



पेयजल एवं स्वच्छता विभाग
जल शक्ति मंत्रालय
भारत सरकार

DEPARTMENT OF DRINKING WATER AND SANITATION
MINISTRY OF JAL SHAKTI
GOVERNMENT OF INDIA



**SWACHHATA
HI SEVA 2025**
17th September - 2nd October 2025



17th September to 2nd October 2025

SWACHH TSAV

Swachhata Hi Seva 2025

A Swachh Bharat Mission Initiative



Hon'ble Prime Minister Shri Narendra Modi takes part in a cleanliness drive at a school on the occasion of Gandhi Jayanti 2024.



“

त्योहारों पर हम सब अपने घर की सफाई में जुट जाते हैं। लेकिन स्वच्छता सिर्फ घर की चारदीवारी तक सीमित न रहे।

**गली, मोहल्ला, बाजार,
गाँव हर जगह पर सफाई
हमारी जिम्मेदारी बने।**

**मन की
बात**

28 सितंबर, 2025



Background of “SWACHHATA HI SEVA ”

Swachhata Hi Seva (SHS) is a pivotal campaign under the Swachh Bharat Mission, officially launched by Hon’ble Prime Minister Shri Narendra Modi in 2017.

This annual campaign aims to mobilize citizens of India towards enhanced cleanliness and sanitation. The initiative underscores the essence of civic participation in fostering a cleaner, healthier environment across the nation.

SHS has evolved significantly over the years with a new theme each year. Inspired by the Hon’ble Prime Minister 125th Episode of Mann Ki Baat where he said,

(31st Aug 2025)

**“इन खुशियों के बीच आप सभी स्वच्छता पर जोर देते रहें,
क्योंकि जहां स्वच्छता है वहां त्योहारों का आनंद भी और बढ़ जाता है।”**

Themes of “SWACHHATA HI SEVA ”

2025



Five Key Pillars

1

Transformation of Cleanliness
Target Units (CTUs)

2

Clean Public Spaces

3

SafaiMitra Suraksha Shivr

4

Clean Green Festivities

5

Advocacy for Swachhata

2017

SWACHHATA
HI
SEVA

2018

SWACHHATA

2019

PLASTIC WASTE
MANAGEMENT

2021

AZADI KA
AMRIT
MAHOTSAV

2022

VISUAL
CLEANLINESS

2023

GARBAGE
FREE INDIA

2024

SWABHAV
SWACHHATA,
SANSKAAR
SWACHHATA



Steps up to Launch: 9th to 16th September

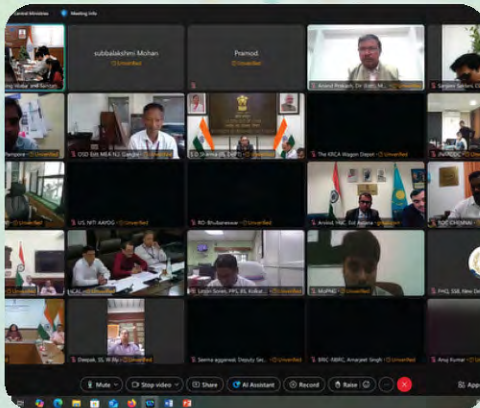
Swachhata Hi Seva (SHS) 2025 campaign preparations under the theme "Swachhotsav"

Sept 9: High-level meeting in New Delhi co-chaired by Union Ministers; state counterparts joined virtually.

Sept 10: Cabinet Secretary chaired Committee of Secretaries meeting; campaign updates presented.

Sept 10–12: Training sessions held for states and Central Ministries to ensure smooth SHS Portal reporting.

Sept 15: Curtain Raiser Press Conference in New Delhi officially launched campaign momentum.





Achievements under Campaign Pillars (Rural + Urban)

TOTAL PARTICIPATION
18,57,15,196

CLEANLINESS TARGET UNITS

Total CTUs
16,03,058
Completed CTUs
15,56,402
Total Participants
7,68,03,668

SAFAIMITRA SURAKSHA SHIVIRS

Total Beneficiaries
98,33,224
Shivirs Conducted
98,33,224

CLEAN GREEN UTSAV

Total Eco Pandals
4,54,163
Total Swachhata Rangolis
2,95,448
Post Festive Cleanliness Drives
3,63,806
Total Events Conducted
11,13,417

CLEAN PUBLIC SPACES

Total Clean Public Spaces
5,96,595
Completed Clean Public Spaces
5,75,102
Total People Engaged
6,14,02,343

ADVOCACY

Total Events Conducted
33,18,288

Total Participants
3,76,75,761

Consolidated data as of 6th October 2025



Achievements under Campaign Pillars (Rural)

TOTAL PARTICIPATION
13,81,44,735

CLEANLINESS TARGET UNITS

Total CTUs
11,44,725
Completed CTUs
11,13,509
Total Participants
6,85,51,923

SAFAIMITRA SURAKSHA SHIVIRS

Total Beneficiaries
41,94,536
Shivirs Conducted
2,32,553

CLEAN GREEN UTSAV

Total Eco Pandals
3,85,551
Total Swachhata Rangolis
2,53,376
Post Festival Cleanliness Drives
3,10,547
Total Events Conducted
9,49,474

