पेयजल एवं स्वच्छता विभाग
जल शक्ति मंत्रालय
भारत सरकार
DEPARTMENT OF DRINKING WATER AND SANITATION
MINISTRY OF JAL SHAKTI
GOVERNMENT OF INDIA

SWACHHATA HI SEVA 2026
17th September - 2nd October 2026
Swachhata Mein Sahbhag
Swachh Bharat, Viksit Bharat

आवासन और शहरी कार्य मंत्रालय
भारत सरकार
MINISTRY OF HOUSING AND URBAN AFFAIRS
GOVERNMENT OF INDIA

Guidelines on Swachhata Hi Seva 2026

I. Background:

To offer tribute to the Mahatma on his Jayanti, 2nd October is observed as Swachh Bharat Diwas. As a prelude to that, to strengthen voluntarism and collective action for Swachh Bharat, a fortnight of '**Swachhata Hi Seva'** (SHS) has been observed since 2017. The annual 'Swachhata Hi Seva' (SHS) campaign is held from 17th September - 2nd October (*Swachh Bharat Diwas*) to mobilize widespread citizen action & ownership for Swachhata.

The theme for SHS 2024 was 'Swabhav Swachhata, Sanskaar Swachhata', which has since been adopted as one of the core principles and guiding ideologies of the Mission. Building upon this core principle, SHS 2025 focused on 'Swachhotsav' and the spirit of clean festivities and community celebrations. For SHS 2026, besides the regular pillars, the campaign also aims to create awareness on and emphasize roles and responsibilities of various stakeholders for the Solid Waste Management Rules, 2026, strengthen participation of students and youth for Swachhata and leverage collective ownership & Jan Bhagidari to drive our vision and *sankalp* of a Swachh and Viksit Bharat.

II. Swachhata Hi Seva- 2026: The Campaign

2.1 Campaign Period

The campaign will be organised from **17th September – 2nd October 2026**.

2.2 Campaign Theme

SHS- 2026 will focus on the theme ***'Swachhata Mein Sahbhag; Swachh Bharat, Viksit Bharat'*** in a '**Whole of Government'** and **'Whole of Society'** approach.

2.3 Important Notice: Flood Affected States/UTs

States/UTs affected by flooding/natural calamities may keep the spirit of seva and swachhata at the core of all disaster relief works by incorporating the highest standards of hygiene maintenance for the prevention of diseases.

If ground conditions permit, such States/UTs may also carry forward SHS 2026 activities.

III. Key Campaign Pillars

As part of SHS 2026, the following **five pillars of activities** are requested to be carried out by local bodies, States/UTs, Ministries, line departments and CPSEs:

1. **Transformation of Cleanliness Target Units (CTUs) & Clean Public Places**
2. **Swachh Paathshala- Yuva for Swachhata**
3. **SafaiMitra Suraksha Seva Evam Samman Shivir**
4. **Jan Bhaagidari for Swachhata**
5. **Swachhata Se Samriddhi**

IV. Proposed Indicative SHS 2026 Calendar

To encourage structured implementation and focused citizen participation, the following is an ***indicative, chronological thematic calendar*** with multifarious elements that may be used for devising a dedicated campaign plan during Swachhata Hi Seva 2026. The States /UTs, Urban/Rural Local Bodies and concerned Central Ministries/Departments may conduct any or all of the below-mentioned indicated activities under each pilar, preferably on the below-mentioned dates, to showcase a collective approach to swachhata at scale.

However, Ministries, Departments and States/UTs may finalise their campaign and day-to-day plans as per their convenience and ground situations/focus areas, in alignment with the respective SHS Pillars outlined above, during the campaign period from 17th September to 2nd October 2026:

S.No.	Date	Activity	Activities By
1.	17th – 18th Sept.	**Swachh Paathshala- Yuva for Swachhata** i. Awareness/Demonstration Activities for SWM Rules, 2026 and 4 – way source segregation. ii. **Swachhata Gyan Yatra** - exposure visits of school students (preferably class 6 to 12) and youth to SWM/ SLWM and other SBM assets iii. **Swachhata Evam Jal Sanchay Samvad-** interactions, debates, conversations on coming together for Swachhata, rainwater harvesting and water management iv. Political Leadership, School Principals, Eco-clubs, MyBharat volunteers etc to be engaged	**Citizens** **Pol. Leadership** **Institutions**

		v. Promotion of Reduce, Reuse, Recycle (RRR) Mantra; donation of books, toys, clothes, shoes, gadgets/ electronic items etc for recycling/reuse vi. Wall Paintings/ Thematic Art competitions	
2.	19th – 20th Sept.	**Timebound Transformation of Cleanliness Target Units (CTUs)/ Garbage Vulnerable Points (GVPs)** i. Time bound identification, cleanup & transformation of GVPs/ CTUs ii. Site Beautification, promote selfies and social media engagement with the citizens iii. Involving political leadership, local eminent citizens, retired paramilitary and armed force personnel, Padma Awardees, youth ambassadors, local NGOs, CSOs, development partners etc	**Citizens** **Institutions**
3.	21st – 22nd Sept.	**Clean Public Places** Focus on cleanliness in High Footfall & Tourist Sites, Bazaar/ Market Areas/*Haats, Mohallas*/ Neighbourhoods, Offices, Educational institutions, Health centres and hospitals, Public and Community Toilets/Community Sanitary Complexes: i. Cleanliness drives at railways stations/airports/bus stands/ taxi stands/sports complexes, public parks, markets, zoos & sanctuaries, roads and highways, ports and other key high footfall areas; **Bazaar/Market Areas/Village Haats** i. Street food vendors and buyers ensure clean bazaars (4-way segregation, plastic-free, litter-free) ii. Carry your own bag awareness drives iii. No red and yellow spot drives- Advocacy on non – littering of gutka/ pan masala sachets / other Multi-Layer Plastics (MLPs) / cigarette butts etc. (*as applicable*) iv. Awareness on SWM Rules, 2026 **Mohallas/ Neighbourhood** i. RWAs and mohallas / rural bodies keeping neighbourhood clean ii. Registration drives of RWAs/ rural bodies as BWGs **Public Toilets /Community Sanitary Complexes** i. Use, maintain public toilets/CSCs, promote user feedback ii. Promote awareness of Do's and Don'ts; Use Karo Flush Karo and increased use of public toilets iii. Review O&M arrangement of CSC/Public Toilets in rural areas; Cleanliness drive at Public Toilets/ CSCs **Water Bodies** i. Cleanliness drives at lakes rivers/ghats, tourist-centric beaches, oceans, drains/ nallahs ii. Rejuvenation of stepwells, ponds, small river streams, *Amrit Sarovar* etc.	**Citizens** **Institutions**

