



Archana Sharma Awasthi
Joint Secretary
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D.O.No.F.27-2/2025-IS-9

Dated: 30th July, 2025

Dear Sir/Madam,

As you are aware, this Department has been observing Swachhata Pakhwada every year since 2016 in all the schools of the country. With the exemplary support of the States & UTs and Autonomous organizations of Ministry of Education (MoE), Swachhata Pakhwada of this Department has become a successful mass movement with the annual participation of millions of children and other functionaries besides members of the community. Role of the schools in ushering in a Clean India has been recognized at the top most levels of the Government.

2. The year 2025 would be the 10th consecutive year of Swachhata Pakhwada implementation. As per the Calendar of Swachhata Pakhwada for the year 2025 circulated by Cabinet Secretariat and Ministry of Jal Shakti, (Department of Drinking Water & Sanitation), Government of India, the Swachhata Pakhwada for this Department is scheduled **from 16th – 30th September, 2025.**

3. For observing the Swachhata Pakhwada in a befitting manner for focused participation resulting in cleanliness, sanitation and hygiene drive and other related activities in schools with active involvement of students, teachers and community, the schools/ institutions may be instructed to undertake the following suggestive participatory activities during **16th – 30th September, 2025:**

- i. Swachhata Shapath may be organised in all schools and educational institutions, wherein all students and teachers/staff may participate and take pledge.
- ii. Teachers to inspect water and sanitary facilities in school/ institutions do a quick assessment of water, sanitation and hygiene facilities and make proposal/ plan for repair and upkeep of the facilities, if required.
- iii. Holding meeting of SMCs/ SMDCs/ PTAs or between parents and teachers in the first week of the Pakhwada to highlight the importance of cleanliness & sanitation, importance of Hand-washing, promote water conservation/ Rain Water Harvesting practices during the Parent-Teacher Meetings (PTMs); and to encourage and inspire them to continue with the good practices for hygiene and sanitation in school as well as home.
- iv. Competitions for clean and well-maintained premises and toilets in schools.

- v. Essay/ Slogan/ Poem writing, Painting, Elocution, Quiz, Model making competition for students on cleanliness and hygiene practices in school.
- vi. Swachhata awareness messages to be posted on the website of the Organisation/ Schools/ State, School Education Department. Alternatively, photographs on Swachhata may be displayed in schools.

4. The following activities may also be undertaken by the teachers and administration of the schools:

- i. All kinds of waste material like sanitation waste, used and disposed masks, broken furniture, unusable equipment, defunct vehicles etc. should be completely removed from the premises of schools/ institutions and disposed off as per procedure.
- ii. Banning use of single use of plastics within school premises.
- iii. Teachers and students in association with local representative should propagate the theme of the Pakhwada among family members, neighbours, citizens in nearby areas.
- iv. Awareness about stopping use of Single Use Plastic and mitigation of plastic pollution, while adhering to 3 R (Reduce, Reuse and Recycle) principles.
- v. Daily cleaning and disinfection of frequently used surfaces.

5. Further, in order to give impetus to the Swachhata drive and create mass awareness, it is requested that the following activities may be undertaken at the State level:

- i. Audio visual programme/IEC material to be created to motivate students/ employees and others on Swachhata and water conservation.
- ii. Electronic banners may be created and uploaded on the departmental/ state web portals to highlight the observance of the Pakhwada. Publicity and awareness generation may be done through use of social media, as well as electronic and print media.

6. **Suggested Action plan for Swachhata Pakhwada, 2025 (16th – 30th September, 2025) is enclosed at Annexure.** You are accordingly requested to take necessary action and issue necessary instructions to district authorities, the schools/ educational institutions, so as to ensure participation of students, teachers, parents, local people and representative etc., whole heartedly in the Swachhata Pakhwada during **16th – 30th September, 2025** and make the Swachhata Pakhwada successful.

