

Guidelines on Swachhata Hi Seva 2025

I. Background:

To offer tribute to the Mahatma on his Jayanti, 2nd October is observed as Swachh Bharat Diwas. As a prelude to that, to strengthen voluntarism and collective action for Swachh Bharat, a fortnight of '**Swachhata Hi Seva**' (SHS) has been observed since 2017. The annual 'Swachhata Hi Seva' (SHS) campaign is held from 15th September - 2nd October to mobilize widespread citizen action & ownership for Swachhata.

The themes for SHS over the years have been following:

S. No	Year	Theme
1	2017	Swachhata Hi Seva-Cleanliness is Service
2	2018	Swachhata
3	2019	Plastic Waste Management
4	2020	<i>Not organized due to COVID-19 Pandemic</i>
5	2021	Azadi Ka Amrit Mahotsav
6	2022	Visual Cleanliness
7	2023	Garbage-Free India
8	2024	Swabhav Swachhata-Sanskaar Swachhata (4S)

II. Swachhata Hi Seva- 2025: The Campaign

This year, **SHS- 2025** is set to promote the principles of swachhata alongside community celebrations of festivities. This pakhwada aims to leverage the confluence of culture, festive fervour and community participation with focus on setting the new benchmarks for eco-friendly and zero-waste celebrations in a '**Whole of Government**' and '**Whole of Society**' approach.

2.1 Campaign Period

The campaign will be organised from **17th September – 2nd October 2025**.

2.2 Campaign Objectives

The objective of SHS 2025 is to facilitate large-scale advocacy and citizen participation for swachhata, mega cleanliness drives & clearing of dirty and difficult garbage spots (Cleanliness Target Units), prioritise the health and welfare of sanitation workers, and celebrate community festivals in an eco-friendly manner.

2.3 Campaign Theme

SHS- 2025 on the theme of ‘**Swachhotsav**’ / **स्वच्छोत्सव** – focusing on clean and green festivities and zero-waste community celebrations.

2.4 Important Notice: Food Affected States/UTs

States/UTs affected by flooding/natural calamities may keep the spirit of seva and swachhata at the core of all disaster relief works by incorporating the highest standards of hygiene maintenance for the prevention of diseases.

If ground conditions permit, such States may also carry forward SHS 2025 activities.

III. Key Campaign Components

As part of SHS 2025, the following **five pillars of activities** are requested to be carried out by local bodies, districts, States/UTs, Ministries, line departments and PSUs:

1	Transformation of Cleanliness Target Units (CTUs)
2	Clean Public Spaces
3	SafaiMitra Suraksha Shivar
4	Clean Green Festivities
5	Advocacy for Swachhata

3.1 Transformation of Cleanliness Target Units (CTUs)



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 & hygiene risk

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**.
- Those 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.

All local bodies, districts, States/UTs, Ministries, line departments and PSUs are requested to choose CTUs from all three categories.

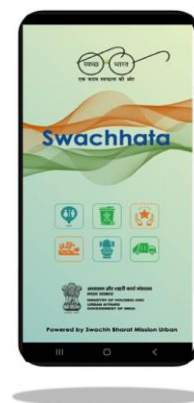
Step 1: Identification of garbage spots

As a first step, Rural & Urban local bodies, PSUs and Ministries/Departments are requested to identify dirtiest black spots. The success of the CTU initiative will depend on the correct identification of sites to be cleared in a targeted and timebound manner. It is encouraged to choose only the most difficult and neglected garbage spots for timebound transformation.

The focus is to choose dirty spots across localities and near habitations. For small villages/ local bodies, it is recommended that atleast a black spot is chosen per ward/GP. For larger villages/local bodies, it is recommended to pick up as many difficult spots as possible on a challenge mode so that there is visible cleanliness.

CTU Mapping and Swachhata App (for urban areas)

To promote the citizen engagement, Swachhata App is designed to report and resolve grievances related to sanitation, garbage disposal, and other cleanliness issues in their surroundings. During SHS 2025, all local bodies are requested to encourage citizens, NGOs, partner organizations etc to leverage the Swachhata App for identification of CTUs across their cities. Special outreach initiatives to be taken up to ensure maximum dissemination of the Swachhata App during the campaign period.