CLEAN PUBLIC SPACES

Total Clean Public Spaces
4,69,741
Completed Clean Public Spaces
4,51,538
Total People Engaged
3,90,39,470

ADVOCACY

Total Events Conducted
28,07,105

Total Participants
2,58,87,195

Consolidated data as of 6th October 2025



SHS Events & People Participation

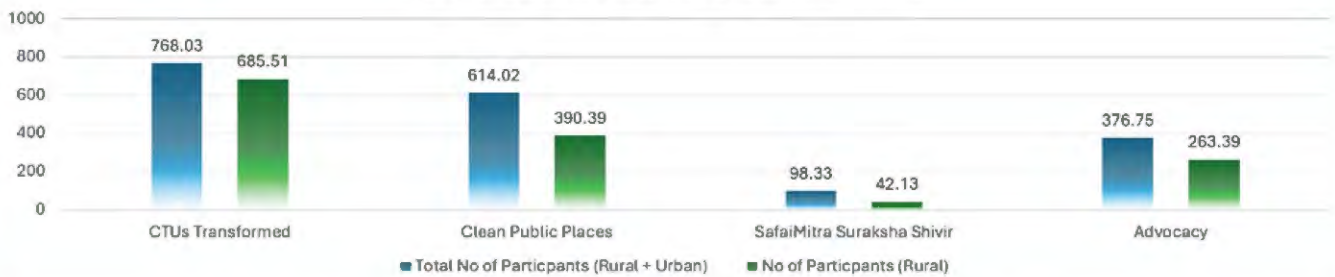
Participation in SHS Events (Rural & Urban)

NUMBER OF EVENTS IN LAKHS



Among the events held in rural areas, advocacy events accounted for the highest number with 28.34 lakh events, followed by CTUs Transformed at 11.13 lakh and Clean Green Utsav Events at 9.54 lakh

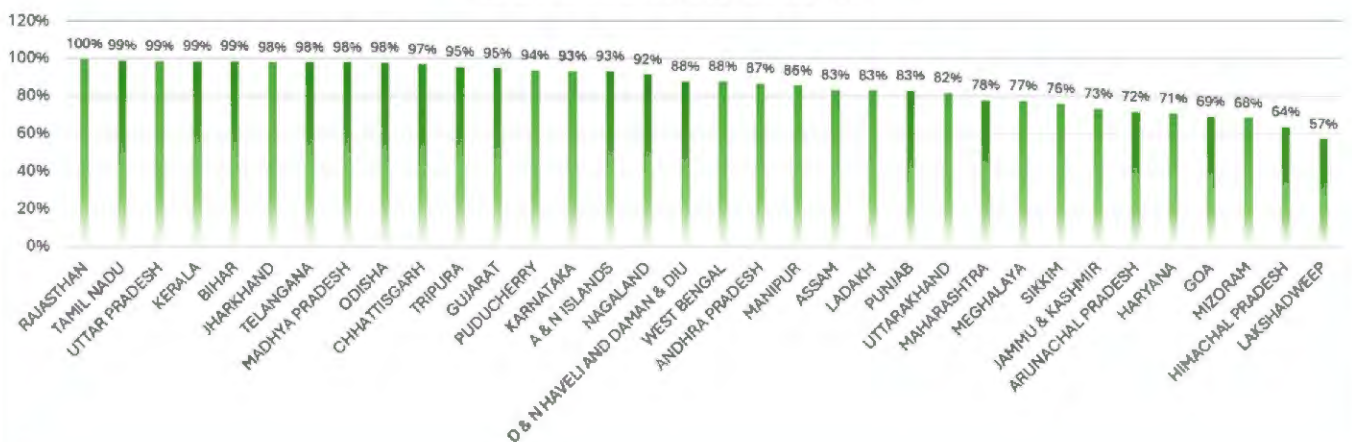
NUMBER OF PARTICIPANTS IN LAKHS



CTUs Transformed recorded the highest participation of 685.51 lakh from rural areas. This was followed by clean public places with rural participation of 390.39 lakh.

