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D.O.No.F.27-4/2025-IS-9

Shastri Bhawan, New Delhi,
Dated: 11th September, 2025

Dear Ma'am / Sir,

Kindly refer to this Department's communications of even no. dated 30th July 2025 regarding observing of Swachhata Pakhwada, 2025 from 16th to 30th September, 2025 (copy enclosed).

Kindly also refer to the Joint DO letter of DDWS and MoH&UA regarding observance of Swachhata Hi Sewa (SHS) campaign from 17th September, 2025 which culminates on 2nd October, 2025, observed as **Swachh Bharat Diwas (SBD)**, as a tribute to Father of the Nation, on his Jayanti. Theme of SHS-2025 is 'Swachhotsav'.

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.

Considering the significance of Swachhata in schools and to sensitize the children and community members about the cleanliness through school and community-based initiatives, it has been decided to observe Swachh Bharat Diwas (SBD) in all the schools across the country by organizing an intensive Swachhata Hi Sewa (SHS) campaign - 2025 from 17th September to 2nd October wherein the schools will conduct the following

suggestive activities **with the focus on the key areas as mentioned in SHS 2025** campaign:

- i. Swachhata Shapath by the students and teachers.
- ii. Cleanliness drive in the schools, hostels and educational institutions to remove the garbage/ waste with the help of teachers;
- iii. Essay/ Poem/ Debate/ Slogan writing/ Quiz and Painting on '**Swachhotsav**', Importance of Waste Management and Elimination of Single Use plastic etc.
- iv. A selfie point may be installed at entry points of schools on the theme of Swachhata Hi Seva encouraging engagement of students/ teachers/ school staff/ parents to pride in cleanliness through interactive photo opportunities;
- v. Human chain event may be organized where students/ teachers/ people from community join hands to raise awareness and demonstrate commitment to cleanliness and sanitation;
- vi. Street play/ Nukkad natak may be performed in schools or nearby areas to educate and entertain while promoting cleanliness initiatives;
- vii. Plantation of saplings in schools, hostels and educational institutions' areas;
- viii. Awareness rallies/ Prabhat Pheri with students/ teachers/ school staff with slogans on Swachhata Hi Seva and '**Swachhotsav**' theme to create awareness in the community;
- ix. School level Cultural events promoting the sanitation journey of the country;
- x. Swachhata Classes/ Swachhata ki Pathshaala/ Swachhata Samvad/ Educational sessions/ workshops for students/ teachers about cleanliness, sanitation and hygiene practices;
- xi. Health check-up camps may be organized for SafaiMitra/ Sanitation workers and their dependents at Block/ District level.

Further, in order to give adequate social media outreach to the Swachhata Hi Seva (SHS) 2025 campaign, including Shramdaan activity, must be **well documented and with high resolution photography and videography**. Pictures of on-ground activities are to be uploaded on the link given below. States/UTs may widely use a tagline '**Swachhotsav**' on social and print media while promoting the campaign and may also share the participation details of the students and schools with the Ministry.

Further, like previous year this year also nationwide shramdaan, **Ek Din, Ek Ghanta, Ek Saath**' is proposed on 25.09.2025 with a call to action to citizens for joining hands for the nation's cleanliness. It is requested to all the nodal officers appointed for the Swachhata Pakhwada for timely update the Google tracker/ SHS portal. The details of the Google tracker/ Portal will be shared with you shortly.

In view of the above, I urge you to direct all your respective schools to proactively

participate in the Swachhata Hi Seva (SHS) 2025 campaign and turn it into a huge success and also share the participation status with this department regularly.

With regards,

Yours sincerely,



(Dheeraj Sahu)

To

The Principal Secretaries/ Secretaries, in-charge of School Education, of all States/ UTs.

Copy for similar action to:

1. Chairman, CBSE
2. Chairman, CISCE
3. Commissioner, KVS
4. Commissioner, NVS
5. Director, NCERT
6. Chairman, NIOS

Copy for information to:

1. PS to Shiksha Mantri
2. PPS to Secretary (SE&L)
3. Secretary, Ministry of Jal Shakti, Department of DWS.
4. Secretary, Ministry of Housing & Urban Affairs.
5. NIC cell – for uploading on the website.