

Nation gears up for Swachhata Hi Seva 2025, Launching 17 September

Ek Din Ek Ghanta Ek Saath: Nationwide voluntary shramdaan on 25 Sept., 2025

Posted On: 15 SEP 2025 5:26PM by PIB Delhi



With energy building across the nation, the stage is set for the 9th edition of Swachhata Hi Seva (SHS) 2025, under the aegis of Swachh Bharat Mission. Starting on 17th September and culminating on 2nd October, Gandhi Jayanti, the 15-day campaign will mobilize millions across the nation in a collective call to action for high-impact swachhata drives. Launched jointly by the Ministry of Housing and Urban Affairs (MoHUA) and the Department of Drinking Water and Sanitation (DDWS), Ministry of Jal Shakti, SHS 2025 brings together citizens, communities, and institutions to drive visible cleanliness on the ground, with focus on Cleanliness Target Units – dark, dirty and neglected spots.

Union Minister, Shri Manohar Lal announces adoption of Delhi's Bhalswa dumpsite for remediation & transformation

***All Safaikarmis in villages of Surat & Navsari districts will be provided support for education of children, buying machinery and Interest Free Loans etc.
- Union Minister, Shri CR Paatil***

Speaking at the Curtain Raiser event, Minister of Housing and Urban Affairs, Shri Manohar Lal, highlighted on the focus on Cleanliness Target Units (CTUs) under SHS 2025, like last year. In 2024, over 8 lakh such CTUs were transformed and made usable public spaces. He said, "Identification, transformation and beautification of CTUs will happen on a fast-track-mode and beyond the campaign period for visible cleanliness on ground. Cities are identifying CTUs - dark spots, neglected and hard-to-reach areas, and places with excessive waste such as garbage dumps, railway stations, rivers, degraded lands, back lanes, and heavily littered dirty spots that need timely cleaning. These areas directly impact visible cleanliness, as cleanliness and beauty go hand in hand."



Union Minister Shri Manohar Lal announced the adoption of Delhi's Bhalswa dumpsite for its transformation and beautification. He stated, "I will visit Bhalswa on 17th September 2025, accompanied by administrators, to review plans for waste remediation and processing. Starting from that day, we will initiate the cleanup process. Given the space constraints for further waste processing at the site, I have also requested the DDA to assist us in securing additional land."

Union Minister, Shri CR Paatil said, "Under the leadership of Prime Minister Narendra Modi Ji, SHS 2025 under the theme of Swachhotsav is an amalgamation of celebration with responsibility. Through the pillars of CTU transformation, SafaiMitra Suraksha, and a push for ODF Plus and Swachh Sujal Gaon declaration, plastic-free rural villages, the approach is designed towards 'Antyodaya se Sarvodaya', where the focus is on last-mile dignity, health, and sustainability for every village and town which are prerequisites for a Viksit Bharat 2047. I urge citizens from all walks of life to participate wholeheartedly in the nationwide shramdaan on

September 25, to demonstrate India's resolve for a cleaner, healthier, and greener tomorrow. The Union Minister also announced a ₹8–10 Crore SafaiMitra Suraksha Fund for Surat including Navsari for welfare including educational support and interest-free loans for their families.

Swachhotsav has been built around 5 key pillars (i) Transformation of Cleanliness Target Units (CTUs) - Eliminating difficult, dark and neglected spots (ii) Clean Public Spaces - general cleanliness and swachhata activities across public places (iii) SafaiMitra Suraksha Shivar - Single-window Seva, Suraksha and Samman camps for health checkups and welfare of sanitation workers (iv) Clean Green Festivities - Eco-friendly and zero-waste celebrations (v) Advocacy for Swachhata - disseminating the message of Swachhata with a focus on Gram Sabha for the declaration of ODF Plus Model and Swachh Sujal Gaon in rural India.

As part of *Swachhata Hi Seva 2025*, a nationwide voluntary shramdaan – “Ek Din, Ek Ghanta, Ek Saath” – will be organized on 25th September 2025. At the local level efforts regarding the transformation of CTUs remains ongoing. Focus will be on on-ground shramdaan and plogging drives to be carried out by citizens, political leadership, SBM Ambassadors, youth groups, NGOs, CSOs, partner organization representatives, influencers. Felicitation of local sanitation workers to acknowledge their contribution to the Mission during Shivar has also been advised.

As part of the preparatory meetings, a meeting between Hon'ble Ministers, MoHUA and DDWS was conducted on 3 Sept., 2025 to discuss SHS, followed by a preparatory meeting on 9th Sept., 2025 with all States / UTs chaired by Union Ministers of DDWS and MoHUA, meeting of Committee of Secretaries was chaired by Cabinet Secretary on 10 Sept. The first Meeting of Coordination Committees across all levels (State, District, local bodies, Ministries etc.) was conducted on 12th of Sept., followed by a meeting with all Central Ministry Nodal Officers and field units, chaired by Secretary, DDWS.

SK

(Release ID: 2166814)