		Offices i. Promote segregation & recycling in offices ii. Offices adopt clean desks & clean campus norms iii. Promote use of digital documents & minimum prints, use of digital banners in events iv. Reusable bottles and cups in meetings and conference rooms	
4.	23rd- 24th Sept.	***Jan Bhagidari* Advocacy drives for: (i) SWM Rules, 2026 (ii) 4 – Way Waste Segregation under SWM Rules, 2026: Ab Do Nahi Chaar, (iii) Home Composting (iv) Say No To Plastics and (v) Reduce Reuse Recycle Drives** i. Door-to-Door Awareness by Political Leadership, ULBs/RLBs, stakeholders and Other Unique Awareness Drives ii. Promote Home composting awareness and compost distribution drives iii. Advocacy on No Littering in public places iv. Say no to single-use plastics: Promote use of Cloth Bag for Shopping v. Say no to disposable cups, cutlery & carry steel/glass bottles, tumblers/mugs for beverages vi. **Sports for Swachhata**: Local/regional sports competitions as a platform to spread the message of Swachhata as a way of life; Ze**ro waste Sports competitions** to be organized in schools, colleges, Gram Panchayats, RWAs, Ministries, Departments etc., with a focus on traditional/ local sports. vii. Rejuvenation of Neki Ki Deewar/ RRR Centers – Tie up with local NGOs/ CBOs/ Partner Organizations; viii. Collection drives for used clothes, books, toys, and other household items. Partnering with local NGOs/SHGs for repair, reuse, redistribution, or recycling, promoting circularity	**Citizens** **Pol. Leadership** **Institutions**
5.	25th -26th Sept.	**Sports for Swachhata & Post – Event Cleanliness** i. Post Ganesh Visarjan cleanliness at banks/ ghats & surrounding areas ii. Composting of flower waste/ offering materials iii. Zero-Waste Sporting competitions to be organized in schools, colleges, Gram Panchayats, RWAs, Ministries, Departments etc., with a focus on traditional/ local sports, followed by a collective cleanliness drive of sports ground/maidaan .	**Citizens**
6.	27th Sept.	**Clean Tourist Sites: World Tourism Day** i. **Swachh Tourist Spots** – Cleanliness drives and focused interventions for swachhata by the community at high footfall areas/Tourist Destinations/Pilgrim Centres, including Swachh Iconic Places; Rejuvenating these local tourist sites as possible sources of revenue generation for the local community/ULB/RLB	**Citizens** **Institutions**

		ii. Cleanliness of Community Sanitary Complexes/public toilets., including those at above tourist destinations. iii. Illumination of the ASI Sites/ Key Monuments (preferably with *Swachhata Hi Seva* Message); iv. Advocating and promoting responsible tourism and good civic behaviour at these sites;	
7.	28th – 29th Sept.	***Swachhata Se Samriddhi*** Advocacy about sustainable habits of Reduce, Reuse and Recycle, Say No to Single Use Plastics, and inculcate importance and value of the waste i.e., 'Waste is Wealth' and 'Waste to Art' *i. Kabaad Se Jugaad- transformation of waste items of use* *ii. Kabaad Se Kala- transformation of waste into pieces of art; Local Art colleges may also be included in this activity.* iii. Plastic Recycling Mela – BWGs – Recycler Connect at common place (Urban Areas) iv. Reuse and Recycling Drives v. Assessing & strengthening of forward linkages for Rural Plastic Waste Management Units (PWMUs) **Note:** ✓ States/UTs invite entries, promote participation, showcase the best creations at suitable locations and recognize outstanding contributors. Selected entires at State level may be suitably felicitated (non-monetary	**Citizens** **Institutions**
7.	30th Sept.	***SafaiMitra Suraksha Evam Samman Shivir*** i. Conduct single window health checkups for SafaiMitras & their dependents ii. Facilitating the linkage of eligible beneficiaries to social welfare and social protection schemes; providing protective gear to *Swachhagrahis* iii. A day with Safaimitras: Felicitate sanitation workers, interaction / *charcha* / games, challenges/ Thank You Signboards/ Banners at key locations.	**Institutions** **PoI** **Leadership**
8.	1st Oct.	***Ek Din, Ek Ghanta, Ek Saath*** i. Collective Action for Voluntary *Shramdaan* across the country ii. Political leadership to lead the initiative and join from respective constituencies / site of their choice	**Citizens** **PoI** **Leadership** **Institutions**
9.	2nd Oct.	***Swachh Bharat Diwas*** i. Special Gram Sabhas in Rural Areas- focused discussions on activities conducted during SHS 2026; awareness generation on SWM rules, 2026 and roles & responsibilities of RLBs; ii. Awareness generation on Swachh Seva Aankalan for Rural areas iii. Special Council Meetings in Urban Areas iv. Plant trees, planters, shrubs etc. at the cleaned GVPs/CTUs to nurture urban greens under **Ek Ped Maa Ke Naam** on 2nd Oct. 2026	

V. Cleanliness Target Unit Transformation & Clean Public Places

As part of SHS 2026, all Ministries, States/UTs, Districts, Rural/Urban local bodies, line departments and CPSEs are requested to initiate Cleanliness Target Unit (CTU) transformation at the commencement of the campaign and continue the activities till their complete transformation with a focus on its sustained cleanliness. Additionally, they may also plan and undertake cleanliness drives across high-footfall public places within their respective jurisdictions including dumpsites at rural areas as CTU. The aim is to ensure visible cleanliness through citizen participation, responsible waste management, beautification of public spaces and adoption of sustainable practices, with a special focus on improving the operations and maintenance of public and community toilets in urban areas to ensure that they always adhere to the 'FACES' parameters (Functional, Accessible, Clean, Eco-friendly, Safe).

5.1 CTU Transformation

What is a Cleanliness Target Unit?

a) Generally neglected garbage points including smaller legacy dumpsites in rural areas
b) Difficult to clean as part of regular swachhata / cleanliness drives
c) Posing environmental, health & hygiene risk

Local bodies are requested to **begin all CTU transformation activities at the beginning of SHS 2026**, and continue them as required, depending on the nature and extent of waste accumulation, resources & time required for its complete transformation.

A) Identification and Selection of CTUs by Local Bodies/Ministries/Departments

Rural and Urban Local Bodies, CPSEs and Ministries/Departments should identify the dirtiest, **most difficult and neglected garbage spots** for targeted and time-bound transformation in their areas/jurisdictions. The success of the CTU initiative will depend

on the correct identification of sites that require focused intervention. The following approach may be adopted:

- For small villages/local bodies, at least one difficult black spot may be identified per ward/Gram Panchayat, wherever feasible.This may also include a dumpsite in rural area.
- For larger villages/local bodies, it is recommended to pick up as many difficult spots as possible to ensure visible cleanliness.
- Ministries and Departments may take up CTU Identification within their jurisdictions; e.g. Railway Tracks, C&D waste dumps along highways; CTUs within school or hospital premises, etc.

Identification of CTUs by citizens - *Use of Swachhata App (for urban areas):* Swachhata App is designed to report and resolve grievances related to sanitation, garbage disposal etc. During SHS 2026, Citizens, resident groups, NGOs, CSOs, partner organisations and community institutions must be encouraged to identify neglected and difficult garbage spots in their surroundings through the Swachhata App. These may then by added to the CTUs identified by ULBs and uploaded on the SHS portal for reporting.

B) Mapping of CTUs on the SHS 2026 Portal

The SHS 2026 portal will serve as a one-stop interface for Union Ministries, State Governments, Districts and local bodies to identify and map CTU sites. Once a black spot has been identified and selected for targeted cleaning, it should be mapped on the SHS 2026 portal as a **Cleanliness Target Unit (CTU) / स्वच्छता लक्षित इकाई**. All relevant details of the identified CTU should be uploaded on the portal, as prescribed.

