



आचार्य मनिष र. जोशी  
सचिव

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University Grants Commission  
(शिक्षा मंत्रालय, भारत सरकार)  
(Ministry of Education, Govt. of India)

D.O.No. 2-50/2023(CPP-II)(C.130968)

27 भाद्रपद, 1947/18<sup>th</sup> September, 2025

**Subject: Observation of Swachhata Hi Seva Campaign 2025-reg.**

**आदरणीय महोदया/महोदय,**

As you are aware, the Swachhata Hi Seva Campaign in 2024 witnessed tremendous response from all quarters of society, bringing together diverse stakeholders, especially Higher Education Institutions (HEIs), in reaffirming the commitment to Sampurna Swachhata. Continuing this tradition, **Swachhata Hi Seva 2025 (SHS 2025) to be observed from 17<sup>th</sup> September, 2025 to 2<sup>nd</sup> October, 2025 with the theme of Swachhotsav**, which will culminate in the Swachh Bharat Diwas celebrations on 2nd October, 2025. The SHS 2025 campaign is to be carried out using the **'Whole of Society'** and **'Whole of Government'** approach and will have the following key focus areas:

- 1. Transformation of Cleanliness Target Units (CTUs):** Wherein difficult and dirty spots will be identified, mapped and cleared in the time bound manner.
- 2. Clean Public Spaces:** General cleanliness of establishments/institutions and high footfall spaces
- 3. SafaiMitra Suraksha Shivirs:** Single window camps for preventive health checkup and linking with welfare schemes.
- 4. Clean Green Utsav:** Eco-friendly and zero waste celebration.
- 5. Advocacy:** Swachh Sujal Gaon, Waste to Art, Clean Street Food, RRR Centres etc.

All Higher Education Institutions (HEIs) are encouraged to participate in the nationwide shramdaan initiative 'Ek Din, Ek Ghanta, Ek Saath' on 25th September 2025 by contributing voluntary service to create a meaningful impact on cleanliness.

The 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>). The details and login credentials will be shared shortly.

To familiarize all stakeholders with the IT portal workflow for SHS 2025, DoDWS and MoHUA will conduct training sessions in the coming days, and the link for these sessions will be communicated shortly.

Contd.

For any queries, please contact the concerned officials from the Department of Drinking Water and Sanitation and the Ministry of Housing & Urban Affairs: Mr. V.S. Rana, Director, SBM Urban (ranavs.rana66@nic.in) & Mr. Sanjay Kumar Sinha, Director, SBM Grameen (sanjay.sinha67@nic.in).

In States/UTs/constituencies affected by floods or natural calamities, SHS activities may be adjusted based on ground realities. Efforts should integrate swachhata, sanitation, and hygiene measures with flood relief and rehabilitation.

All HEIs are requested to take all necessary steps to make this campaign a grand success.

सादर,

भवदीय,



(मनिष जोशी)

सेवा में,

सभी विश्वविद्यालयों के कुलपति।

सभी महाविद्यालयों के प्राचार्य।