State Wise CTUs Transformed in Rural Areas

% OF CTUs TRANSFORMED



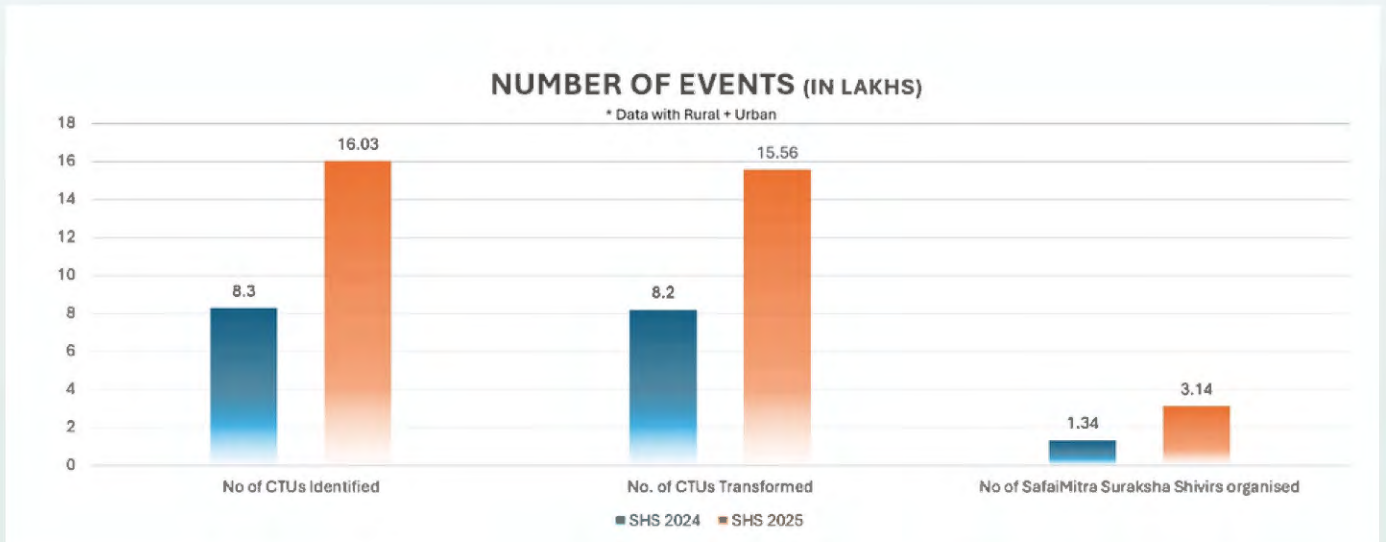
Rajasthan achieved 100% CTU transformation (Vis-a-vis the identified targets) followed by Tamil Nadu, Uttar Pradesh, Kerala and Bihar at 99%. Most of the States transformed CTUs above 80%.



एक कदम स्वच्छता की ओर

SHS Events & People Participation

Year Wise Comparison – No of Events (2024–2025)



The data shows a significant increase in all event categories from SHS 2024 to SHS 2025. The number of CTUs Identified has increased from 8.3 lakh to 16.03 lakh, and CTUs Transformed nearly doubled from 8.2 lakh to 15.56 lakh. Similarly, Safaimitra Suraksha Shivirs organized increased from 1.34 lakh to 3.14 lakh, reflecting a strong year-on-year growth.

ODF Plus Model & Swachh Sujal Gaon declaration during SHS



1st & 2nd Verification of ODF Plus Model Villages



States like Uttar Pradesh, Maharashtra, Telangana, Chhattisgarh & Bihar have taken the lead in conducting 1st and 2nd verification of the villages during SHS 2025 campaign.



एक कदम स्वच्छता की ओर

Highlights of SHS Events (Rural)

Rajasthan has transformed 100% of their identified CTUs

Bihar has conducted Maximum (3.79 lakh) events under clean green utsav

Among Northeastern States, Assam has cleaned the maximum number of public places with more than 1,540 public places cleaned

Gujarat has reported maximum number of Temporary RRR centers under advocacy established with 20,267 centers reported

Among all the UTs, DNH & DD under SafaiMitra Suraksha Shivirs have recognized the maximum number of Sanitation Workers (313)

Among Northeastern States Tripura has transformed 95% of its identified CTUs

Puducherry has cleaned 100% of its identified public places

Highlights of SHS Events (Rural)

States:

- Rajasthan has transformed 100% of their identified CTUs.
- A total of 6.85 crore people participated in CTU transformation in rural areas.
- Tamil Nadu, Kerala, Bihar & Uttar Pradesh have transformed 99% of their identified CTUs.
- A total of 3.9 crore people participated in cleaning of public places in rural areas.
- Tamil Nadu has cleaned 100% of their identified public places in rural areas.
- Out of the total 9.54 lakh Clean Green Utsav events, 40% were Eco pandals, 27% was swachhata rangolis, & 33% was post-festival cleanness drives.
- Bihar has conducted maximum (3.79 lakh) events under clean green utsav
- Gujarat has reported maximum number of temporary RRR centers established under advocacy with 20,267 centers reported.

North East States:

- Tripura has transformed 95% of its identified CTUs.
- Manipur, Nagaland & Assam have transformed more than 80% of their identified CTUs.
- Among NE States, Assam has cleaned the maximum number of Public Places with more than 1,540 public places cleaned.
- Out of the total 1,382 Clean Green Utsav events in NE States, 68% was Eco pandals, 20% was Swachhata Rangolis, & 12% was post festive cleanness drives

Union Territories:

- Puducherry has cleaned 100% of its identified public places.
- A&N Islands has transformed 93% of their identified CTUs.
- Among all the UTs, Jammu & Kashmir has conducted the maximum of 142 events under clean green utsav.
- Among all the UTs, DNH & DD under safaimitra suraksha shivirs have recognized the maximum number of sanitation workers (313).