All CTUs to be geo-located on the IT Portal by 15th September 2026

C) Adoption of CTU Sites and Partnerships

To ensure timely transformation of mapped CTUs, local bodies and Ministries/Departments may explore and establish partnerships with a diverse range of entities. These may include CPSEs, Private sector companies, CSR groups, NGOs, RWPF partners, CSOs, start-ups and technology firms etc to support technical expertise, comprehensive management of CTU sites, waste removal and transportation, site transformation, beautification, and post-transformation maintenance.

D) CTU Site Preparedness & Time-Bound Execution

Alongside geo-tagging and mapping of identified CTU sites, local bodies should undertake the following indicative comprehensive preparatory activities:

- ✓ Assess waste accumulation at each CTU;
- ✓ Upload relevant details on the SHS 2026 portal;
- ✓ Assess manpower & machinery requirements;
- ✓ Encourage private organisations and CPSEs to adopt CTU sites;
- ✓ Arrange safety gear, first-aid kits and PPE;
- ✓ Provide drinking water for volunteers; adequate safety arrangements at CTU sites.
- ✓ All local bodies, Ministries and line departments are encouraged to submit **'Before & After'** photos of CTU via the SHS 2026 portal.
- ✓ Additionally, all CTU sites undergoing transformation may also reflect the common SHS 2026 branding during the period of operations.

Under no circumstance, CTU clearance should lead to the creation of other local garbage points / dumpsites.

E) Community & Political Leadership Participation in CTU Transformation, Beautification & Maintenance

Local bodies are requested to facilitate community participation of citizens, resident groups, youth, students, NGOs, CSOs, SHGs, RWAs and other community-based organisations for site transformation and beautification of reclaimed CTU spots through:

- **Local mobilisation**: Local bodies may issue advance announcements across wards/Gram Panchayats regarding CTU cleanliness drives, clearly indicating the location, date, time and nature of the activity, to enable citizens to participate.
- **Social media and digital platforms** can be mobilized to regularly disseminate information on CTU activities.
- **Reclaimed Site Beautification:** Following CTU clearance, innovative citizen-led beautification activities at reclaimed sites are encouraged such as wall paintings, Waste-to-Art installations, to reflect local culture, festivals, messages on 4 – way source segregation, no littering, no spitting, no use of Single Use Plastic etc.
- **Recognition of participation**: Exemplary contributions by citizen groups, volunteers, students, NGOs, SHGs and other community organisations should be recognized at appropriate forums.
- **Site Maintenance:** Local communities must be encouraged to take responsibility & ownership of transformed sites which includes monitoring to prevent re-dumping and re-accumulation of waste, and supporting beautification activities beyond SHS 2026.

  Local bodies, Ministries & line departments are encouraged to facilitate participation of political leadership for CTU site beautification during SHS 2026.

5.2 Clean Public Spaces

Clarifying the difference between Public Places & CTU sites

It may be noted that CTUs (as defined above) and public places are to be classified separately to ensure targeted interventions under SHS 2026.

Public places refer to functional spaces with high and recurrent citizen footfall and institutional activity, including offices, schools, health institutions, railway stations, citizen-centric beaches, sports facilities, airports, places of worship, and hospitals, where cleanliness is critical for public health, safety, and service delivery.

As part of SHS 2026, citizens and community organizations may be encouraged to actively participate in cleanliness and swachhata activities across high-footfall public spaces to ensure visible impact and sustained behaviour change. It is requested that cleanliness drives be undertaken across all establishments and key public areas, to ensure visible impact and Jan Bhagidari. These may include:

- **Offices, Institutional & Government Establishments:**

All Government offices, CPSEs, autonomous bodies, courts, all institutional & public buildings.

- **Commercial & Economic Hubs:**

Commercial and market areas including *haats, mandis, bazaars*, shopping complexes, industrial areas, and street vending zones.

- **Public Spaces & Urban Infrastructure:**

Parks, playgrounds, open spaces, community halls, anganwadis, mohallas, neighbourhoods, sports complexes, and residential colonies/RWAs.

- **Educational & Health Institutions:**

Schools, colleges, universities, coaching centres, hospitals, PHCs, CHCs and other healthcare facilities.

- **Transport & Mobility Hubs:**

Public transport hubs, major roads & highways, railway stations, railway tracks and premises, bus stops, metro stations, airports, ports, toll plazas and parking lots.

- **Ecological & Natural Sites:**

Sanctuaries, zoos, protected areas, forests, trekking & camping sites, and hills.

- **Water Bodies**

Rivers, lakes, ponds, canals, drains, nallahs, waterfronts, tourist-centric beaches, small river streams and Amrit Sarovar.

- **Tourism, Culture & Faith:**

Tourist places, heritage sites, museums, pilgrim centres, religious places, melas and festival grounds.

- **Community Sanitary Complexes, Public & Community Toilets:**

Community Sanitary Complexes, public toilets, aspirational toilets, community toilets, public bathing spaces etc.

Particular attention should be given to ensuring that cleanliness drives do not result in temporary relocation of waste to another location.

5.3 Clean Public & Community Toilets/ Community Sanitary Complexes:

A) Nudging User Behaviour, Citizen-Led Grievance & Vigilance

Citizen-led groups may be encouraged to undertake activities that promote positive toilet-use behaviour and greater ownership of these assets. These activities may include awareness campaigns on healthy toilet habits and promotion of responsible use and upkeep.

Local bodies are encouraged to motivate citizen groups, NGOs, CSOs, SHGs, CPSEs and other stakeholders to submit grievances and participate in a collaborative functionality assessment. This includes:

- Assessing cleanliness, functionality and availability of essential amenities;
- Identifying broken or missing facilities;
- Providing feedback on user experience; and
- Supporting regular monitoring of toilet facilities.

Women SHGs and other community groups may be particularly encouraged to participate in toilet monitoring, wherever feasible. The indicative checklist includes:

Male Toilet	Female Toilet
1. Water Supply/Functional Tap	1. Water Supply/Functional Tap
2. Intact Toilet Seat	2. Intact Toilet Seat
3. Lighting facilities	3. Lighting facilities
4. Ventilators/Exhaust	4. Ventilators/Exhaust
5. Functional Flush	5. Functional Flush
6. Mug	6. Mug
7. Overall cleanliness	7. Overall cleanliness
8. Child/PWD friendly Toilet	8. Child/PWD friendly Toilet
9. Common Dustbin	9. Common Dustbin
10. Intact Washbasin	10. Intact Washbasin
11. Liquid Soap/Soap Bar	11. Liquid Soap/Soap Bar
12. Clean Mirror	12. Clean Mirror

	13. Sanitary pad dispensing unit 14. Separate dustbin for sanitary pad disposal 15. Incinerator for sanitary pad disposal

B) Corrective Action Based on Monitoring by Local Bodies, States/UTs, relevant Ministries and Line Departments

The concerned local bodies should use findings from inspections, citizen feedback and FACES-based assessments (Functional, Accessible, Clean, Eco-friendly, Safe) to identify and address deficiencies in toilet facilities in urban areas. Particular attention should be given to basic functionality parameters; i.e. broken or missing facilities, water supply, lighting, sanitary fittings, cleanliness, accessibility, child/PWD-friendly facilities, availability of soap; sanitary waste bins, sanitary pad disposal facilities etc.

