

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