



Ministry of Jal Shakti launches “Hamara Shauchalaya, Hamara Bhavishya” Campaign on World Toilet Day 2025

Nation-wide campaign to run from 19th November 2025 till Human Rights Day, 10th December 2025

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Department of Drinking Water and Sanitation, Ministry of Jal Shakti launched the nationwide campaign, ‘*Hamara Shauchalaya, Hamara Bhavishya*’ (हमारा शौचालय, हमारा भविष्य) on World Toilet Day 2025.

‘*Hamara Shauchalaya, Hamara Bhavishya*’ campaign reiterates the importance of toilets and ensuring their proper maintenance to provide safe sanitation to communities today and to prepare for a cleaner and healthier future. It emphasizes on functionality assessment, repair and aesthetic upliftment of rural toilets, for both Community Sanitary Complexes (CSCs) and Individual Household Latrines (IHHLs). The campaign aligns with the objectives of Swachh Bharat Mission (Grameen).

The key objectives of the campaign include:

- Enhancing functionality and undertaking repairs of CSCs and IHHLs
- Assessing and strengthening existing O&M systems for community toilets
- Promoting and encouraging communities for aesthetic upliftment of their CSCs and IHHLs
- Awareness generation in the community and especially in schools regarding (i) importance of sanitation and hygiene for the individual, the community and the country (ii) safe handling of faecal waste, including retrofitting or moving towards community faecal sludge management arrangements (iii) Climate Resilient Sanitation and Service Delivery Protocol.
- Jan Bhagidari to reinforce collective responsibility for Sampoorna Swachhata

Since the launch of Swachh Bharat Mission (Grameen) in 2014, India has made unprecedented progress towards ensuring access to sanitation in rural areas and making our villages Open Defecation Free (ODF), with more than 11 crore toilets being constructed till 2019. Swachh Bharat Mission (Grameen) Phase-II was launched in 2020 and focusses on ensuring ODF sustainability as a key component of an ODF Plus Model village. During ‘*Hamara Shauchalaya, Hamara Bhavishya*’ Campaign, States/UTs have been requested to work on strengthening the on-ground systems built under Swachh Bharat Mission (Grameen).

The campaign has been designed to enhance cross-sectoral and community engagement whereby responsibilities have been allocated at Gram Panchayat, Block, District levels in States/UTs for activities to be undertaken during the campaign period. Engagement of all concerned line Departments at State/UT level has been advised.

States/UTs have also been requested to identify and engage local eminent personalities/Padma awardees / Retired Armed Forces and paramilitary personnel/ senior citizens/youth groups (NSS, NYKS, NCC etc) and school children for awareness generation and to support various activities aimed at sustaining toilet usage and cleanliness. Felicitation of sanitation workers and distribution of IHHL sanction letters to eligible beneficiaries is also part of the campaign.

The campaign will culminate on Human Rights Day, 10th December 2025.

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