In rural areas, States/UTs to work with District, Block and GP level for planning. Joint site visits of GP/ PRI members including lead facilitators, GP officials, Village Water and Sanitation Committee (VWSC) members and residents/ stakeholders to be undertaken to CSCs for self-assessment and validation by the GP of the reported assets, including their functionality.

C) Operation and Maintenance Plan Finalization by Local Bodies, States/UTs, relevant Ministries and Line Departments

Local bodies should ensure clarity regarding responsibility for regular cleaning, maintenance of facilities, repairs, availability of essential consumables, lighting and water supply, and resolution of citizen complaints. An appropriate Operation and Maintenance (O&M) model should be in place for every CT, PT and CSC. The O&M model may include:

1. Direct management by the Local body;
2. Outsourcing to SHGs, NGOs or other contractors on pay-per-use basis with adequate revenue sharing;
3. Build-Operate-Transfer (B-O-T) arrangements; or revenue generation model, commercial tie-ups with café or renting out space etc.;
4. A combination of the above models.

VI. Swachh Paathshala - Yuva Engagement

SHS 2026 underscores the role of schools in embedding cleanliness as a '*sanskaar*' by schools and educational institutions. By engaging students, teachers, staff, parents and the community, the campaign seeks to move beyond one-time drives and foster ***'Swachhata Mein Sahbhag'*** as a *sankalp* for a ***'Swachh Bharat, Viksit Bharat'***.

Active engagement of students (preferably Class 6-12) and youth is recommended to be undertaken through exposure visits or '*Swachchata Gyaan Yatras'* to waste management facilities/SLWM facilities created by RLBs/ULBs under SBM (G) 2.0 / SBM (U) 2.0. Competitions, experiential learning and dialogues may be organised. Additionally, it is desired that local bodies organize '*Swachhata Evam Jal Sanchay Samvads'* on sustainable waste and water management & conservation practices, and awareness on SWM Rules, 2026. In addition, awareness drives for 4-way source segregation, and donation drives for books, toys, clothes may be organised within school premises. Art competitions/wall painting activities may also be organised, with active engagement of political leadership, school principals, MyBharat volunteers, etc.

6.1 Key Activities

A) School Cleanliness and *Shramdaan*

Students, teachers, school staff, parents and community members may participate in cleanliness and beautification activities within and around school premises such as:

- Cleaning of classrooms, corridors, playgrounds and common areas;
- Removal of litter and accumulated waste and beautification of school premises;
- Cleaning and upkeep of school sanitation facilities by designated school staff;
- Shramdaan & plantation activities by students, teachers, parents and community members, subject to appropriate safety arrangements.

Note: Students should be encouraged to report deficiencies rather than undertake repairs themselves.

B) Swachhata Pledge

Schools may organise a Swachhata Pledge (on MyGov or other means) for students, teachers and staff to reinforce their commitment and inculcate a *sanskaar* towards cleanliness, sanitation and hygiene.

C) Swachhata Gyan Yatra:

It is recommended that local bodies facilitate exposure visits to SLWM assets created under SBM 2.0 such as Compost pits, segregation sheds, waste collection vehicle, Plastic Waste Management Units, MRFs, RRR Centres, composting units, CBG/Bio-methanation

plants, STPs and FSTPs for sensitization of school students (preferably Classes 6-12) and youth on swachhata as a way of life, waste management, achievements under SBM and key provisions of SWM Rules, 2026, along with hands-on demonstrations on composting as a sustainable practice for biodegradable waste management, wherever feasible.

Note:

- Local bodies shall identify and map functional SLWM assets created under SBM (G) 2.0 and SBM (U) 2.0 within their jurisdiction i.e. Plastic Waste Management Units, segregation sheds, Material Recovery Facilities (MRFs), RRR Centres, Composting Units, CBG / Bio-methanation plants, STPs and FSTPs etc. as applicable for exposure visits.
- A calendar for Swachhata Gyan Yatras for schools shall be prepared in coordination with District Education Officer and school principals, ensuring maximum participation of schools during SHS 2026.
- To facilitate the same, Nodal Officers shall be designated at each SLWM facility for guided tours, safety briefing and for conducting hands-on demonstrations, particularly on composting and source segregation as per SWM Rules, 2026.
- All sites shall be made safe, clean and presentable for student visits with proper signage, IEC material and availability of drinking water and toilet facilities. Local bodies shall assist in arrangement of logistical support including transport facilitation, wherever required.

D) Swachhata Evam Jal Sanchay Samvad

It is expected that educational institutions and schools will organize Swachhata Evam Jal Sanchay Samvads / Swachhata Ki Paathshala / Swachh Talks for age-appropriate discussions on personal hygiene, handwashing with soap, clean and safe toilets, rainwater harvesting methods, menstrual hygiene, safe drinking water, 4 – way source segregation, responsible waste disposal, Reduce, Reuse and Recycle (RRR), avoidance of littering and single-use plastics, environmental responsibility & *swachhata* as a way of life, greywater/wastewater management, reuse of treated water, and key provisions of SWM Rules, 2026.

It is requested that these *Swachhata Evam Jal Sanchay Samvads* may be led by appropriate political and local leadership as lead facilitators; School Principals, Eco-Clubs and *MyBharat* volunteers, and subject experts.

Note:

- Schools are encouraged to hold the *Samvad* through morning assemblies, debates, classroom discussions and activity-based learning with active participation of students.

- A resource pool of Master Trainers, IEC experts, SHG members and Swachhata Ambassadors can be identified by local bodies to supervise the discussions in schools. Political representatives may be invited to act as lead facilitators for the same.
- Standardized, age-appropriate IEC material / modules covering personal hygiene, handwashing with soap, clean & safe toilets, menstrual hygiene, safe drinking water, 4 – way source segregation as per SWM Rules 2026, responsible waste disposal, Reduce, Reuse & Recycle (RRR), avoidance of littering & Single-Use Plastics, Swachhata as a way of life, rainwater harvesting, greywater / wastewater management and reuse of treated water, may be disseminated to all schools.
- Documentation of the Samvads including photographs, attendance and key outcomes must be ensured and uploaded on the SHS 2026 portal.

E) Swachhata Competitions and Creative Engagement

Schools may organise age-appropriate competitions and creative activities around Swachhata, including essay writing, poetry, painting, poster-making, slogan writing, quiz competitions, jingle-making, debate, storytelling etc. Themes may include 'Swachhata Mein Sahbhag, Swachh Bharat, Viksit Bharat', Waste to Wealth, RRR, Clean and Green Schools, Responsible use of water, 4 – way source segregation, citizen responsibility for swachhata. It is also recommended that institutions promote responsible waste management practices, including 4 – way source segregation demonstrations, Reduce-Reuse-Recycle (3R) activities, composting demonstrations etc.

**Note: Activities should be designed to promote participation, cross learning and ownership, rather than placing responsibility for sanitation work on children.*

VII. SafaiMitra Suraksha Evam Samman Shivir

In the past decade of SBM, sanitation workers across the country have emerged as everyday heroes who work tirelessly to ensure citizens enjoy their right to clean neighbourhoods.

