



Nation gears up for Swachhata Hi Seva 2026

Union Ministers Shri C. R. Paatil, Shri Tokhan Sahu and Shri V. Somanna call for nationwide participation in Swachhata Hi Seva 2026

SHS 2026 campaign places students and youth at the heart of sustained behaviour change for Swachhata

‘Swachhata Mein Sahbhag; Swachh Bharat, Viksit Bharat’ announced as the theme of SHS 2026

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Union Minister of Jal Shakti, Shri C. R. Patil, Union Minister of State for Housing and Urban Affairs, Shri Tokhan Sahu addressed a curtain-raiser media interaction for Swachhata Hi Seva 2026 at the National Media Centre in New Delhi today.

Observed annually since 2017, Swachhata Hi Seva 2026, beginning from 17th September this year, brings citizens, institutions and leadership together to strengthen voluntarism and collective action for Swachhata. The SHS 2026 theme, ‘*Swachhata Mein Sahbhag; Swachh Bharat, Viksit Bharat*’, underlines that Swachhata is a shared responsibility and that the vision of a Swachh and Viksit Bharat can be realized only through the active participation of all citizens.

The national curtain-raiser event/ interaction was held ahead of the nationwide campaign beginning tomorrow. Jointly organized by the Department of Drinking Water & Sanitation (DDWS), Ministry of Jal Shakti and Department of Urban Development (DoUD) Ministry of Housing and Urban Affairs, SHS 2026 will bring together Central Ministries and Departments, States/UTs Rural and Urban local bodies, institutions and other stakeholders for collective action for Swachhata.



Speaking on the occasion, Union Minister of Jal Shakti, Shri C R Patil, underscored that, under the visionary leadership of the Hon'ble Prime Minister Shri Narendra Modi, Swachhata has evolved into a national movement driven by Jan Bhagidari. He noted that the Hon'ble Prime Minister has consistently led this movement from the front and inspired citizens across the country. Emphasizing that cleanliness is a shared responsibility, he called upon every citizen, particularly students and youth, to participate wholeheartedly in SHS 2026 and strengthen the collective resolve for a Swachh Bharat and Viksit Bharat. The Minister cited the example of Navsari's 'Swachhata Se Swagat'- Micro Swachhata Abhiyaan before the visit of Hon'ble Prime Minister, where people from all walks of life came together for micro cleaning in villages. He also referred to the example of Surat for prompt cleaning after Visarjan of Ganpati last year and people coming together for support, recognition and felicitation of sanitation workers. He mentioned that people are now increasingly coming out to participate and contribute to Swachhata which is the awareness and behaviour change brought about by the Hon'ble Prime Minister in the country.

In a virtual message, Union Minister for Housing and Urban Affairs, Shri Manohar Lal, called upon States to ensure enthusiastic participation in the upcoming *Swachhata Hi Seva 2026* campaign. He requested that citizens begin the campaign by cleaning their own homes on 17th September. He further requested that all Ministers, MLAs, Mayors, Deputy Mayors, Ward Councillors, Commissioners and eminent personalities of the State should participate in Nation-wide shramdaan on 1st October. He also urged that cleanliness activities at public places be organized on 2nd October, or Swachh Bharat Diwas, in remembrance of Mahatma Gandhi. He also appealed to students and youth, sportspersons, artists, spiritual leaders, and other Swachhata ambassadors to use their platforms to encourage wider public participation and collective action at the grassroots.

Addressing the gathering, Union Minister of State for Housing and Urban Affairs, Shri Tokhan Sahu said, "The message of swachhata will be effective only when our government offices and institutions themselves set the example. All departments must ensure visible cleanliness in their offices, premises, and subordinate units, along with citizen mobilization, so that this campaign becomes a powerful demonstration of participation —a 'Whole of Government' and a 'Whole of Society' approach. Every Urban Local Body, Gram Panchayat, every ward, every institution, every community, must be connected with this campaign, making cleanliness a shared national resolve."

The Secretaries of the Department of Drinking Water and Sanitation and the Department of Urban Development highlighted the campaign framework.

The five key pillars of SHS 2026 are:

- i. **Transformation of Cleanliness Target Units (CTUs) & Clean Public Places:** Identification, mapping and time-bound transformation of difficult and dirty spots, along with cleanliness drives at CTUs and high-footfall public places.
- ii. **Swachh Paathshala- Yuva for Swachhata:** Engagement of students and youth through ‘Swachhata Gyan Yatra’ exposure visits to solid waste management facilities and ‘Swachhata Evam Jal Sanchay Samvad’ covering Swachhata, rainwater harvesting and water management.
- iii. **Safai Mitra Suraksha Evam Samman Shivir:** Single-window camps facilitating health check-ups, PPE and safety gear, and linkages with eligible Central and State welfare schemes. Safai Mitras, Swachhagrahis and sanitation workers will also be felicitated locally in recognition of their contribution for Swachhata.
- iv. **Jan Bhagidari for Swachhata:** Citizen engagement, awareness on the Solid Waste Management Rules, 2026 and 4-way source segregation and composting. Activities will also include *Sports for Swachhata*; *Swachh Parv*, *Harit Parv*; plantation drives under ‘*Ek Ped Maa ke Naam*’; World Tourism Day activities (27th September, 2026); and **Special Gram Sabhas** and **Council Meetings** on Swachh Bharat Diwas (2nd October, 2026).
- v. **Swachhata se Samridhi:** Promotion of circularity through ‘Waste to Wealth’, and Waste to Art’; donation and RRR initiatives for old books, toys and clothes, and Plastic Recycling Melas involving Bulk Waste Generators.

Recognizing children and youth as change-makers and the future custodians of Swachh Bharat, SHS 2026 envisages their active involvement through **Swachh Paathshala- Yuva for Swachhata** in building sustained habits for cleanliness, Solid Waste Management Rules, 2026 and four-way source segregation. Initiatives like *Sports for Swachhata* envisages using local and regional sports to engage children, youth and communities for carrying Swachhata into schools, institutions, cities and villages.

A simultaneous nationwide *shramdaan*, ‘*Ek Din, Ek Ghanta, Ek Saath*’, will be organized on 1st October 2026 from 8-9 AM. This will have citizens from different walks of life come together to contribute one hour of voluntary Swachhata service.

On 2nd October 2026, observed as Swachh Bharat Diwas, **Special Gram Sabhas** will be organized in rural areas, and **Special Council Meetings** will be organized in urban areas. The Special Gram Sabhas will, among other aspects, focus on outcomes of SHS 2026 and awareness on SWM Rules, 2026. The **Swachh Seva Aankalan** launched by DDWS for rural areas on 15th September 2026 will also be discussed during the Special Gram Sabhas. Both cities and villages will conduct plantation drives on this day under ‘*Ek Ped Maa Ke Naam*’. On this day Swachhata Pledge will also be voluntarily taken by citizens across the country through MyGov platform.

The SHS 2026 theme, logo, campaign brochure and portal were launched during the event along with **SHS 2026 anthem**. A curtain raiser video on SHS 2026 was also shown.

Through widespread Jan Bhagidari, SHS 2026 seeks to reinforce Swachhata as a shared responsibility and translate citizen participation into sustained action towards a Swachh and Viksit Bharat. Citizens and participating organizations are encouraged to undertake and share their activities using the hashtags #SHS2026 and #SwachhataHiSeva2026.

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