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Secretary  
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D.O. No.: S-18020/47/2026-SBM-II-DDWS

Date: 7<sup>th</sup> September 2026

Dear colleague,

Swachhata Hi Seva (SHS) has been observed since 2017 to strengthen voluntarism and collective action for Swachhata. This annual campaign has been exemplifying the 'Whole of Society' and 'Whole of Government' approach for Swachhata, bringing together citizens, institutions and leadership at all levels.

2. This year too, SHS- 2026 is being jointly organized by Department of Urban Development (DoUD), Ministry of Housing and Urban Affairs (MoHUA) and the Department of Drinking Water and Sanitation (DDWS), Ministry of Jal Shakti (MoJS). The campaign will begin from **17<sup>th</sup> September 2026, culminating on 2<sup>nd</sup> October 2026**, being observed as Swachh Bharat Diwas. This year's theme, '**Swachhata Mein Sahbhag, Swachh Bharat, Viksit Bharat**' underscores the collective role and responsibility of every individual in driving the vision and *Sankalp* of a Swachh and Viksit Bharat.

3. **The key focus areas of the SHS- 2026 campaign are:**

- i. **Transformation of Cleanliness Target Units (CTUs) & Clean Public Places:** Wherein difficult and dirty spots, high-footfall public places will be identified, mapped and cleared in a time bound manner.
- ii. **Swachh Paathshala: Yuva for Swachhata:** Engaging and sensitizing school students, youth for Swachhata through '**Swachhata Gyan Yatra**' - exposure visits to Solid Waste Management facilities and '**Swachhata Evam Jal Sanchay Samvad**'- interactions, debates, conversations on coming together for Swachhata, rainwater harvesting and water management.
- iii. **SafaiMitra Suraksha Evam Samman Shivir:** Single window camps for SafaiMitras/ Swachhagrahis/ Sanitation workers for providing linkages for those eligible under various Central/State welfare schemes, preventive health checkups, distribution of PPE Kits/ Safety gears etc.; Local level felicitation of SafaiMitras/ Swachhagrahis/ Sanitation workers as recognition of their contribution towards Swachhata.
- iv. **Jan Bhagidari for Swachhata:** Door-to-door awareness drives and citizen engagement initiatives for awareness generation on **SWM Rules, 2026** & promotion of 4- way source segregation & composting; **Sports for Swachhata**-local/regional sports competitions as a platform to spread the message of Swachhata as a way of life; **Swachh Parv, Harit Parv**- eco-friendly celebrations during festivities; Plantation drives under '**Ek Ped Maa ke Naam**'; Special activities on World Tourism Day (27<sup>th</sup> September 2026); **Special Gram Sabhas and Special Council Meetings on Swachh Bharat Diwas** (2<sup>nd</sup> October 2026).
- v. **Swachhata se Samriddhi:** Promoting and strengthening circular economy through '**Kabaad se Jugaad- Waste to Wealth**' and '**Kabaad se Kala- Waste to Art**'; old books/toys/clothes donation drives/RRR; BWG connect through Plastic Recycling Melas.

4. The detailed campaign guidelines are enclosed at **Annex- I**. An indicative calendar has also been included in the Guidelines that may be referred to by Ministries/Departments to schedule activities under SHS-2026. However, Ministries/Departments can also organize various activities under the five pillars as per their convenience and schedules, within the campaign period.
5. Further, if so desired, Ministries/Departments may adopt an additional, Ministry-specific theme aligned to their focus areas, in addition to the National Theme for SHS-2026. This is not mandatory.
6. A simultaneous, nationwide shramdaan, '**Ek Din, Ek Ghanta, Ek Saath**' will be convened on **1<sup>st</sup> October, 2026**. Like previous years, this will be an occasion where crores of people from various walks of life come together for focused shramdaan to contribute one hour of voluntary swachhata service.
7. 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.
8. In view of the same, Central Ministries/Departments are requested to:
- Assign a Nodal Officer of the rank of Joint Secretary or equivalent to coordinate SHS-2026 on behalf of the Ministry/Department. The contact details of the Nodal Officer should be communicated **by 10<sup>th</sup> September, 2026** to Ms. Surabhi Malik, Director, SBM-Urban ([surabhi.malik@ias.gov.in](mailto:surabhi.malik@ias.gov.in)) & Mr. Amit Choubey, Deputy Secretary, SBM (Grameen) ([amit.choubey@nic.in](mailto:amit.choubey@nic.in)).
  - Mobilize all CPSEs/ subordinate offices/ field units / institutions under the Ministry during the SHS-2026 fortnight for the activities at para (3) above.
  - Every Ministry / Department should ensure all their Institutions/ Organisations/ CPSEs/Campuses under their jurisdiction take a special cleanliness drive during the campaign period.
  - Promote partnerships with private sector organizations, NGOs, CSOs, Corporates, philanthropists and other related stakeholders etc.
  - Plan an effective advocacy strategy and ensure due promotion of activities undertaken during SHS-2026.
  - Reporting of activities during SHS-2026: Activities undertaken during SHS-2026 are to be uploaded **on daily basis** on the specially curated IT Portal for SHS-2026 (<https://swachhatahiseva.gov.in/>). This will be compiled for the national level reporting of the campaign. Details and login credentials for the same will be shared subsequently with the identified Nodal Officers; IT trainings will be provided for Nodal Officers and local bodies, Central Ministries, CPSEs and other stakeholders.

We look forward to your personal leadership and support in making this campaign a resounding success.

With regards,

Encl: As above

  
(Ashok K. K. Meena)  
Secretary, DDWS, MoJS

  
(Satendra Singh)  
Secretary, DoUD, MoHUA

To,

All Secretaries of Ministries of Central Government