Who is a SafaiMitra/ Sanitation Worker?

A worker who is either a direct employee, contracted, or outsourced by local bodies to carry out key swachhata functions such as road sweeping, door to door collection of waste from households, mechanical desludging of sewers & septic tanks etc.

To honour them and their efforts, it is envisaged that single-window camps/shivirs to benefit workers and their families may be organized, with the following key activities:

A) Single-Window SafaiMitra Suraksha Health Check-ups

Sanitation workers and their families may avail of preventive health check-ups and screening services organised as part of the Shivirs. The health interventions may include appropriate screening, consultation and referral services as facilitated by the concerned health authorities and service providers. Where further treatment or specialist consultation is required, beneficiaries may be provided appropriate information and referral linkages to relevant healthcare facilities.

B) PPE and Safety Gear

Sanitation workers may be provided appropriate PPE kits, safety equipment and protective gear relevant to the nature of their sanitation-related work. Workshops may be organized to sensitize workers on the appropriate use & maintenance of safety equipment.

C) Social Welfare and Entitlement Linkages

SafaiMitras/Sanitation Workers and their families may be facilitated in accessing eligible Central and State Government welfare schemes. This may include the following, as applicable:

S. No	Area of welfare	Name of scheme
1	Housing	**Pradhan Mantri Awas Yojana (PMAY)**
2	Household tap connection	**Atal Mission for Rejuvenation & Urban Transformation (AMRUT), Jal Jeevan Mission (JJM), any State scheme**
3	Toilets	**Swachh Bharat Mission Urban and Grameen**
4	Electricity	**PM Sahaj Bijli Har Ghar Yojana (Saubhagya)**
5	LPG	**PM Ujjwala Yojana**
6	Health cards & Health Insurance	**Ayushman Bharat, PM Jan Arogya Yojana (PM-JAY)**
7	Insurance	**PM Suraksha Bima Yojana, PM Jeevan Jyoti Bima Yojana**
8	Immunisation	**Mission Indradhanush**
9	Credit access	**Swachhata Udyami Yojana (SUY) & bank financing linkage**
10	Banking	**PM Jan Dhan Yojana**
11	**Benefits under other Central Govt. & State Govt. will also be considered for all eligibles**	

D) Information and Assistance

Information on available health services, welfare schemes, eligibility requirements and relevant application/registration processes may be made available to SafaiMitras and their families at the Shivirs. Wherever required, local bodies may kindly ensure beneficiaries are provided assistance in completing registration or accessing the relevant service/ scheme.

E) Felicitation of SafaiMitras / Swachhagrahis / Sanitation Workers

Local bodies are encouraged to organize felicitation drives during the SHS 2026 honouring the efforts and commitments of all staff, contractual sanitation workers, Swachhagrahis including road sweepers, drain cleaners etc to honour their efforts and commitment towards the vision of Swachh and Viksit Bharat. Political Leadership may be engaged for this.

F) Planning and Organisation of SafaiMitra Suraksha Evam Samman Shivirs by local bodies, relevant Ministries & Line Departments

Local bodies and Ministries should undertake advance planning to ensure that SafaiMitra Suraksha Evam Samman Shivirs are organised as effective single-window service delivery camps.

i. Planning with Health Department, Healthcare Facilities and Service Providers

Local bodies/Ministries are encouraged to establish collaborations with Health Departments, Government and private hospitals, Clinics, Healthcare facilities, Medical associations & other appropriate healthcare service providers. Such partnerships may support preventive health check-ups, health screening, medical consultations, treatment/referral services etc. Occupational context of sanitation workers should be provided to ensure and enable more responsive health services.

ii. Due Diligence and Field Verification

Thorough field verification and due diligence should be undertaken before extending welfare and other benefits to potential beneficiaries. This should facilitate:

- Accurate identification of eligible SafaiMitras/Sanitation Workers/Swachhagrahi;
- Verification of beneficiary details;
- Identification of family members/dependents, as applicable; and
- Estimating camp requirements; and
- Planning logistics to ensure maximum inclusion.
- Appropriate linkage of beneficiaries with relevant services and schemes.

iii. Camp Schedule and Venue Finalisation

The Health & Govt scheme linkage camp venues should be finalised sufficiently in advance and should preferrably be in the same location, for logistical ease. The venue should be accessible to the intended beneficiaries and should have adequate arrangements for registration, health screening, consultation, distribution of PPE / safety kit etc.

iv. Mass Dissemination of Key Information

Information regarding the date, time, venue and services available at the SafaiMitra Suraksha Evam Samman Shivir should be disseminated sufficiently in advance through appropriate channels. Local bodies should use multiple channels, including:

- Direct communication with sanitation workers/Swachhagrahis;
- Supervisors and sanitation contractors/agencies;
- GP/Ward-level communication and local announcements;
- Digital and social media platforms; and
- Other appropriate community communication channels.

Special efforts should be made to ensure that sanitation workers working across different shifts, locations and employment arrangements - direct, contracted or outsourced- are informed about the Shivirs.

v. Coordination with Employers and Agencies

Local bodies should coordinate with agencies responsible for engaging sanitation workers, including contractors and outsourced service providers, to facilitate participation of eligible workers. Operational arrangements should be made so that sanitation workers are able to attend the Shivirs outside their shifts without compromising essential sanitation services.

vi. Documentation and Follow-up

The concerned authorities should maintain appropriate records of:

- Workers (male/female) and family members reached;
- Health services provided;
- PPE/safety equipment distributed;
- Welfare schemes/entitlements facilitated;
- Referrals made; and
- Applications or registrations completed.

Central Ministries to organize SafaiMitra Suraksha Evam Samman Shivirs for sanitation workers and their dependents in their own jurisdiction (Cantonments, Railway Stations, Educational Institutes, Roads and Highways, Airports etc), in convergence with trusted local healthcare service providers and practitioners.

VIII. Jan Bhagidari for Swachhata

For Swachhata Hi Seva 2026, it is imperative that all local bodies, CPSEs, NGOs, CSOs, industries, associations and Central Ministries work together to ensure widespread engagement and participation from every citizen, community, and organization during the fortnight. The aim is to foster a sense of duty within all citizens & transform the way people perceive and engage with swachhata in their daily lives.

A) Sports for Swachhata

Sporting competitions, with emphasis on traditional and regional sports, may be organized across schools, colleges, RLBs/ULBs, RWAs, Ministries and Departments to promote the message of Swachh Bharat and Viksit Bharat. All events may be organized

as zero-waste events, followed by post-event cleanliness drives of the playground/maidaan, with winners felicitated by local eminent personalities. As part of this, Swachhata runs, cyclathons and marathons may be organized to promote fitness and cleanliness simultaneously through broad community participation.

B) Swachh Parv, Harit Parv – Clean Festivities:

During SHS 2026, national and regional festivals falling within the period, e.g., Vishwakarma Puja, Ganesh Chaturthi, Teej etc. which may be celebrated as eco-friendly and single-use plastic-free events. Special focus may be given to the use of eco-friendly alternatives such as clay idols, responsible management of waste generated during festivities, and spreading the message of swachhata through art, eco-friendly decorations and rangolis.