Step 2: Mapping on SHS 2025 Portal

The SHS 2025 portal is specially curated to act as a one-stop interface for all Union Ministries, State Governments, Districts and local bodies to identify & map CTU sites. Once a black spot is identified, it is to be targeted for cleaning and is to be mapped as a 'Cleanliness Target Units' (CTUs) or स्वच्छता लक्षित इकाई – on the IT portal.

All CTUs to be geo-located on the IT Portal by 14th September 2025

Step 3: Adoption of CTU sites

To ensure the timely clearing of all mapped CTUs, it is crucial for local bodies & Ministries to establish partnerships with a diverse array of entities, including Public Sector Undertakings (PSUs), private sector companies, CSR groups, NGOs, RWPF partners, CSO, startups, technology firms, and other enterprises. These collaborations will provide the necessary technical expertise, comprehensive management of CTU sites, and effective removal of accumulated waste.

Step 4: CTU Site Preparedness

Alongside geo-tagging of identified CTU site, local bodies are requested to take on thorough preparatory activities to ensure 100% clearance of all CTU sites identified. For the same, it is required that:

- ✓ Assessing waste accumulation at each CTU
- ✓ Uploading relevant details to the IT portal
- ✓ Arranging logistics for collection, transportation, and disposal of waste
- ✓ Preparing and following a final disposal/processing plan
- ✓ Onboarding of partners (startups, tech companies etc) for site clearing
- ✓ Encouraging private organizations and PSUs to adopt CTU sites
- ✓ Providing safety gear, first aid kits, PPE, and drinking water for volunteers
- ✓ Ensuring volunteer safety at each CTU site

Step 5: Execution

For effective CTU clearing and timebound execution, the following points are to be considered:

- ✓ Detailed description of actual cleaning activities & processes being followed
- ✓ Upload 'Before-After' photos, daily progress reports, and evidence to the IT
- ✓ Submit details of manpower, machinery, and vehicles, and the daily debris clearing
- ✓ Encourage local ward/GP members and residents to participate in CTU transformation
- ✓ Additionally, All CTU sites undergoing transformation to reflect common branding during the period of operations

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

Step 6: Site Transformation & Maintenance

Once the CTU drive is successful, efforts must be taken to ensure the maintenance and upkeep of the site as a garbage accumulation-free site. The CTU site must become attractive, functional, and well-maintained spaces that enhance the quality of life for all local residents. Local bodies must ensure that the transformed site does not once again become a garbage spot.

Additionally, local bodies are to encourage innovative citizen-led beautification drives across reclaimed CTU spots. For the same, citizen-led site beautification including painting of walls/placement of twin bins etc & installation of 'Waste to Art' items is encouraged. Local artists, students from educational institutions, and NGOs are to be encouraged to collaborate and beautify the reclaimed site by 1st October 2024. It is encouraged for the transformed CTU site to reflect local culture, spirit of Swachhotsav and also festivals along with a message for swachhata.



3.2 Clean Public Spaces

All Ministries, local bodies, States/UTs, line departments & PSUs are requested to organize general cleanliness and swachhata activities across public places in their own jurisdiction:

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

Classification of Public Places & CTU sites

It may be noted that CTU areas and public places are to be classified separately to ensure targeted interventions under SHS 2025.

CTU areas are locations prone to chronic waste accumulation and requiring continuous maintenance, such as abandoned or open lands with dumping, areas near transfer stations, back lanes, construction debris sites, drainage/nallahs, garbage dumps, market spaces/mandis, railway tracks, roadsides (NH, SH, local), slums, and waterbodies.

Public places, on the other hand, refer to functional spaces with regular citizen footfall and institutional activity, including offices, schools, health institutions, railway stations, airports, places of worship, and hospitals, where cleanliness is critical for public health, safety, and service delivery.

3.3 SafaiMitra Suraksha Shivr

In the past decade of SBM, sanitation workers across the country have emerged as everyday heroes who work tirelessly to ensure citizens enjoy their right to clean neighbourhoods.

Who is a SafaiMitra/ Sanitation Worker?

A worker who is either a direct employee, contracted, or outsourced by local bodies to carry out key swachhata functions such as road sweeping, door to door collection of waste from households, mechanical desludging of sewers & septic tanks etc.

