



Union Minister Shri Manohar Lal reviews preparations for Swachhata Hi Seva 2026 with States/UTs

Campaign to be observed from 17th September to 17th October 2026

‘Swachhata Mein Sahbhag, Swachh Bharat, Viksit Bharat’ to be the theme of SHS 2026

States/UTs urged to ensure wide Jan Bhagidari and visible cleanliness outcomes

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Union Minister for Housing and Urban Affairs and Power, Shri Manohar Lal, today chaired a high-level meeting with State Urban Development Ministers, Principal Secretaries, Urban Development and State Mission Directors to review the preparedness of States and Union Territories for Swachhata Hi Seva (SHS) 2026.

The meeting reviewed preparations for the nationwide campaign, which will be observed from 17th September to 17th October 2026. **This year’s theme, ‘Swachhata Mein Sahbhag, Swachh Bharat, Viksit Bharat’**, underlines the role of collective participation and shared responsibility in advancing the vision of a Swachh and Viksit Bharat.

The key focus areas of SHS 2026 include transformation of Cleanliness Target Units (CTUs) and high-footfall public places; Swachh Paathshala -Yuva for Swachhata; SafaiMitra Suraksha Evam Samman Shivirs; Jan Bhagidari for Swachhata; and Swachhata se Samridhi, with a focus on circular economy and Waste-to-Wealth initiatives.



During the meeting, States/UTs were briefed on the key focus areas of the campaign and the need to undertake coordinated action across the nation. Emphasis was laid on ensuring extensive citizen participation, effective implementation at the local level and visible cleanliness outcomes during the campaign period. States Departments should take a lead in ensuring cleanliness drives across each office premises, tourist spots and water bodies.

In his remarks, Union Minister for Housing and Urban Affairs, Shri Manohar Lal, called upon Citizens to begin the Swachhata hi Seva campaign from their **own homes on 17th September**. He urged **citizens to clean their homes themselves, and thereafter light a Diya in their homes** in the evening, symbolising a clean home, healthy family and positive energy; while also representing a commitment to sustain the cleanliness achieved. He said that the campaign should be taken forward in the spirit of **‘Seva Sankalp’**, with the objective of making cleanliness a sustained people-led commitment rather than a month-long activity.

Referring to the vision of Prime Minister Shri Narendra Modi, the Union Minister said that the **campaign begins on 17 September**, the Prime Minister's birthday, and seeks to connect his spirit of service and resolve with the cause of cleanliness.

Recalling the Prime Minister's message in Mann Ki Baat, Shri Manohar Lal said that when keeping a place clean becomes the resolve of its people, the change goes beyond cleanliness and transforms the very identity of that place. He emphasised that the endeavour should therefore be to make Swachhata a collective resolve of citizens.

The Minister emphasized that **25th September**, the birthday of Pandit Deendayal Upadhyaya, should mark cleanliness drives across all segments of society, with particular focus on inclusivity and social welfare.

In particular, States were urged to undertake extensive planning and advocacy activities leading up to **1st October, for nation-wide Shramdaan for Ek Din, Ek Ghanta, Ek Saath**, where State Education and Sports Departments were asked to engage youth and sportspersons for Swachhata activities at scale. The Minister appealed to all Ministers, MPs/MLAs, Mayors, Deputy Mayors, Ward Councillors, Commissioners, Eminent personalities of each State to lead this nation-wide Shramdaan from their respective areas/constituencies and ensure mass mobilisation for the same.

He also urged all municipalities to engage Residential Societies and RWAs by organising inter-ward and inter- RWA Swachhata Competitions to further bolster their efforts, and promote key Swachhata messaging in prominent RWA locations.

On **2nd October, or Swachh Bharat Diwas**, Special Council meetings and special cleanliness drives would be organised by the ULBs at Public places to share the message of Mahatma Gandhi, and conduct advocacy drives on Solid Waste Management Rules. In addition, tree plantation activities would be conducted under 'Ek Ped Maa ke Naam'.

The meeting also highlighted the importance of ensuring the welfare, safety and recognition of sanitation workers through **SafaiMitra Suraksha Evam Samman Shivirs**, including linkages with eligible welfare schemes, preventive health check-ups and provision of safety gear. It was emphasized that these Shivirs be organised recurrently across the year for maximum impact.

The Minister further urged States to organise Special Swachhata Programmes on **7th October**, to mark the completion of Hon'ble PM's 25 years of Public Service.

States/UTs were also advised to undertake effective and innovative advocacy and outreach with Jan Bhaagidaari, sports events, playing spiritual/soulful songs and Swachhata Anthems, around SHS 2026 and ensure regular reporting of activities undertaken during the campaign; and take pro-active measures to ensure that the Campaign translates to measurable outcomes on the ground and strong behaviour change in every citizen of the Nation. While the campaign officially ends on 17th October, States were urged to carry the Swachhata momentum forward throughout the year.

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