7. You are requested to kindly intimate the number of schools and students participated in the Pakhwada, activity-wise in your State/UT to this Department. Photographs, video, films etc. alongwith highlights of each day of the Pakhwada may be uploaded on daily basis by 7.00 PM from 14th September, 2025 to 5th October, 2025 for the different activities so as to communicate the consolidated figures of States and UTs to Ministry of Jal Shakti (Department of Drinking Water & Sanitation)

8. Further, you are requested to nominate one Nodal officer for updating the Google Tracker. The Name, designation, Gmail ID and mobile number of the officer may be

communicated to this department at the earliest on swachhtapakhwada2025@gmail.com. The **details of Google Tracker and Drive to upload activities as above, will be intimated separately.**

9. It is reiterated that schools may be encouraged to continue the activities related to cleanliness and hygiene highlighted during Swachhata Pakhwada on a consistent and sustainable basis by integrating with regular routine throughout the year.

With regards,

Yours sincerely,

Archana

(Archana Sharma Awasthi)

To

1. The Principal Secretaries/ Secretaries (School Education) of all States/UTs.
2. The SPDs, Samagra Shiksha of all States/UTs

Copy for similar action to:-

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

Copy for information to:-

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

**Ministry of Education
Department of School Education & Literacy**

Suggested Action Plan for Swachhata Pakhwada (16th – 30th September, 2025)

16.9.2025 (Tuesday)

Swachhata Shapath Day

- Swachhata Shapath function may be organized wherein all students and teachers/ staff may participate. Children to speak about and take pledge for Swachhata.
- Swachhata awareness message to be posted on the website of the Department/ Organisations/ Schools.
- Electronic banners may be created and uploaded on the departmental/ state web portals to highlight the observance of the Swachhata Pakhwada. Publicity and awareness generation may be done through use of social media, as well as electronic and print media.
- **Upload the number of students who took Swachhata Shapath and the number of schools participated on Google tracker and photos, videos and publicity material on Google drive.**

17.9.2025 & 18.9.2025 (Wednesday & Thursday)

Swachhata Awareness Days

- Holding meeting of SMCs/ SMDCs/ PTAs to highlight the importance of cleanliness & sanitation and importance of Hand-washing, promote water conservation/ Rain Water Harvesting practices during the Parent-Teacher Meetings (PTMs), parents and teachers and to encourage and inspire them for hygiene and sanitation in school as well as home.
- Teachers to inspect sanitary facilities in each and every corner of school/ institution to do a quick assessment and make proposal/plan for upkeep of the facilities.
- Adaptation for WASH facilities (hand wash facility, daily cleaning and disinfection, toilet/ urinal use, water facility use, ventilation, waste management, O&M etc) may be discussed with the local representatives. This may include ensuring - adequate, clean and separate toilets for girls and boys, supplies like – soap, hand wash and safe water, disinfectants, cleaning staff etc.
- A status check/review can be done for piped water supply connection in the school in view of Jal Jeevan mission.
- A status check and augmentation plan with regard to water harvesting systems in the school may be taken up in view of the current **Jal Shakti Abhiyan - Catch the Rain, 2025 campaign**
- Extensive cleaning/disinfection of toilets, MDM kitchen, classrooms, fans, doors, windows, clearing bushes in the campus to be undertaken. The local community may be involved in these activities with the participation of SMCs/PTAs and local representatives.
- Weeding out/recording of the old files, records as per procedure.

- All kinds of waste material like broken furniture, unusable equipment, defunct vehicles etc. should be completely removed from the premises of schools/institutions.
- **Upload number of schools participated on Google tracker and photos, videos and publicity material on Google drive.**

19.9.2025 (Friday)

Green School Drive Day

- Students may be asked to come out with imaginative slogans, posters and pamphlets on different themes such as water conservation, eliminating single use plastic etc, which can be later displayed in school exhibitions and on village/ town walls/ school premises.
- To educate students learn about conservation of water. To sensitize students about the impact of scarcity of water. To empower students to learn to protect the natural sources of water. To help every students to save at least one litre of water per day. To encourage students towards judicious use and minimum wastage of water at home and school.
- **Upload number of schools participated on Google tracker and photos, videos and publicity material on Google drive.**

