onwards

Creatives, banners, hoardings, standees for SHS 2025 reflecting theme of ‘Swachhotsav’

SHS related Audio Visuals (AVs)

Hashtags for SHS- 2025:

#SHS2025 #SwachhataHiSeva2025 #Swachhotsav

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

Branding for SHS 2025 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-2025.



Communications Plan

Interpersonal Communication (IPC):

- Door-to-door outreach for source segregation, RRR, clean & green festivities
- Engage TULIP interns, NCC, NSS, NYKS, MY Bharat Volunteers, NGOs, CSOs

Digital & Social Media:

- Official hashtags: #SHS2025 #SwachhataHiSeva2025
- #Swachhotsav
- Official Twitter handles:

MoHUA - @SwachhBharatGov, @SwachhBharat, @MoHUA_India,
MoJS - @MoJSDDWS

Influencer & Brand Ambassador Mobilisation:

- Local champions, cultural icons, and public figures may be engaged as advocates to inspire behavioural change & collective action.

Mid Media Mobilization:

- Visibility may be ensured through billboards, branding of metro stations, buses, railway stations, waste collection vehicles, RWAs, malls, and digital display boards

Mass Media:

- Local channel discussions, television & radio talk shows on swachhata, clean green festivities & good practices to highlight citizen-led action.

IT PORTAL FOR SHS 2025



CTUs to be reported on “SHS 2025” Portal by 14th Sept. 2025

<https://swachhatahiseva.gov.in/>

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

Daily Reporting of the following must be ensured

- SafaiMitra Suraksha Shivirs
- Clean Green Festivities
- Advocacy

Campaign Closure: 2nd October, 2025

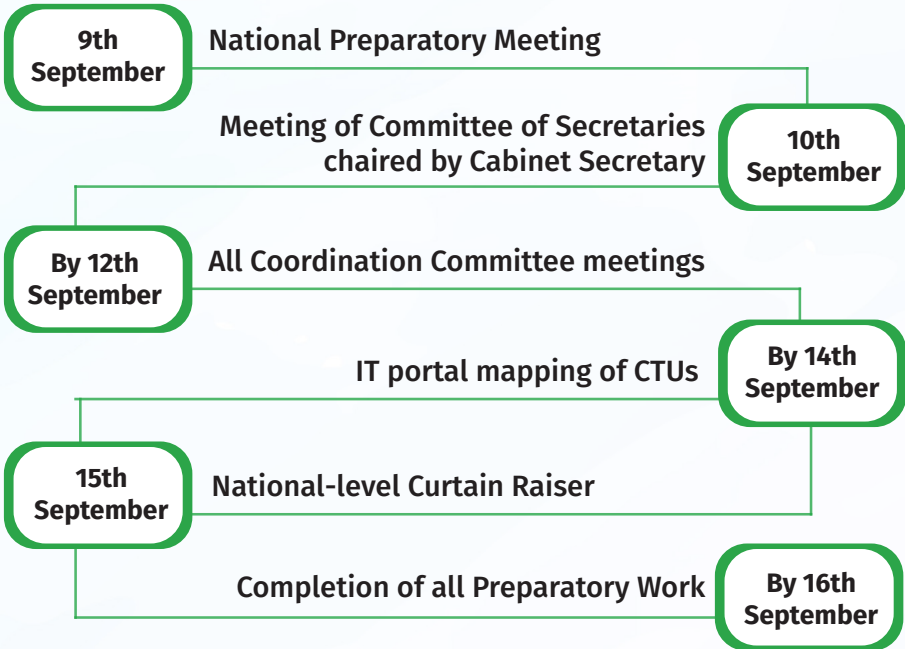
CTU clearing & transformation will be a year-long activity beyond SHS

Reporting for ODF Plus Model & Swachh Sujal Gaon declaration – on the DDWS portal

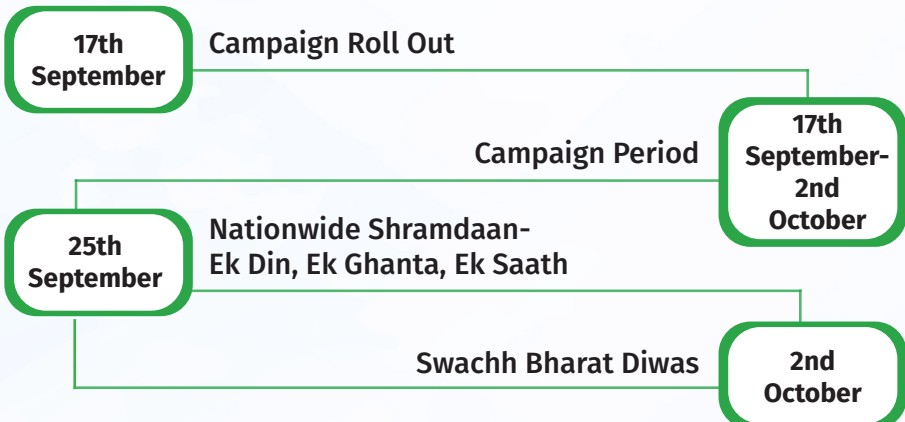
Dedicated Helpdesk - 011-408-46952

Key Timelines

Preparatory Work



Campaign Period





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SwachhBharatGov



Swachh Bharat Mission - Urban



sbmurbangov



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MoJSDDWS



SBMGramin



swachhbharatgrameen