To honour them and their efforts, it is envisaged that single-window camps will be set up across the country for the following:

1. **Preventive Health Checkups** as part of the Shivirs/Camps to benefit sanitation workers and their families
2. **Access to Health Facilities & Services** to ensure better quality of life for sanitation workers and their families
3. **Distribution of PPE Kits & safety gear** to safeguard the sanitation workers from occupational hazards, the sanitation workers are to be provided PPE kits and protective gear.
4. **Social welfare linkages** & registration of sanitation workers and their families to benefit them with various social schemes must be ensured by local bodies. This shall include but not be limited to the following:

S. No	Area of welfare	Name of scheme
1	Housing	Pradhan Mantri Awas Yojana (PMAY)
2	Household tap connection	Atal Mission for Rejuvenation & Urban Transformation (AMRUT), Jal Jeevan Mission (JJM), any State scheme
3	Toilet	Swachh Bharat Mission
4	Electricity	PM Sahaj Bijli Har Ghar Yojana (Saubhagya)
5	LPG	PM Ujjwala Yojana
6	Health cards & Health Insurance	Ayushman Bharat
7	Health Insurance	PM Jan Arogya Yojana (PM-JAY)
8	Immunisation	Mission Indradhanush
9	Credit access	Swachhata Udyami Yojana (SUY) & bank financing linkage
10	Banking	PM Jan Dhan Yojana
11	One Nation One Ration Card, MGNREGA Job Card, Pension Schemes, Aadhar Card – as required	

Coverage under state government-led welfare schemes must also be offered, as per entitlement

Preparedness Required

i. Health Measures

- ✓ **Planning with Health Department, Healthcare Facilities & Service Providers:** Local bodies/Ministries are encouraged to establish collaborations with local healthcare facilities, hospitals, clinics, and medical associations to support health camps. These partnerships will provide essential medical services, screenings, and treatment for sanitation workers
- ✓ **Sensitization of Doctors and Residents:** Sessions to sensitize doctors and medical residents about the roles and challenges faced by SafaiMitras/Sanitation workers to be organized to foster better understanding and support for the workers' health needs
- ✓ **Due Diligence and Field Verification:** Thorough field verification and due diligence is to be carried out before presentation of welfare coverage to potential beneficiaries. This will ensure accurate identification and provision of health services to those in need.

ii. Welfare Measures

- ✓ **Linkage with Government Schemes:** Local body authorities are requested to plan and coordinate the integration of SafaiMitras/Sanitation workers with key government welfare schemes. This can be done by organizing meetings with relevant government departments and officers to facilitate smooth operations and access to welfare benefits (Refer to 5.3 for list).
- ✓ **Beneficiary Mapping & Logistics Planning:** Comprehensive strategy for mapping beneficiaries and planning logistics to ensure full inclusion of all sanitation workers in welfare initiatives
- ✓ **Schedule for Camps and Venue Finalization:** It is required for health camp schedules and locations to be finalized to ensure potential beneficiaries are made aware of this opportunity in advance.
- ✓ **Mass Dissemination of Key Information:** Dissemination of information regarding important dates and venues for health camps to be done in advance and thoroughly to ensure that all eligible SafaiMitras/Sanitation workers are aware and can participate. This will maximize impact of the Shivirs/Camps and ensure no worker is left out.

Central Ministries to organize SafaiMitra Suraksha Shivirs for sanitation workers and their dependents in their own jurisdiction (Cantonments, Railway Stations, Educational Institutes, Roads and Highways, Airports etc), in convergence with trusted local healthcare service providers and practitioners.

3.4 Clean Green Festivities

Since SHS 2025 coincides with key festivities across the country, the focus of the campaign shall be on the spirit of **clean, green and zero-waste celebrations**. Usage of ecofriendly alternatives at religious places, high footfall areas, puja pandals etc., avoiding single use plastic, efficient waste management, increased frequency of cleaning, better availability and maintenance of the toilets etc. results in promoting Swachhata during the festive period. Accordingly, all States/UTs and Urban Local Bodies (ULBs) are to ensure that action is undertaken across the following areas:

- Eco-friendly and Single Use Plastic free celebrations across pooja pandals, market areas, mandis, high footfall public places, tourist locations etc
- Special arrangements for eco-friendly immersions
- 'Swachhata Ki Rangoli' may be created at Puja Pandals, and other festive spaces using the nine vibrant colours of Navratri, symbolising collective commitment to swachhata
- Post celebration cleanliness drives to be organized within 24-hours of the conclusion of events

All local bodies and stakeholders are to engage with Puja Committees, Dussehra/Navratri Associations, and other festive groups to trigger local action during the campaign period.