C) General Public Activities:

Citizen participation may be encouraged through the following activities:

- ✓ **Zero Waste Events**: Organisation and highlighting of zero-waste initiatives at RRR Centres and tourist spots through digital platforms.
- ✓ **Door to door awareness by political leadership** on 4 – way source segregation and SWM Rules 2026.
- ✓ **NGO & SHG Mobilisation**: Engagement of NGOs, CSOs and SHGs to connect with RWAs and local communities for widespread awareness and participation.
- ✓ Organisation of **Swachhata rallies, flash mobs, human chains, Swachhata Chaupals** to foster local engagement.
- ✓ **Beautification Drives**: Wall paintings and beautification of parks, high footfall tourist points, roads and flyovers.
- ✓ **Swachhata Pledges**: Administration of pledges in offices, educational institutions, public spaces and before the commencement of events.
- ✓ **Swachh Food Streets** (details in **Annex 1**)
- ✓ **Selfie Points:** Installation of Selfie Points at strategic locations to encourage public engagement and pride in cleanliness.
- ✓ **IEC Activities**: Street plays/nukkad nataks, and slogan writing, poem, essay, painting and poster competitions on SBM in schools to creatively engage citizens.
- ✓ **Promotion of home composting and compost distribution drives**
- ✓ **Plastic-Free Initiatives**: Promotion of plastic-free practices and use of cloth bags.
- ✓ Repetitve **public announcements** on 'No Littering' and 'No Spitting'
- ✓ **Rejuvenation of Neki Ki Deewar / RRR Centres** including tie up with local bodies, NGOs etc.
- ✓ **Public collection drives** for used clothes, shoes, books, toys etc for redistribution through Neki Ki Deewar & RRR Centres.

D) September 27: World Tourism Day

- Cleaning of high-footfall areas and tourist destinations, including tourist-centric beaches, establishments, pilgrim centres and Swachh Iconic Places, along with Swachhata-related activities at ASI sites, State-protected monuments and rural tourist sites, may be undertaken on 27th September 2026 for World Tourism Day.
- In addition, SHS 2026 branding be done across high footfall tourist sites, alongside illumination of key ASI Sites & monuments with Swachhata Hi Seva 2026 messaging.
- Site-wide public awareness campaigns on appropriate civic behviour in places of historical significance to be organized through the spirit of volunteerism.

IX. Swachhata Se Samriddhi

SHS 2026 aims to celebrate creativity, innovation and circularity by transforming waste into valuable resources. It encourages citizens to reimagine waste not as refuse, but as a resource that can be repurposed into useful and beautiful creations, thereby promoting the principles of Reduce, Reuse and Recycle.

A) Kabaad Se Jugaad – Waste to Wealth

Transformation of discarded and waste materials such as cloth, paper, plastic, e-waste etc. into useful, **functional, and marketable products** for everyday use.

B) Kabaad Se Kala – Waste to Art

- Local bodies are requested to collaborate with youth groups, design institutes, colleges, art clubs/schools, and community organizations to transform waste **materials into artistic creations**, championing the principles of **'Waste to Wealth'.** The same can be used at transformed CTU sites, in townhalls, high footfall tourist places, chaurahas and key roads etc.
- This initiative not only aims to enhance the visual appeal of the targeted local areas but also to foster environmental consciousness, community engagement, and showcase the artistic potential of recycled materials. The focus will be on creating a diverse range of art installations, including murals, sculptures, and decorative items.
- Citizens, youth groups, students, artists, design institutes, art colleges/clubs and community organisations may collaborate to create artistic and functional products from waste.
- The following 'Waste to Art' installations are suggested:

i. **Murals:**

- ✓ Large-Scale Murals: Vibrant murals using recycled materials such as broken tiles, bottle caps, and plastic scraps can be created to depict themes related to local culture, the vibrancy of urban life, or swachhata messages.
- ✓ Interactive Murals: Interactive elements can be included into murals to engage viewers and encourage them to learn about recycling, 'Reduce, Reuse, Recycling', and swachhata.

ii. **Sculptures:**

- ✓ Thematic Sculptures: Sculptures crafted from metal scraps, old machinery parts, or discarded plastics can be installed by placing them in strategically high footfall places, serving as focal points that attract attention and stimulate conversation about the value of recycled materials.
- ✓ Functional Sculptures: It is encouraged that sculptures/ installations that double as functional elements, such as benches or informational signs are created to integrate utility with artistic expression.

iii. **Decorative Items:**

- ✓ Recycled Art Furniture: Artistic and functional furniture pieces such as lamp posts, benches, and planters can be made from recycled materials to enhance the aesthetics of the chauraha / high footfall location
- ✓ Seasonal Decorations: Seasonal or thematic decorations for events and festivals that use recycled materials can also be used to integrate swachhata and the habit of cleanliness into community celebrations.

- Local bodies are requested to invite entries for **Kabaad Se Jugaad** and **Kabaad Se Kala** by promoting citizen and youth participation. **Details of top two entries from each category recommended for National-level display (with a letter nominating the winners under both 'Kabaad Se Jugaad' and 'Kabaad Se Kala' categories, with details and pictures of their creation) need to be updated on the SHS-2026 portal.**

C) Plastic Recycling Melas across local bodies

- BWGs-Recycler connect melas may be organized at common places across local bodies. This connect between prominent recyclers and Bulk Waste Generators at a common venue to help synthesize partnerships and collaborations between them, in line with SWM Rules 2026.

- Further, in rural areas, assessment and strengthening of forward linkages for rural Plastic Waste Management Units (PWMUs) may be undertaken.

D) RRR Centres & Zero Waste Facilitation

- RRR Centres may be established or strengthened in high-footfall areas. These Centres should function as community hubs.
- Local bodies should ensure appropriate linkages for collected materials with reuse, recycling and processing facilities.
- Wherever feasible, local bodies may document and showcase successful zero-waste initiatives undertaken at RRR Centres, tourist destinations and other public spaces.
- Collection drives for used clothes, books, toys and other household items may be organized in partnership with local NGOs/SHGs for repair, reuse, redistribution or recycling, promoting circularity.

X. Campaign Roll Out – 17th September 2026

SHS 2026 will officially roll out on 17th September 2026. As part of the roll out, local bodies are requested to organize large-scale, on-ground awareness drives across schools (government and private schools), facilitate various swachhata awareness activities, SafaiMitra Suraksha Evam Samman Shivirs, as well as CTU drives, as per their chosen calender of acitivities. Ministries/Departments, States/UTs and Local Bodies may plan their roll out as per their priorities and preferences, including any activities defined under the 5 pillars of SHS 2026 above.

