

Launch of Swachhata Hi Seva 2026

Joint Plantation Drive by MoHUA & MoJS Marks Launch of Swachhata Hi Seva 2026

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The Ministry of Housing and Urban Affairs (MoHUA) and the Department of Drinking Water and Sanitation (DDWS) jointly launched the nationwide Swachhata Hi Seva (SHS) 2026 campaign with a plantation drive under the initiative '*Ek Ped Ma Ke Naam*' at Children's Park, India Gate, New Delhi.



The event witnessed the participation of Sh. Ashok K K Meena, Secretary, Department of Drinking Water & Sanitation (DDWS), MoJS, Sh. Satendra Singh, Secretary, Department of Urban Development (DoUD), MoHUA, Smt. D. Thara, Secretary, Department of Capital Development (DoCD), MoHUA, along with senior officials from MoHUA and DDWS in a Whole of Government approach. The event was jointly organized with the New Delhi Municipal Corporation.



Every year Swachhata Hi Seva unites citizens, institutions, and leadership across the country to strengthen voluntarism and collective action for Swachhata. With the theme **“Swachhata Mein Sahbhag; Swachh Bharat, Viksit Bharat”**, SHS 2026 underscores that cleanliness is a shared responsibility, and the vision of a Swachh and Viksit Bharat can only be achieved through the **Whole of Government and Whole of Society** approach.

States/UTs and citizens across the nation have started participation in the campaign with full vigour symbolizing their collective resolve for Swachh Bharat.

The key pillars of SHS 2026 include (i) **Transformation of Cleanliness Target Units (CTUs) and Clean Public Places** - Timebound clearing up CTUs & site beautification & cleaning at public spaces; (ii) **Swachh Paathshala -Yuva for Swachhata** - Exposure Visits of students and Youth to Waste Management Assets through **Swachhata Gyan Yatras** and **Swachhata Evam Jal Sanchay Samvad**, interactions, Competitions etc; (iii) **SafaiMitra Suraksha Evam Samman Shivirs** - Single window camps for preventive health checkup: Saturation of eligibles under social security welfare schemes; Felicitation of SafaiMitras/ Swachhagrahis /Sanitation Workers; (iv) **Jan Bhagidari for Swachhata** – Advocacy for Swachhata, awareness generation on SWM Rules, 2026 and 4-way source segregation, RRR Recyclers’ Meet, **‘Sports for Swachhata’, Swachh Parv, Harit Parv**- Clean and Green Festivities and special activities on **World Tourism Day** and **Ek Ped Maa Ke Naam**. (v) **Swachhata se Samriddhi** with a focus on circular economy and **Waste-to-Wealth** and **Waste to Art** initiatives.

On 2nd October, **Special Gram Sabhas** will be held in rural areas, and **Special Council Meetings** will be held in urban areas. The Special Gram Sabhas will focus on discussions on outcomes of Swachhata Hi Seva 2026, awareness generation on Solid Waste Management Rules, 2026 and 4-way source segregation; in addition to discussions on Swachh Seva Aankalan and assessment of ODF Plus (Model) status in the villages

This year, the campaign aims to reach every section of society while placing special emphasis on ensuring visible cleanliness.

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