All local bodies are requested to mobilize local NGOs, CSOs, Self Help Groups for the creation of eco-friendly items, in the spirit of 'Vocal for Local'.

3.5 Advocacy for Swachhata

To reinforce the message of Clean, Green and Zero-Waste Celebrations, all States/UTs, Urban and Rural Local Bodies (RLBs and ULBs), Ministries, and PSUs are requested to undertake the following initiatives, grouped under key sub-themes:

i. Community Engagement and Awareness

✓ ODF Plus Model & Swachh Sujal Gaon Declaration

For SHS 2025, it is proposed that special focus be given to convening Gram Sabhas for the declaration of "**ODF Plus Model**" Villages and '**Swachh Sujal Gaon**'. The criterion for selection of villages is:

- **ODF Plus Model¹**: Residual Villages that need to re declared ODF Plus Model should be targeted for declaration, thereby meeting the criteria specified for an ODF Plus Model Village. Please refer to **Annex 1** for the state wise target for ODF Plus Model

¹ ODF Plus Model villages are those villages that sustain their ODF status, have arrangements of solid and liquid waste management and are visually clean

declaration to be accomplished during the campaign period, 17 September- 2 October 2025.

- **Swachh Sujal Gaon²:** For declaration of Swachh Sujal Gaon, following criteria for villages under SBM-G and JJM to be followed: -
 - **SBM(G):** - Villages that have already been declared ODF Plus Model (first verification of ODF Plus Model completed and second verification of ODF Plus Model is pending from more than 180 days as on September 9, 2025). Please refer to **Annex 2** below.
 - **JJM:** - Villages that are Har Ghar Jal declared under Jal Jeevan Mission (Har Ghar Jal certification pending). Please refer to **Annex 3** that specifies the state wise target for Swachh Sujal Gaon declaration to be accomplished during the campaign period, 17 September- 2 October, 2025.

The proposal is to encourage States and Districts to organize Gram Sabhas between September 17- October 2, 2025, as part of SHS 2025 activities. These Gram Sabhas will serve as platforms to validate progress, reaffirm community ownership, and declare villages as ODF Plus Model and Swachh Sujal Gaon declaration. All declarations may be done through Special Gram Sabhas organized anytime between the campaign period i.e. September 17- October 2, 2025

Therefore, States and local bodies are encouraged to hold Gram Sabhas across the campaign period, ensuring maximum participation and timely recognition of villages that meet the criteria.

Reporting for ODF Plus Model and Swachh Sujal Gaon declaration will be on the DDWS portal. All States/UTs will be oriented on the reporting module.

Process for reporting Swachh Sujal Gaon:

- State → District → Block → Gram Panchayat → Village
- ODF Plus Model Second Verified (Y/N) (Fetch from SBM-G IMIS)
- Date of ODF Plus Model Second Verified ((Fetch from SBM-G IMIS)
- Har Ghar Jal Certified (Y/N) (fetch from JJM IMIS)
- Date of Har Ghar Jal Certified (fetch from JJM IMIS)
- Gram Sabha Held (Y/N)
- Date of Gram Sabha
- No. of Participants in Gram Sabha
- Swachh Sujal Gaon Declared (Y/N)
- Date of Swachh Sujal Gaon Declaration
- Upload Swachh Sujal Gaon Certificate

² Swachh Sujal Gaon villages are those that are ODF Plus Model verified (second verified) under SBM-G and Har Ghar Jal certified under JJM.

For further details, please see the Annexure.

✓ National Plastic Pollution Reduction Campaign

Through the course of SHS 2025 during the festive session, all States/UTs must focus their work on collection of plastic waste from garbage points, initiate festive clean-up drives at river fronts, coastal stretches, beaches, and wetlands, and lead awareness generation activities focused on prevention of littering and promotion of eco- alternatives of single use plastics with an objective of ensuring that the festive fervour does not lead to environmental degradation.