एक कदम स्वच्छता की ओर

Leadership Spotlight (Rural & Urban)

14

Union Ministers
Participated

06

Governors
Participated

13

Chief
Ministers
Participated

07

Ministers of
State
Participated

120

State
Ministers
Participated

82

MPs
Participated

330

MLAs
Participated

Consolidated participation



Hon'ble Union Minister of Jal Shakti Shri C.R. Patil engaged with dedicated sanitation workers whose unwavering efforts have helped establish Surat as a benchmark for cleanliness & Hon'ble Minister of State for the Ministry of Jal Shakti Sh V. Somanna leading cleanliness activities in Karnataka

Central Ministers leading SHS activities (Rural & Urban)



Hon'ble Union Minister of Home Affairs, Shri Amit Shah



Hon'ble Union Minister of Defence Shri Rajnath Singh



Hon'ble Union Minister of Housing & Urban Affairs, Shri Manohar Lal



Hon'ble Union Minister of Agriculture & Farmers' Welfare and Rural Development Shri Shivraj Singh Chouhan



Hon'ble Union Minister of Textiles Shri Giriraj Singh



Hon'ble Union Minister of Minority Affairs Shri Kiren Rijiju



Hon'ble Union Minister of Consumer Affairs, Food & Public Distribution Shri Pralhad Joshi



Hon'ble Union Minister of Communications Shri Jyotiraditya M Scindia



Hon'ble Union Minister of Coal & Mines, Shri G. Kishan Reddy

Chief Ministers leading SHS activities (Rural & Urban)



Andhra Pradesh



Arunachal Pradesh



Chhattisgarh



Gujarat



Haryana



Odisha



Rajasthan



Sikkim



Tripura

State Ministers leading SHS activities (Rural & Urban)



Assam



Andhra Pradesh



Chhattisgarh



Gujarat



Goa



Jammu & Kashmir



Jharkhand



Maharashtra



Uttar Pradesh



Ek Din Ek Ghanta Ek Saath

25th September, 2025, 8:00 AM



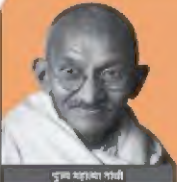
Narendra Modi
@narendramodi



Translate post

स्वच्छता से जुड़ी यह पहल बहुत उत्साहित करने वाली है। मेरा आह्वान है कि अधिक से अधिक लोग इस अभियान से जुड़ें और इसे सफल बनाएं।

swachhatahiseva.gov.in



पूज्य महात्मा गांधी



भारत सरकार
GOVERNMENT OF INDIA



पेयजल एवं सफाई विभाग
DEPARTMENT OF DRINKING WATER AND SANITATION
MINISTRY OF JAL SHAKTI



SWACHH BHARAT
Mission
Kachra Khatam, Swachh Bharat



पंडित दीनदयाल उपाध्याय



पूज्य महात्मा गांधीजी के दिखाए हुए
स्वच्छता के रास्ते पर आइए,
पंडित दीनदयाल उपाध्याय के जन्मदिवस पर
हम सब मिलकर स्वच्छता के लिए श्रमदान दें।



एक दिन एक घंटा एक साथ

25 सितंबर 2025, सुबह 8:00 बजे

स्वच्छता उत्सव में जुड़कर अपनी भागीदारी सुनिश्चित करें।

श्रमदान का स्थान चयन करने के लिए
QR कोड स्कैन करें या
swachhatahiseva.gov.in पर जाएं





Ek Din Ek Ghanta Ek Saath

25th September, 2025, 8:00 AM

**Shramdaan at Kalindi Kunj Ghat, Delhi, led by Hon'ble Union Minister of Jal Shakti
Shri C R Patil**



Under the leadership of Hon'ble MoJS Sh. C R Patil and in the presence of Hon'ble MoS Sh. V Somanna, Secretary DDWS Sh. Ashok K. K. Meena led an 'Ek Din, Ek Ghanta, Ek Saath' shramdaan at Kalindi Kunj Ghat, Delhi. AS & MD NJJM Sh. Kamal Kishore Soan and JS & MD SBM(G) Ms. Aishvarya Singh, along with officials of various departments of the Jal Shakti Ministry, participated in the drive, removing around 2,500 kg of garbage from the riverbank.



Ek Din Ek Ghanta Ek Saath

25th September, 2025, 8:00 AM



Hon'ble Minister of Defence, Shri Rajnath Singh led a special cleanliness initiative at the Army Headquarters Delhi, Unit Run Canteen, under the Ministry of Defence



Hon'ble Minister of Education, Shri Dharmendra Pradhan interacted with students of Atma Ram Sanatan Dharma College, Delhi, discussing the vital role of youth in promoting cleanliness, under the Ministry of Education



Hon'ble Union Minister of Ayush and Minister of State for Health & Family Welfare, Shri Prataprao Jadhav led a cleanliness drive at Nirman Bhawan, New Delhi, under the Ministry of Ayush



Hon'ble Minister of State for Cooperation, Shri Krishan Pal Gurjar led a cleanliness initiative near the premises of Atal Akshay Urja Bhawan, New Delhi, under the Ministry of Cooperation



Ek Din Ek Ghanta Ek Saath

25th September, 2025, 8:00 AM



Hon'ble Minister of State in the Ministry of Finance, Shri Pankaj Chaudhary participated in a 'Shramdaan' for cleanliness drive in Maharajganj, Uttar Pradesh