As part of the official rollout of Swachhata Hi Seva 2026, States/UTs may consider inviting the following dignitaries:

- Hon'ble Union Ministers
- Hon'ble Chief Minister of the State/UT
- State/UT Ministers, Members of Parliament, Members of State/UT Legislative Assemblies & political leadership
- Senior officers of various Line Ministries - Rural Development, Panchayati Raj, Urban Development, Women & Child Development, Education, Health & Family Welfare, Environment, Forest and Climate Change, Tourism, Youth Affairs and Sports, Railways, Road Transport and Highways, Information & Broadcasting, Culture etc.
- District and ULB officials
- Panchayati Raj Institutions (PRI) members, Village Field Functionaries, SafaiMitras/Swachhagrahis/Sanitation Workers, eminent citizens/ volunteers, SHGs, RWPFs/ partner organizations, Development Partners, NGOs, and CSOs

XI. Ek Din, Ek Ghanta, Ek Saath– 1st October 2026

As part of SHS 2026, **simultaneous *shramdaan/* cleanliness drives** are envisaged to take place on 1st October 2026 at 8 AM in a 'Whole of Government' and 'Whole of Society' approach. The general guideline for the same is as follows:

At the local level

- ✓ Transformation of CTUs (स्वच्छता लक्षित इकाई)
- ✓ On ground *shramdaan* and plogging drives can be carried out by citizens, political leadership, SBM Ambassadors, youth groups, NGOs, CSOs, partner organization representatives, influencers.

Maximum possible participation is requested across all levels.

At the State/UT level

- ✓ Voluntary shramdaan drive may be led by Hon'ble Chief Minister, State Minister
- ✓ Felicitation of SafaiMitras/Sanitation workers and presentation of welfare benefits
- ✓ Interaction between Hon'ble Chief Minister and SBM beneficiaries to be organized

Central Ministries/Departments are requested to participate in 'Ek Din, Ek Ghanta, Ek Saath' by transforming CTU sites across local bodies, and within their own camps/educational institutes/jurisdictions of operations. Voluntary shramdaan drives, felicitation of best volunteers & performers for Ek Din, Ek Ghanta, Ek Saath as well as zero waste celebration of transformative work being carried out may also be done.

XII. Swachh Bharat Diwas – 2nd October 2026

This year, for Swachh Bharat Diwas, all local bodies and districts are requested to carry forward the following activities:

- Prabhat Pheris
- Awards for various competitions/ clean and green mandaps/ RWAs
- Recognition to best performing local bodies / organizations / volunteers/ partners

Districts and local bodies are also advised to prioritize visible cleanliness in all public and high footfall places. It is requested that cleanliness drives take place within 24 hours of the conclusion of all festivities.

➢ Special Gram Sabhas (Rural areas)

On Swachh Bharat Diwas, 2nd October 2026, Special Gram Sabhas may be convened to discuss

- Awareness and sensitisation on SWM Rules, 2026

- Discussion on Swachh Seva Aanklan (SSA) – Presenting self-assessment findings of Swachh Seva Aankalan followed by modifications if any, validation, formal resolution and approval.
- Swachhata Pledge by all members through MyGov.
- Plantation drives under Ek Ped Maa Ke Naam

➢ **Special Council Meetings (Urban areas)**

It is requested that Special Council Meetings are organized at the Council level across all ULBs, preferrably with the involvement of Mayors/Chairpersons to undertake the following public activities:

- Demonstration drives for 4 – way source segregation
- Awareness drives and sensitisation on SWM Rules, 2026
- Registration drives for Bulk Waste Generators
- Any other activity, as deemed fit by the Council

XIII. SHS 2026 Branding

i. Editable files for common branding material for SHS-2026 will be shared for mass dissemination during the campaign. Indicative branding material is as follows:
   - SHS 2026 logo
   - Creatives, banners, hoardings, standees for SHS 2026 reflecting theme of 'Swachhata Mein Sahbhag, Swachh Bharat, Viksit Bharat'

ii. Local bodies, Ministries & partners are requested to **adapt these designs as per requirement and translate into local and regional languages** for effective and maximum dissemination.

iii. **Ministries may adopt an additional Ministry-specific sub-theme** aligned to their focus areas in addition to the national theme of SHS 2026.

iv. Hashtags for SHS- 2026: **#SHS2026 #SwachhataHiSeva2026**. This will help share innovative on-ground activities, best practices, and impacts of cleanliness drives.

Branding for SHS 2026 to be used for display across all official websites, microsites for Ministries and Departments, respective social media pages, and on display during in-person and virtual events taking place during SHS-2026.

i. Design 360-degree advocacy plan for SHS- 2026:

All State/UT Governments, Central Ministries/Departments, Rural Local Bodies(RLBs)/Urban Local Bodies (ULBs), and CPSEs are requested to adopt a 360-degree multi-media advocacy plan to maximise citizen engagement and amplification of SHS 2026 as well as the "Ek Din, Ek Ghanta, Ek Saath" initiative. The advocacy plan may include the following elements:

- ✓ **Interpersonal Communication (IPC):** Direct community-level outreach through door-to-door campaigns, SHG mobilisation, school and college activities, and engagement of community-based organisations.

- ✓ **Digital and Social Media**: Creative digital campaigns may be undertaken across official handles and citizen-facing platforms to ensure wide participation in SHS 2026, especially 'Ek Din, Ek Ghanta, Ek Saath', especially among youth. All stakeholders to utilise social media platforms for wider outreach like Twitter, Facebook, Instagram, and LinkedIn to post updates, progress reports, and achievements**. Official X handles: @SwachhBharatGov, @SwachhBharat, @MoHUA_India and @MoJSDDWS must be tagged for wider reach.**

- ✓ **Brand Ambassadors for Mobilisation**: Local champions, cultural icons, and public figures may be engaged as advocates to inspire behavioural change and collective action. Brand Ambassadors may include celibrities and artists from Film & Therater, Sports Personalities, Art & Music, Public Figures, Philathropists, Citizen influencers, local eminent citizens, retired paramilitary and armed force personnel, Padma Awardees, local NGOs, CSOs, development partners, youth ambassadors including MY Bharat Volunteers, NYKS, TULIP Interns etc., bloggers and vloggers.

- ✓ **Mid-Media Mobilisation**: Visibility may be ensured through billboards, branding of metro stations, buses, railway stations, waste collection vehicles, RWAs, malls, and digital display boards.

- ✓ **Mass Media**: Efforts may focus on local channel discussions, television and radio talk shows, and publication of good practices and success stories to highlight citizen-led action. It is requested that conventional newspaper advertisements are avoided.

ii. Leadership Engagement:

- As part of SHS-2026, Chief Ministers, State Ministers, Members of Parliament, Members of Legislative Assemblies, Mayors/Chairpersons, Gram Pradhan/ Sarpanch, Member of Panchyat, and other political leadership and VIP representatives across to participate in various events conducted during SHS-2026.
- Request for physical participation and social media messaging on the key themes of 'Swachhata Mein Sahbhag, Swachh Bharat, Viksit Bharat'.
- Involvement in on-ground CTU transformation and beautification activities

XIV. Campaign Reporting

All the campaign outcomes will be monitored and reported on the specially curated SHS-2026 portal at (https://swachhatahiseva.gov.in/).