For all identified and mapped CTUs, the quantity of plastic waste collected from a CTU during its transformation is required to be reported in the SHS 2025 portal

✓ Door-to-Door Awareness Drives

Special campaigns may be undertaken to reach households directly with information on waste segregation, reduction of single-use plastics, and adoption of zero-waste practices during SHS 2025. Self-Help Groups (SHGs), Resident Welfare Associations (RWAs), and community volunteers may be mobilised for this effort.

✓ Swachhata Rallies

Swachhata rallies, padyatras, Prabhat pheris and cycle marches may be organised to spread the message of cleanliness and responsible waste management. Partnerships with schools, colleges, NGOs, MY Bharat volunteers, NSS, NSS and NYKS volunteers and local community-based organisations may be ensured for wide citizen participation.

✓ Swachhata Pledge

Swachhata Pledge may be administered in schools, workplaces, RWAs, and public gatherings during SHS 2025. This will help reinforce the spirit of collective responsibility towards cleanliness and sustainability.

✓ Competitions for Swachhotsav

Local bodies may conduct painting, quiz, essay, and innovation competitions in schools, colleges, and communities. These will encourage creativity, innovation, and active participation on themes of swachhata and zero-waste practices.

ii. Culture, Youth and Creative Expression

✓ Waste to Art Installations

Local bodies may collaborate with youth groups, design institutes, colleges, art clubs, and community organisations to transform waste materials into creative art installations under the theme of 'Waste to Wealth'. Murals, sculptures, and recycled art furniture may be displayed at high footfall areas to enhance visual appeal, showcase innovation, and promote environmental consciousness.

✓ Swachh Food Streets

Food streets may be developed as model spaces that seamlessly integrate swachhata, culinary excellence, cultural enrichment, and sustainability. Activities may focus on visible cleanliness, scientific waste management, and citizen-driven zero-waste practices in alignment with the SHS theme of 'Swachhotsav'.

✓ Sports Leagues for Swachhata

Swachhata-themed sports events and leagues may be organised to engage youth and promote fitness alongside civic responsibility. Sporting activities may carry messages on waste segregation, anti-littering, and sustainability.

iii. Infrastructure, Assets and Zero-Waste Practices

✓ RRR Centres

Reduce, Reuse, Recycle (RRR) Centres may be set up in high-footfall areas and festive spaces. These Centres should act as community hubs for collection, segregation, and recycling of materials, strengthening circular economy practices.

✓ Refurbishment and Branding of SBM Assets

Existing SBM assets such as Community Toilets (CTs), Public Toilets (PTs), Material Recovery Facilities (MRFs), and Waste Processing Plants, RRR Centres etc may be refurbished and branded with SHS 2025 messaging to enhance their visibility, usage, and community ownership.

✓ Zero-Waste Initiatives

Local bodies may implement innovative zero-waste initiatives during festive events and in high-footfall zones. This may include source segregation, decentralised composting, and promotion of eco-friendly alternatives to minimise waste generation.

iv. SHS Activities on MyGov

It is requested that all Ministries, local bodies, partners and other stakeholders kindly disseminate the weblink to the SHS 2025 activities that will be active on the MyGov platform during the campaign period. The activities that will be available on the MyGov platform are:

- Swachhotsav selfie: Citizens to be encouraged to upload festive and celebratory selfies keeping the spirit of swachhata and festive celebrations
- Join 'Ek Din, Ek Ghanta, Ek Saath': National call to action to be live via MyGov to encourage citizens to join local cleanliness drives on 25th September 2025
- Swachh Bharat digital pledg

IV. Campaign Roll Out – 17th September 2025

SHS 2025 will officially roll out on 17th September 2025. As part of the roll out, local bodies are requested to organize large-scale, on-ground cleanliness drives across public places (refer to Part 3.2), various swachhata awareness activities, SafaiMitra Suraksha Shivirs (refer to Part 3.3) , as well as CTU drives.

All CTU transformation & beautification efforts under SHS 2025 must begin from 17th September onwards. It is suggested that State may organize activities such as swachhata pledges, runs, rallies, human chains, Prabhat pheris, and waste collection vehicle flag-offs, etc.