Hon'ble Cabinet Minister, Government of Goa, Shri Vishwajit Rane participated in the nationwide 'Swachhata Hi Seva – Ek Din, Ek Ghanta, Ek Saath' cleanliness drive at KTC Panaji Bus Stand



Parmarth Niketan participated in the nationwide 'Ek Din, Ek Ghanta, Ek Saath' cleanliness drive



Bandipora District, Jammu & Kashmir



GP Wandoor, Kerala, along with RD Dept., SHGs, and locals, conducted a beach cleanliness drive, removing over 450 kg of waste



DG Rural Sanitation J&K visited Badhori Pyt, Block Bari Brahmana. Students & locals actively joined the "Ek Din, Ek Ghanta, Ek Saath" cleanliness drive & plantation



The District Water and Sanitation Mission, in collaboration with Swachh Bharat Mission Grameen, Paschim Singhbhum, Jharkhand, organized a vibrant Swachhta Rally



Ek Din Ek Ghanta Ek Saath

25th September, 2025, 8:00 AM



Citizens of Dantola village of Paschim Khusera, Uttarakhand, joined hands with the Panchayati Raj Department, Uttarakhand, to organize a spirited Swachhta Rally



Shramdaan activity underway at Hatola Village in Beed district of Maharashtra



Shramdan by community in Gram Panchayat Malaudh, Ludhiana, Punjab



As part of the 'Ek Din, Ek Ghanta, Ek Saath', shramdaan was carried out on the office premises of PHE & WS Division, by SBM-G team Itanagar, Arunachal Pradesh



Kubza Gram Panchayat in Charkhi Dadri, Haryana, declared polythene-free under the Swachhata Hi Seva 2025 initiative

Coimbatore District's Kaniyur Panchayat, Suler Block, organized Swachhata Hi Seva 2025 activities to raise awareness on plastic waste management



Cleanliness drive conducted as part of the Swachhata Hi Seva campaign in Rudravaram Gram Panchayat, Pamulapadu Mandal, Nandyal District, Andhra Pradesh



Virtual groundbreaking for multiple Solid and Liquid Waste Management projects under the Swachh Bharat Mission (Grameen) in Navsari, Gujarat, on 27th September 2025



As part of the Swachhata Hi Seva 2025 campaign, Hon'ble Union Minister for Jal Shakti, Shri C.R. Patil spearheaded the virtual groundbreaking (e-Khat-Muhurat) for multiple Solid and Liquid Waste Management projects under the Swachh Bharat Mission (Grameen) in Navsari, Gujarat, on 27th September 2025. The event also witnessed the administration of the Swachhta Pledge, reaffirming our collective resolve to achieve a cleaner, healthier, and more sustainable rural India. These initiatives mark a significant step toward strengthening rural sanitation infrastructure and promoting environmental stewardship across communities.



एक कदम स्वच्छता की ओर

SWACHH

BHARAT

DIWAS

Swachh Bharat Diwas (2nd October 2025) 'Shramdaan' Led by Secretary, Department of Drinking Water & Sanitation, Ministry of Jal Shakti, at CGO Complex, New Delhi



On Swachh Bharat Diwas, Secretary DDWS Shri Ashok K K Meena led a Shramdaan for cleanliness at CGO Complex. He was joined by the SBM-G team led by JS-MD Ms. Aishvarya Singh and the JJM team led by AS-MD Shri Kamal Kishore Soan, showcasing unity in action.



SWACHH

BHARAT

DIWAS

Swachh Bharat Diwas Cleanliness Drive Led by Department of Drinking Water and Sanitation at CGO Complex, New Delhi



Before



After



Before



After



Secretary DDWS Shri Ashok K K Meena chaired a review meeting on Swachhata Hi Seva 2025, reaffirming commitment to Gandhiji's vision of a clean India. He appreciated the extensive work done by gram panchayats and district officials of various States/UTs during SHS 2025.



SWACHH

BHARAT

DIWAS

Swachh Bharat Diwas across States and Union Territories (UTs)



Swachha Andhra Corporation & SBM-G team organized "Swachhathon", as part of Swachh Bharat Diwas in Amravati, Andhra Pradesh



On 2nd Oct, Chhattisgarh SBM-G team hosted state-level event, where participants united to take the Swachhata pledge and sanitation workers were honored.



A state-level Swachh Bharat Diwas celebration was held at Tarapur village in Gandhinagar, led by Shri Raghavji Patel, Hon'ble Cabinet Minister of Gujarat



State-level celebration of Swachh Bharat Diwas and culmination of SHS2025 by SBM-G team at Arena 365, Dimapur, Nagaland



State-level celebration of Swachh Bharat Diwas and culmination of SHS 2025 by SBM-G team at Keonjhar district, Odisha



A state-level event organized in Jaipur, Rajasthan, witnessed participation of state SBM-G officials



SWACHH

BHARAT

DIWAS

Swachh Bharat Diwas across States and Union Territories (UTs)



Village Panchayat Morlem celebrated Swachhata Diwas by felicitating Safai Karamcharis serving under Salvador do Mundo, Goa



Mega Beach Cleanliness drive was held on the occasion of Swachh Bharat Diwas (2nd October, 2025) at Namopath, Devka, Daman District



A swachhta rally and awareness drive was organised by Rajkiye Varishtha Madhyamik Vidhyalaya, GP Dukhra, Block Nathusari Chopta, Sirsa, Haryana



Cleanup drive conducted by DC Lahoul and BRO at the Baralacha Pass in Himachal Pradesh and around 260 kg of dry waste was removed



District officials of rural SBM-G team of Department of Water Supply & Sanitation, Malerkotla, Punjab, felicitated sanitation workers.