A) Institutional Framework for Campaign Management

i. Nodal Officer Appointment :

- All Central Ministries/Departments to assign a nodal officer of Joint Secretary (JS) or equivalent rank to coordinate efforts of the Ministry/Department, including its CPSEs, subordinate and attached offices with DoUD & DDWS. The contact details of the nodal officer should be communicated by 10th September 2026.
- At the **State/UT level**, thFe State/UT Mission Directors of SBM-U and SBM(G) are designated as nodal officers to ensure effective planning for SHS 2026, overseeing of progress and also review of local bodies.

ii. State/UT Level Co-ordination Commitees (SLCC):

- States/UTs are requested to establish State/UT Level Coordination Committees (SLCCs) under the leadership of the State Urban Development Minister and Rural Development Minister, with support from the Chief Secretary.
- The SLCCs shall oversee the conceptualisation, campaign preparedness, implementation of SHS 2026, sharing of best practices and daily reporting on the campaign monitoring portal.
- Regular review meetings at the appropriate level are to be ensured, with the SLCCs playing a central role in enabling smooth execution of SHS 2026.

iii. District-level Coordination Committees:

- All SHS 2026 activities across districts are to be monitored and reviewed by the District Collector, with support from the CEO Zila Parishad, ADM/District Officers (Urban and Rural), and other relevant functionaries.
- The District Collector shall ensure inter-departmental convergence, active participation of all local bodies, and timely reporting of progress.

iv. For Million Plus Cities:

- In Million Plus Cities, SHS 2026 activities must be reviewed daily by the Municipal Commissioner/CEO, supported by senior officials from relevant departments
- This core group will function as nodal points for campaign planning, monitoring of daily progress, coordination with State Mission Directors, and redressal of operational issues. Special emphasis is to be placed on high-

visibility activities, citizen mobilisation, and adoption of innovative practices in Million Plus Cities, given their scale and national visibility.

Central Ministries/Departments are requested to appoint nodal officers, as mentioned above. It is requested for regular progress meetings to be chaired by each Ministry with their respective line Departments and field offices for smooth execution

XV. Key Timelines

S.No	Activities	Date
	Preparatory Work	
1.	Preparatory Meeting with all States / UTs chaired by Union Ministers	To be communicated separately
2.	Meeting of Secretaries of Central Ministries/Departments chaired by Cabinet Secretary	To be communicated separately
3.	1st Meeting of Coordination Committees across all levels	By 10th September
4.	IT portal mapping of CTUs	By 15th September
5.	National-level Curtain Raiser	16th September
6.	Completion of all Preparatory Work	By 16th September
	Campaign Period	
7.	Campaign Roll Out	17th September
8.	Campaign Period	17th September- 2nd October
9.	Nationwide Shramdaan- Ek Din, Ek Ghanta, Ek Saath	1st October
10.	Swachh Bharat Diwas	2nd October

Annex 1

Swachh Food Streets (as part of Jan Bhagidari for Swachhata)

As per the Guidance Document for 'Clean Street Food Hub' by FSSAI, a Clean Street Food Hub (CSFH) may be defined as – "a hub or cluster of 50 or more vendors/shops/ stalls selling popular street food representing local and regional cuisines and meets basic hygiene and sanitary requirements. It excludes fine dining."

The concept of Swachh Food Streets should exemplify the SHS 2026 theme of 'Swachhata Mein Sahbhag, Swachh Bharat, Viksit Bharat' through messaging, branding, and activities. In order to execute the concept of 'Swachh Food Streets' the following key components can be considered:

a. Facility Strengthening

- ✓ Focus on public health and food safety protocols, including habit of handwashing, sanitized eating spaces, no pests/rodents in storage, cooking or consumption zones etc
- ✓ Dedicated waste bins to be installed with clearly labeled bins for segregating wet and dry waste at various points along the food street
- ✓ Seating arrangements is recommended to be made from waste/upcycled material
- ✓ Retrofitting of public and community toilets nearby to ensure 100% functionality
- ✓ Focus on area beautification with tree plantation, removal of nearby garbage zones

It is recommended that fully functional Aspirational Toilets (mobile or stationary) should be available for public usage in these zones. Regular cleaning and maintenance of the same to be ensured by the local body.

b. Vendor Sensitization for Overall cleanliness

- ✓ Dedicated sensitization to street vendors, restaurants & stall owners for systematic waste disposal into two bins, no littering, hygiene standards etc

c. Schedule for Collection and Processing

- ✓ A daily routine and timeline for the collection of segregated waste to be implemented to ensure timely removal and processing
- ✓ ULBs to partner with local facilities for composting organic & recycling materials

d. Operations and Maintenance by SHGs and SafaiMitras

- ✓ SHGs to be mobilized to oversee daily cleanliness, monitor waste segregation practices, and manage community engagement efforts. SHGs will also be responsible for periodic maintenance and community outreach activities.
- ✓ SafaiMitras to manage the operational aspects of waste collection, maintain sanitation equipment, and ensure that standards are upheld.

स्वच्छ भारत

एक कदम स्वच्छता की ओर

SWACHHATA PLEDGE

Mahatma Gandhi dreamt of an India which was not only free but also clean and developed.

Mahatma Gandhi secured freedom for Mother India.

Now it is our duty to serve Mother India by keeping the country neat and clean.

I take this pledge that I will remain committed towards cleanliness and devote time for this.

I will devote 100 hours per year, that is two hours per week, to voluntarily work for cleanliness.

I will neither litter nor let others litter.

I will initiate the quest for cleanliness with myself, my family, my locality, my village and my work place.

I believe that the countries of the world that appear clean are so because their citizens don't indulge in littering nor do they allow it to happen.

With this firm belief, I will propagate the message of Swachh Bharat Mission in villages and towns.

I will encourage 100 other persons to take this pledge which I am taking today.

I will endeavour to make them devote their 100 hours for cleanliness.

I am confident that every step I take towards cleanliness will help in making my country clean.

स्वच्छ भारत

एक कदम स्वच्छता की ओर

स्वच्छता शपथ

महात्मा गांधी ने जिस भारत का सपना देखा था उसमें सिर्फ़ राजनैतिक आज़ादी ही नहीं थी, बल्कि एक स्वच्छ एवं विकसित देश की कल्पना भी थी।

महात्मा गांधी ने गुलामी की जंजीरों को तोड़कर माँ भारती को आज़ाद कराया।

अब हमारा कर्तव्य है कि गंदगी को दूर करके भारत माता की सेवा करें।

मैं शपथ लेता हूँ कि मैं स्वयं स्वच्छता के प्रति सजग रहूँगा और उसके लिए समय दूंगा।

हर वर्ष 100 घंटे यानी हर सप्ताह 2 घंटे श्रमदान करके स्वच्छता के इस संकल्प को चरितार्थ करूँगा।

मैं न गंदगी करूँगा न किसी और को करने दूंगा।

सबसे पहले मैं स्वयं से, मेरे परिवार से, मेरे मुहल्ले से, मेरे गाँव से एवं मेरे कार्यस्थल से शुरुआत करूँगा।

मैं यह मानता हूँ कि दुनिया के जो भी देश स्वच्छ दिखते हैं उसका कारण यह है कि वहां के नागरिक गंदगी नहीं करते और न ही होने देते हैं।

इस विचार के साथ मैं गांव-गांव और गली-गली स्वच्छ भारत मिशन का प्रचार करूंगा।

मैं आज जो शपथ ले रहा हूँ, वह अन्य 100 व्यक्तियों से भी करवाऊँगा। वे भी मेरी तरह स्वच्छता के लिए 100 घंटे दें, इसके लिए प्रयास करूंगा।

मुझे मालूम है कि स्वच्छता की तरफ बढ़ाया गया मेरा एक कदम पूरे भारत देश को स्वच्छ बनाने में मदद करेगा।