As part of the official roll out of SHS 2025, States/UTs are advised to invite the following dignitaries-

- Hon'ble Chief Minister of the State/UT
- State/UT Ministers, Members of Parliament, Members of State/UT Legislative Assemblies & political leadership
- Senior officers of various Line Ministries - Rural Development, Panchayati Raj, Urban Development, Women & Child Development, DoSEL and Health
- District and ULB officials
- Panchayati Raj Institutions (PRI) members, Village Field Functionaries, SafaiMitras/ Sanitation Workers, eminent citizens/ volunteers, SHGs, RWPFs/ partner organizations, Development Partners, NGOs, and CSOs

V. Ek Din, Ek Ghanta, Ek Saath– 25th September 2025

As part of SHS 2025, **simultaneous cleanliness drives** are envisaged to take place on 25th September 2025 at 8 AM in a 'Whole of Government' and 'Whole of Society' approach. The general guideline for the same is as follows:

At the local level

- ✓ Transformation of CTUs (स्वच्छता लक्षित इकाई)
- ✓ On ground *shramdaan* and plogging drives can be carried out by citizens, political leadership, SBM Ambassadors, youth groups, NGOs, CSOs, partner organization representatives, influencers.
- ✓ Felicitation of local sanitation workers to acknowledge their contribution to the Mission during Shivirs

Maximum possible participation is requested across all levels.

At the State level

- ✓ Voluntary shramdaan drive may be led by Hon'ble Chief Minister, State Minister
- ✓ Felicitation of SafaiMitras/Sanitation workers and presentation of welfare benefits
- ✓ Interaction between Hon'ble Chief Minister and SBM beneficiaries to be organized

Central Ministries are requested to participate in 'Ek Din, Ek Ghanta, Ek Saath' by transforming CTU sites across local bodies, and within their own camps/educational institutes/jurisdictions of operations. Voluntary shramdaan drives, felicitation of best volunteers & performers for Ek Din, Ek Ghanta as well as zero waste celebration of transformative work being carried out may also be done.

VI. Swachh Bharat Diwas – 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. It is requested that all local bodies and districts carry forward the following activities:

- Prabhat Pheris
- Recognition to SafaiMitras
- Awards for various competitions/ mandaps/ puja committees
- Recognition to best performing local bodies / organizations / volunteers/ partners

Districts and local bodies are also advised to prioritize visible cleanliness in all public and high footfall places. It is requested that cleanliness drives take place within 24 hours of the conclusion of all festivities.

VII. SHS 2025 Branding

- i. Editable files for common branding material for SHS-2025 will be shared for mass dissemination during the campaign. Indicative branding material is as follows:
 - SHS 2025 logo
 - Creatives, banners, hoardings, standees for SHS 2025 reflecting theme of 'Swachhotsav'
 - SHS related Audio Visuals (AVs)
- ii. Local bodies, Ministries & partners are requested to **adapt these designs as per requirement and translate into local and regional languages** for effective and maximum dissemination.
- iii. Hashtags for SHS- 2025: **#SHS2025 #SwachhataHiSeva2025 #Swachhotsav**. This will help share innovative on-ground activities, best practices, and impacts of cleanliness drives.

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.

VIII. Campaign Advocacy

i. **Design 360-degree advocacy plan for SHS- 2025:**

All State Governments, Central Ministries, Urban Local Bodies (ULBs), and PSUs are requested to adopt a 360-degree multi-media advocacy plan to maximise citizen engagement and amplification of SHS 2025 as well as the “Ek Din, Ek Ghanta, Ek Saath” initiative. The advocacy plan may include the following elements:

- ✓ **Interpersonal Communication (IPC):** Direct community-level outreach through door-to-door campaigns, SHG mobilisation, school and college activities, and engagement of community-based organisations.
- ✓ **Digital and Social Media:** Creative digital campaigns may be undertaken across official handles and citizen-facing platforms to ensure wide participation in SHS 2025, especially ‘Ek Din, Ek Ghanta, Ek Saath’, especially among youth. All stakeholders to utilise social media platforms for wider outreach like Twitter, Facebook, Instagram, and LinkedIn to post updates, progress reports, and achievements. **Official X handles: @SwachhBharatGov, @SwachhBharat, @MoHUA_India and @MoJSDDWS must be tagged for wider reach.**
- ✓ **Influencer and Brand Ambassador Mobilisation:** Local champions, cultural icons, and public figures may be engaged as advocates to inspire behavioural change and collective action. Brand Ambassadors may include celebrities and artists from Film & Theater, Sports Personalities, Art & Music, Public Figures, Philanthropists, Citizen influencers, youth ambassadors including MY Bharat Volunteers, NYKS, TULIP Interns etc., bloggers and vloggers.
- ✓ **Mid-Media Mobilisation:** Visibility may be ensured through billboards, branding of metro stations, buses, railway stations, waste collection vehicles, RWAs, malls, and digital display boards.
- ✓ **Mass Media:** Efforts may focus on local channel discussions, television and radio talk shows, and publication of good practices and success stories to highlight citizen-led action. It is requested that conventional newspaper advertisements are avoided.