Swachh Bharat Diwas was celebrated in Jharkhand with Swachhata rallies and felicitation of sanitation workers, water assistants, and others.



SWACHH

BHARAT

DIWAS

Swachh Bharat Diwas across States and Union Territories (UTs)



On the occasion of Gandhi Jayanti and Swachhata Diwas (Cleanliness Day), the inauguration of the Mahatma Plastic Waste Management Unit was held in Uchchagaon village, District Belagavi, Karnataka



Cleanliness drive across water bodies followed by felicitation of sanitation workers was held in Kerala



The Rural Development Department (RDD), Kargil, successfully organized a massive cleanliness drive across all 98 Panchayats of 15 Blocks in the District



Cleanliness drive conducted in Chahnou Village, Tengnoupal District, Manipur



SBM-G and PHED organized a shramdaan in Aizawl, Mizoram



Special Gram Sabha held at Anganagar Gram Panchayat, Unakoti District, Tripura



एक कदम स्वच्छता की ओर

Cleanliness Target Units



Before

CTU cleaning activity conducted under Salema RD Block, Dhalai district, Tripura



After



Before

CTU cleaning in Anur Gram panchayat, Chikkaballapura District, Before Karnataka



After



Before

CTU cleaning in Pavni Gram Panchayat, District Buxar, Bihar.



After



Before

CTU cleaning at PHED district HQs, District Wokha, Nagaland



After



एक कदम स्वच्छता की ओर

Cleanliness Target Units



Before

CTU cleaning drive in Palaula village, Block Joya, Amroha District, Uttar Pradesh



After



Before

CTU cleaning in village Suthana in Rewari district of Haryana



After

Cleaning of Water Tank as CTU during SHS 2025



Artwork on water tank in Nellore district, Andhra Pradesh



Cleaning of water tank in Dimapur, Nagaland



एक कदम स्वच्छता की ओर

Safai Mitra Suraksha Shivirs



Safai Mitra Suraksha Shivar organized in Cuddalore (Kadalur) District, Tamil Nadu, under the Swachhata Hi Seva 2025 campaign



Safai Mitra Suraksha Shivar organized and sanitation workers honored in Valluru Gram Panchayat District Mysore, Karnataka.



Health check-up, dignity card distribution, and safety kits provided to Safai Mitras in Shravasti district, Uttar Pradesh, under Swachhata Hi Seva 2025



Safai Mitra Suraksha Shivar in Mongpangro village, East Garo Hills district in Meghalaya



Safai Mitra Suraksha Shivar in Gram Panchayat Pachila, district Yadadri Bhuvanagiri, Telangana



एक कदम स्वच्छता की ओर

Clean Public Spaces



Cleanliness drive conducted by village community and rural SBM-G team in Kargil, Leh & Ladakh



Clean public places by SBM-G team in Myorpur block, Sonbhadra, Uttar Pradesh



Coastal area cleaning at Kovalam, Kanniyakumari, Tamil Nadu



Cleanliness drive by RD staff, PRIs & villagers under Swachhata Hi Seva 2025 at Beodnabad GP, South Andaman



Clean-up drive by GP Kalpa, Kinnaur. Approx. 50 kg of garbage was cleared and sent to MRF Powari (Kinnaur), Himachal Pradesh



Zolawadi Gram Panchayat, Dadra & Nagar Haveli and Daman & Diu participated in cleanliness drive across the beach



Cleaning at Market area of Badapathara Gram Panchayat, Mayurbhanj district, Odisha



Clean-up drive near a temple in Piprakhurd Gram Panchayat, Supaul, Bihar



एक कदम स्वच्छता की ओर

Clean Green Utsav



An eco-friendly Durga idol pandal was set up in Vijayawada, Andhra Pradesh, promoting sustainability and environmental awareness during the festive celebrations



Cleanliness drive near puja pandals and other public places in Mayurbhanj, Odisha



Students along with citizens promoting Swachhata at holy places in Borkheda Khurd, Pune



Citizens of Puri showcased Mallakhamb activities as part of Swachhotsav



Under SHS 2025, a Diwali-themed event was organized at Gram Panchayat Raj Navkothi in Begusarai district, Bihar, to spread the message of cleanliness and community participation



As part of Swachhotsav, the Department of Post's Trichy Postal Region organized an awareness drive on cleanliness at Trichy Head Office, Tiruchirappalli district, Tamil Nadu

Advocacy



Special Gram Sabha organized in Gram Panchayat Ladjalgaon, Ahilyanagar, Maharashtra



