

डॉ. विनीत जोशी, भा.प्र.से.

सचिव

Dr. VINEET JOSHI, IAS  
Secretary

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सत्यमेव जयते

भारत सरकार  
Government of India  
शिक्षा मंत्रालय

Ministry of Education  
उच्चतर शिक्षा विभाग

Department of Higher Education

127 'सी' विंग, शास्त्री भवन, नई दिल्ली-110 001  
127 'C' Wing, Shastri Bhawan, New Delhi-110 001

D.O.No. 11014/02/2025-EBSB

Dated the 10<sup>th</sup> September, 2025

Dear Madam/ Sir,

The Swachhata Hi Seva Campaign in 2024 witnessed tremendous response from all quarters of society, bringing together diverse stakeholders, especially HEIs, in reaffirming our commitment to Sampurna Swachhata. Continuing this tradition, I am writing to seek your whole-hearted support and enthusiasm in organising the '**Swachhata Hi Sewa 2025**' (SHS 2025) campaign to be observed from 17<sup>th</sup> September to 1<sup>st</sup> October, 2025 with the theme of '**Swachhotsav**'. This will culminate in the Swachh Bharat Diwas celebrations on 2nd October, 2025. A DO letter dated 4<sup>th</sup> September, 2025 from Secretary, D/o Drinking Water and Sanitation (D/o DWS) and Secretary, M/o Housing & Urban Affairs (MoHUA) in this regard is enclosed for perusal.

2. 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 :-

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.

3. Building on the success of previous years where crores of citizens participated, we invite you to join the nationwide shramdaan '**Ek Din, Ek Ghanta, Ek Saath**' is proposed on September 25<sup>th</sup>, 2025. Let us once again unite for one hour of voluntary cleanliness service to make a significant difference."

4. 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/>). Details and login credentials will be shared subsequently, followed by IT trainings for local bodies, PSUs and Central Ministries and other stakeholders.

5. In case of any query, you may get in touch with the concerned officials from D/oDW&S - Mr. V.S. Rana, Director, SBM Urban ([ranavs.rana66@nic.in](mailto:ranavs.rana66@nic.in)), Mr. Sanjay Kumar Sinha, Director, SBM-Grameen ([Sanjay.sinha67@nic.in](mailto:Sanjay.sinha67@nic.in)).

Contd....2/-

6. In order to familiarise participating stakeholders with the workflow in the IT portal for SHS 2025, DoDWS and MoHUA will be conducting training sessions in the coming days and link for the same will be communicated shortly. Meanwhile, I would request you to nominate a senior official to coordinate and monitor the activities planned under SHS 2025, including identification and transformation of CTUs, at the earliest. Details of nominated official may be communicated at [ebsb-edu@gov.in](mailto:ebsb-edu@gov.in) or [ebsbmhrd19@gmail.com](mailto:ebsbmhrd19@gmail.com) or in the google link below:-

<https://docs.google.com/spreadsheets/d/1DFKK9506asr1VueMbcKIWq8Z6TNfA5hz/edit?usp=sharing&ouid=106532595179240843330&rtpof=true&sd=true>

7. In the 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. As always, I look forward to your unflinching cooperation and meaningful contribution in realising the noble theme of SHS 2025 'Swachhotsav'; by leading and being at the fore-front of this campaign.

*With regards,*

**Encl:** As above

Your sincerely,

  
(Dr. Vineet Joshi)

To,

- i. Heads of all CFHEIs as per the list enclosed.
- ii. Chairman ICSSR
- iii. Chairman ICHR

**Copy to:**

All BHs for taking necessary follow up from HEIs/ABs under their administrative control.





# स्वच्छोत्सव

स्वच्छता ही सेवा 2025

17<sup>th</sup> September - 02<sup>nd</sup> October  
स्वच्छ भारत मिशन की एक पहल

दिल्ली विश्वविद्यालय UNIVERSITY OF DELHI

## स्वच्छता प्रतिज्ञा

मैं यह प्रतिज्ञा लेता हूँ कि मैं स्वच्छता के प्रति प्रतिबद्ध रहूँगा और इसके लिए समय समर्पित करूँगा।

मैं प्रतिवर्ष 100 घंटे यानि प्रति सप्ताह 02 घंटे, स्वच्छता के लिए स्वैक्षिक रूप से काम करूँगा।

मैं न तो स्वयं कूड़ा करूँगा न ही दूसरे को करने दूँगा।

मैं स्वच्छता की पहल स्वयं से, अपने परिवार से, अपने मोहल्ले से, अपने शहर से और अपने कार्यस्थल से करूँगा।

मेरा मानना है कि दुनिया के देश जो साफ़ दिखते हैं वो इसलिए हैं क्योंकि उनके नागरिक

ना स्वयं कूड़ा करते हैं, न ही इसे होने की अनुमति देते हैं।

इस दृढ़ विश्वास के साथ मैं अपने गांव, शहर, और कस्बे में स्वच्छ भारत मिशन का प्रचार प्रसार करूँगा।

मैं आज जो शपथ ले रहा हूँ, उसे लेने के लिए 100 अन्य लोगों को भी प्रोत्साहित करूँगा।

मैं उन्हें स्वच्छता के लिए अपने 100 घंटे समर्पित करने के लिए प्रेरित करूँगा।

मुझे विश्वास है की स्वच्छता की दिशा में उठाया गया मेरा हर कदम मेरे देश को स्वच्छ बनाने में सहायक होगा।





**स्वच्छोत्सव**

स्वच्छता ही सेवा 2025

17<sup>th</sup> September - 02<sup>nd</sup> October

स्वच्छ भारत मिशन की एक पहल

**दिल्ली विश्वविद्यालय UNIVERSITY OF DELHI**

## **Swachhata Pledge**

**I pledge to remain committed to cleanliness and dedicate time to it.**

**I will volunteer for 100 hours per year, or 2 hours per week, for cleanliness.**

**I will neither litter nor allow others to litter.**

**I will initiate cleanliness within myself, my family, my neighbourhood, my city, and my workplace.**

**I believe that countries around the world that appear clean are so because their citizens neither litter themselves nor allow it to happen.**

**With this firm belief, I will spread the word about the Swachh Bharat Mission in my village, city, and town.**

**I will encourage 100 other people to take the pledge I am taking today.**

**I will inspire them to dedicate 100 hours of their time to cleanliness.**

**I am confident that every step I take towards cleanliness will contribute to making my country clean.**