ii. **Leadership Engagement:**

- As part of SHS-2025, Chief Ministers, State Ministers, Members of Parliament, Members of Legislative Assemblies, Mayors/Chairpersons,

Gram Pradhan/ Sarpanch, Member of Panchyat, and other political leadership and VIP representatives across to participate in various events conducted during SHS- 2025.

- Request for physical participation and social media messaging on the key themes of 'Swachhotsav', clean & green festivities, etc such as
 - Celebrating the festivals in eco-friendly manner
 - Source segregation of waste
 - 'Reduce, Reuse, Recycle'
 - Waste to Wealth action for upcycling of items
 - Cleanliness of high footfall places : management and upgradation of toilets, composting
 - Youth mobilization for Swachhata etc.
- Involvement in on-ground CTU transformation and beautification activities

IX. Campaign Reporting

All the campaign outcomes will be monitored and reported on the specially curated SHS-2025 portal at (<https://swachhatahiseva.gov.in/>)

X. Institutional Framework for Campaign Management

i. **Nodal Officer Appointment :**

- All Central Ministries to assign a nodal officer of at least Joint Secretary (JS) rank to coordinate efforts of the Ministry/Department, including its PSUs, subordinate and attached offices with MoHUA & DDWS. The contact details of the nodal officer should be communicated by 10th September 2025.
- At the **State level**, the State Mission Directors of SBM-U and SBM-G are designated as nodal officers to ensure effective planning for SHS 2025, overseeing of progress and also review of local bodies.

ii. **State/UT Level Co-ordination Committees (SLCC):**

- States/UTs are requested to establish State/UT Level Coordination Committees (SLCCs) under the leadership of the State Urban Development Minister and Rural Development Minister, with support from the Chief Secretary.
- The SLCCs shall oversee the conceptualisation, campaign preparedness, implementation of SHS 2025, sharing of best practices and daily reporting on the campaign monitoring portal.
- Regular review meetings at the appropriate level are to be ensured, with the SLCCs playing a central role in enabling smooth execution of SHS 2025.

iii. District-level Coordination Committees:

- All SHS 2025 activities across districts are to be monitored and reviewed by the District Collector, with support from the CEO Zila Parishad, ADM/District Officers (Urban and Rural), and other relevant functionaries.
- The District Collector shall ensure inter-departmental convergence, active participation of all local bodies, and timely reporting of progress.

iv. For Million Plus Cities:

- In Million Plus Cities, SHS 2025 activities must be reviewed daily by the Municipal Commissioner/CEO, supported by senior officials from relevant departments
- This core group will function as nodal points for campaign planning, monitoring of daily progress, coordination with State Mission Directors, and redressal of operational issues. Special emphasis is to be placed on high-visibility activities, citizen mobilisation, and adoption of innovative practices in Million Plus Cities, given their scale and national visibility.

Central Ministries are requested to appoint nodal officers, as mentioned above. It is requested for regular progress meetings to be chaired by each Ministry with their respective line Departments and field offices for smooth execution of SHS – 2025.

XI. Key Timelines

S.No	Activities	Date
Preparatory Work		
1.	Preparatory Meeting with all States / UTs chaired by Union Ministers	9 th September
2.	Meeting of Committee of Secretaries chaired by Cabinet Secretary	10 th September
3.	1 st Meeting of Coordination Committees across all levels	By 12 th September
4.	IT portal mapping of CTUs	By 14 th September
5.	National-level Curtain Raiser	15 th September
6.	Completion of all Preparatory Work	By 16 th September
Campaign Period		
7.	Campaign Roll Out	17 th September
8.	Campaign Period	17 th September- 2 nd October
9.	Nationwide Shramdaan- Ek Din, Ek Ghanta, Ek Saath	25 th September
10.	Swachh Bharat Diwas	2 nd October