Special Gram Sabha organized in Zapi Village, Dimapur, Nagaland



Special Gram Sabha organized in Manguagre Village, West Garo Hills, Meghalaya



Special Grama Sabha in district Karur- Kovilpatty, Tamil Nadu



Special Grama Sabha in Dhangi village of Nabha block, Patiala district, Punjab



Advocacy



Gram Sabha resolution , Faizpur Khadar, Faridabad, Haryana



Gram Sabha Bhimpore in Dadra & Nagar Haveli



Special Gram Sabha in District Kozhikode, Kerala



Special Gram Sabha in District Kinnaur, Himachal Pradesh



Special Gram Sabha organized in Sibsagar District, Assam



Puducherry organized in Gram Sabhas across 108 Gram Panchayats

Advocacy



Students and panchayat officials take the Swachhata pledge in Khanakool, Hooghly, West Bengal



Waste to craft exhibition by students at Magam Block, District Budgam, J&K



Students forming the Swachhata Hi Seva 2025 logo in Mahabubabad, Telangana



Awareness drive through poster-making and drawing competition for students in Siwan, Bihar



Street play in Dakshina Kannada District, Karnataka



Citizens of Puri showcased Waste to Art activities as part of Swachhotsav



एक कदम स्वच्छता की ओर

Refurbishment of SBM assets



Refurbishment of Segregation Shed at Longa Village, Nagaland



Refurbishment of SBM-G assets: IEC wall painting on SBM-G assets under Swachotsav, in Udhampur district, J&K



Latitude: 21.306696
Longitude: 86.709701
Elevation: 73.39±4.0 m
Accuracy: 1.72 m

Community Sanitary Complex refurbished in Dahisata village, Balasore, Odisha



Beyond the Five Verticals



Inauguration of Modular Portable Toilet at Mungiakami RD Block, Tripura



SHS 2025 campaign was launched in the district of Ambedkarnagar by the Hon'ble in-charge minister Sh. Girish Chandra Yadav, who flagged off electric garbage collection vehicles for 9 development blocks



Sh. Tinku Roy, Hon'ble Minister for Youth Affairs & Sports, Social Welfare & Social Education, and Labour, Government of Tripura, inaugurated a Plastic Waste Management Unit and launched 'Swachhotsav 2025' in West Chandipur Block, Tripura



Deputy Commissioner Shri Vibhor Aggarwal, IAS, handed over 47 waste collection electric vehicles to CWMCs and VWSCs in West Garo Hills, Meghalaya, strengthening solid waste management efforts across 53 villages

Special Mentions/Innovations



Under the Swachhta Hi Seva campaign, 'Turning Waste into Wonders'—Innovative 3-R Parks created using non-usable waste materials were inaugurated across 46 Gram Panchayats in Chhindwara by Shri Mangubhai C. Patel, Governor of Madhya Pradesh



As part of Swachhotsav, Kuhuboto Block in Niuland District, Nagaland, unveiled a 7-foot "SHS 2025 Lamp", which glows at night. This is made from 800 recycled plastic bottles and a discarded tyre. Designed to promote segregation, recycling, and sustainability, the lamp stands as a beacon of creative waste transformation. This is installed and showcased at Plastic Waste Management Unit, Kuhuboto town



On the auspicious occasion of Navami, young girls inaugurated an eco-friendly electric tractor-trolley to ensure door-to-door solid waste collection at Tunda Gram Panchayat in Mundra Taluka, Kutch District, Gujarat. Similar initiatives were carried out across multiple districts, marking a collective step toward green rural development



Highlights from Central Ministries & PSUs



BPCL SLC Maharashtra organized and coordinated a cleanliness drive under the Swachhata Hi Seva 2025 initiative at CST, Mumbai, Maharashtra



Army Air Defence Centre, Gopalpur (Odisha), observed Swachhata Hi Seva 2025 by honoring conservancy staff for their selfless services



Under the Ministry of Defence, troops of Parashu Warriors undertook a cleanliness drive in high-altitude regions of Ladakh



25 x 55 ft grand rangoli completed in 7 hrs without a break by 25 participants at Western Coalfields Ltd in Nagpur, Maharashtra, symbolizing the celebration of cleanliness and community participation.



Indian National Centre for Ocean Information Services (INCOIS), under the Ministry of Earth Sciences, conducted an underwater clean-up drive at Palk Bay, Rameswaram



Highlights from Central Ministries & PSUs



Air Warriors of AFS Jodhpur united for a cleanliness drive under Swachhata Hi Seva 2025, under the Ministry of Defence in Jodhpur, Rajasthan



Shri V. Srinivas, Secretary, Department of Pensions & Pensioners Welfare, administered the Swachhata Pledge to officials of the Department



Shri Anand Kumar Jha, Joint Secretary, Ministry of Cooperation, felicitated sanitation workers for their invaluable services, during SHS 2025



Shri Vivek Bhardwaj, Secretary, Ministry of Panchayati Raj, joined senior officials and employees in a cleanliness drive at Connaught Place, New Delhi



Secretary, Department of Public Enterprises, Shri K. Moses Chalai distributed uniforms and medical kits among Safai Mitras under the Swachhata Hi Seva 2025 campaign



Cleanliness Beyond Borders – SHS Overseas Drive



Cleanliness drive undertaken by officials and staff at the High Commission of India in Lilongwe, Malawi



Officials of the Embassy of India to Finland take part in a shramdaan activity in the Chancery



Cleanliness activities underway at the High Commission of India in Colombo, Sri Lanka



Ambassador of India to Niger and Embassy officials participating in Shramdaan, cleaning spaces and around the premises of the Embassy of India, Niamey (Niger).