20.9.2025 & 21.9.2025 (Saturday & Sunday)

Community Outreach Days

- All teachers may visit nearby villages to address the local communities on Swachhata, with special focus on sustaining toilet usage, and taking up waste management work in their areas. They may also sensitize local community to stop wasting of water resources and to make them aware about water conservation and ongoing Jal Shakti Abhiyan.
- Teachers and students in association with local representatives should propagate the theme of Swachhata Pakhwada among public in local areas.
- **Upload number of teachers participating in the community outreach activities on Google Tracker and photos, videos and publicity material on Google Drive.**

22.9.2025 & 23.9.2025 (Monday & Tuesday)

Hand Wash Days

- Create Awareness on the need for proper hand wash in daily life.
- Children should be taught proper method/steps/moments, timings of hand washing with soap before and after eating.
- Barrier free access to the drinking water and toilet facilities for Divyang students may be reviewed and ensured.
- Students may be taught about checking wastage of water.

- Water from hand washing unit to be channelled to school gardens.
- Children may be taught about the water borne diseases/diseases, safe handling of drinking water so that they practice proper hand and oral hygiene.
- **Upload number of schools participated on Google tracker and photos, videos and publicity material on Google drive.**

24.9.2025 & 25.9.2025 (Wednesday & Thursday)

Swachhata Participation Days

- Competitions can be held in districts/blocks/clusters for clean and well-maintained premises and toilets in schools.
- Essay, Slogan, Elocution, Quiz, Painting, Skit, Poem, slogan writing competitions and Model making competition on Swachhata.
- Debates on Swachhata.
- **Upload number of schools participated on Google tracker and photos, videos and publicity material on Google drive.**

26.9.2025 (Friday)

Personal Hygiene Day

- Audio visual programme to be undertaken to motivate students/employees and other for maintaining cleanliness.
- Students will learn about proper way of cutting and keeping nails clean, daily bathing with clean water, wearing clean cloths, no spitting in open, wearing shoes/ slippers etc. (also – wearing mask correctly, no hand shaking, respiratory hygiene, not sharing personal items with others).
- Students will be taught the hygienic manner of using toilets and drinking water facilities.
- Students may be made aware of the importance of brushing teeth twice a day by making it routine habit.
- **Upload number of schools participated on Google tracker and photos, videos and publicity material on Google drive.**

27.9.2025 (Saturday)

Swachhata School Exhibition Day

- Essay/ Slogan/ Poem writing, Painting, Elocution, Quiz, Model making Photographs, Cartoons etc. made by students on Swachhata activities may be displayed in School/ Education Department's website.
- State may document some of these exhibits.
- Making artefacts at home using local recycled-raw material for storage of waste i.e., artistic dustbins using local skills promoting their culture.
- **Upload number of schools participated on Google tracker and photos, videos and publicity material on Google drive.**

28.9.2025 and 29.9.2025 (Sunday & Monday)

Swachhata Action Plan Days

- SMC/SDMC to create awareness among students, parents and local people about the Swachhata Action Plan of the school under the Samagra Shiksha scheme.
- Convene small group meeting of Bal Sansad/ School Cabinet specially to discuss the Swachhata Pakhwada activities in the school.
- Encourage community members and students to make suggestions as to what new activities can be included under Swachhata Pakhwada and forward such suggestions to DoSEL, MoE.
- **Upload number of schools participated on Google tracker and photos, videos and publicity material on Google drive.**

30.9.2025 (Tuesday)

Prize Distribution Day

- Prize distribution for participation of children, teachers and parents in competitions viz. Painting, Essay, Debate, Quiz, Slogan, Inter-school and Crafting, model making etc. using waste to encourage Swachhata.
- All Schools/educational institutions may sum up their activities and work undertaken during the Pakhwada and select best activity for forwarding to district/state authority for uploading on the website i.e. in public domain.
- **Upload number of schools participated on Google tracker and photos, videos and publicity material on Google drive.**