ODF Plus Model & Swachh Sujal Gaon Declaration

Table 1: ODF Plus Model Declaration

S.No.	States/UTs	ODF Plus Model village Target (Villages Yet to be declared ODF Plus Model)*
1.	A & N Islands	53
2.	Andhra Pradesh	7654
3.	Arunachal Pradesh	4257
4.	Assam	2182
5.	Bihar	3546
6.	Chhattisgarh	1685
7.	D & N Haveli and Daman & Diu	4
8.	Goa	64
9.	Gujarat	4493
10.	Haryana	2655
11.	Himachal Pradesh	3228
12.	Jammu & Kashmir	609
13.	Jharkhand	21570
14.	Karnataka	18040
15.	Kerala	66
16.	Ladakh	9
17.	Madhya Pradesh	456
18.	Maharashtra	6567
19.	Manipur	2541
20.	Meghalaya	5990
21.	Mizoram	29
22.	Nagaland	841
23.	Odisha	2528
24.	Puducherry	68
25.	Punjab	11931
26.	Rajasthan	1029
27.	Tamil Nadu	622
28.	Telangana	344
29.	Tripura	3
30.	Uttar Pradesh	2563
31.	Uttarakhand	101
32.	West Bengal	5672
Grand Total		1,11,400

**Both Sikkim and Lakshadweep are 100 % ODF Plus Model*

Table 2: Target for Swachh Sujal Gaon declaration

State/UT	Target for Swachh Sujal Gaon declaration (Villages HGJ Reported (Certified & Not Certified) and Pending for ODF Plus Model 2nd Verification)
A & N Islands	48
Andhra Pradesh	285
Arunachal Pradesh	514
Assam	3692
Bihar	8592
Chhattisgarh	864
D & N Haveli and Daman & Diu	23
Goa	108
Gujarat	1380
Haryana	1458
Himachal Pradesh	3357
Jammu & Kashmir	600
Jharkhand	133
Karnataka	671
Lakshadweep	9
Madhya Pradesh	8924
Maharashtra	7342
Meghalaya	13
Mizoram	17
Nagaland	65
Odisha	10740
Punjab	956
Rajasthan	6690
Sikkim	4
Tamil Nadu	3176
Telangana	7385
Tripura	75
Uttar Pradesh	6970
Uttarakhand	6809
West Bengal	2315
Grand Total	83215

Table 3: Swachh Sujal Gaon Declaration

S.No	State/UT	Target for Swachh Sujal Gaon declaration (Villages pending for 2nd ODF Plus Verification and HGJ Certification)
1.	Andhra Pradesh	30
2.	Assam	1248
3.	Bihar	8592
4.	Chhattisgarh	171
5.	Gujarat	62
6.	Himachal Pradesh	213
7.	Jammu & Kashmir	224
8.	Jharkhand	38
9.	Karnataka	181
10.	Madhya Pradesh	2536
11.	Maharashtra	2563
12.	Meghalaya	8
13.	Nagaland	13
14.	Odisha	3275
15.	Rajasthan	3134
16.	Sikkim	2
17.	Tamil Nadu	212
18.	Telangana	7385
19.	Tripura	4
20.	Uttar Pradesh	1692
21.	Uttarakhand	1555
22.	West Bengal	991
Grand Total		34,129

Format for **Undertaking for Swachh Sujal Gaon**

(On Gram Panchayat Letterhead / Plain Paper with Gram Sabha Resolution No.)

We, the undersigned representatives and residents of Village ____, Gram Panchayat ____, Block ____, District ____, State ____, hereby certify and undertake that our village has:

1. All households have access to functional toilets and functional household tap connection t connection.
2. All public institutions (including AWCs, schools) have access to functional toilets and functional tap connection
3. The village has arrangements of Solid and Liquid Waste Management in place.
4. The village is visually clean, with IEC messages displayed at public places.
5. The Village Water & Sanitation Committee (VWSC) and Self-Help Groups (SHGs) will collectively ensure the achievement and sustainability of Swachh Sujal Gaon status.

Place: ____

Date: ____

Signatures

1. Gram Pradhan / Sarpanch/Mukhiya – Name & Signature
2. Secretary, Gram Panchayat – Name & Signature
3. VWSC Chairperson – Name & Signature
4. SHG Representative – Name & Signature
5. Villagers' Representatives (at least 5–10 members) – Names & Signatures