Shramdaan drive around the Chancery building of the Embassy of India in Armenia



Officials of the Embassy of India in Washington DC took the swachhata pledge and participated in a cleanliness drive



Cleanliness Beyond Borders – SHS Overseas Drive



Advocacy and Awareness initiative at the Embassy of India in Bratislava, Slovak Republic



Embassy of India in Bratislava, Slovak Republic, felicitated Safai Mitra and greeted him with a gift



Officials of Consulate General of India in Hambantota, Sri Lanka, carried out a cleanliness drive around the Consulate as part of SHS



Cleanliness activity underway at Embassy of India in Sao Tome and Principe under Swachhata Hi Seva 2025



High Commission of India in Mauritius felicitated SafaiMitras for their tireless dedication and invaluable contribution to maintaining a clean and green HCI premises.

Children as Agents of Change



Kasauli, Himachal Pradesh



Longleng, Nagaland



Nashik, Maharashtra



Kishanganj, Bihar



Biswanath, Assam



Roopnagar, Punjab



Barbil, Odisha



Hashtag Report: 17th September – 2nd October 2025

#SwachhataHiSeva

Number of posts published:
16,363
Total Reach:
6,48,43,987
Total Impressions:
9,40,575

#Swachhotsav

Number of posts published:
57,470
Total Reach:
18,35,95,145
Total Impressions:
29,76,236

#SHS2025

Number of posts published:
69,283
Total Reach:
21,52,31,877
Total Impressions:
34,20,450





एक कदम स्वच्छता की ओर

Ek Din Ek Ghanta Ek Saath

25th September, 2025, 8:00 AM

Swachhata Hi Seva Talks on X

C R Paatil @CRPaatil

Translate post

माननीय प्रधानमंत्री श्री @narendramodi सर ने पूज्य महात्मा गांधी जी के स्वच्छता-संकल्प को राष्ट्रव्यापी जनआंदोलन बनाया है।

इसी प्रेरणा से आज नई दिल्ली स्थित कालिंदी कुंज घाट पर #SwachhataHiSeva2025 अंतर्गत "एक दिन, एक घंटा, एक साथ" अभियान में यमुना नदी और उसके तट की सफाई में सहभागी होने का अवसर मिला।

इस पुनीत कार्य में केंद्रीय जल शक्ति राज्य मंत्री श्री वी सोमन्ना जी, मंत्रालय के अधिकारीगण, सामाजिक संगठन, टेरिटोरियल आर्मी और बड़ी संख्या में नागरिकों ने भी सक्रिय योगदान दिया।

#SBM

10:51 AM · Sep 25, 2025 · 505 Views

Namami Gange @cleanganganmcg

Translate post

माननीय प्रधानमंत्री श्री @narendramodi जी के आह्वान और पूज्य बापू के स्वच्छता-संकल्प से प्रेरित होकर आज #SwachhataHiSeva2025 के अंतर्गत कालिंदी कुंज घाट, नई दिल्ली पर विशेष स्वच्छता अभियान आयोजित किया गया।

इस अभियान का नेतृत्व माननीय जल शक्ति मंत्री श्री @CRPaatil जी ने किया। कार्यक्रम की शुरुआत स्वच्छता शपथ से हुई, जिसमें सभी ने मिलकर स्वच्छ और स्वस्थ भारत के निर्माण का संकल्प लिया। 🇮🇳

इस अभियान में केंद्रीय जल शक्ति राज्य मंत्री श्री @VSOMANNA_BJP जी, मंत्रालय के अधिकारीगण, विभिन्न सामाजिक संगठन, यमुना टास्क फोर्स और बड़ी संख्या में स्थानीय नागरिकों ने भी सक्रिय योगदान दिया।

#SwachhBharat #SwachhataHiSeva2025 #EkDinEkGhantaEkSaath #Swachhotsav #NamamiGange

Post your reply

Trending in India

1 - Trending in India
पुष्पवर्षा अभित

10 - Politics - Trending
Ek Din
3,306 posts

11 - Trending in India
पुष्प वर्षा
8,704 posts

12 - Politics - Trending
Ek Ghanta
1,557 posts

13 - Trending in India
हरनखनन टैंक
6,190 posts

14 - Trending in India
सैन्य संगठन
13,894 posts

15 - Trending in India
Ek Saath
2,057 posts

PIB in Tripura @PIB_Agartala

Follow

Tripura Chief Minister Dr. Manik Saha takes part in the cleanliness drive under the aegis of #SwachhataHiSeva at Kaman Chowmuhani in Agartala.

#SwachhataHiSeva #EkDinEkGhantaEkSaath @SwachhBharatGov @PIB_India @tripura_cmo @PIB_India @PIB_Guwahati

1:54 pm · 01 Oct 23 · 6,445 Views

IndianOil South Eastern Regi... @ioc_serpl

Follow

A cleanliness drive under #SwachhataHiSeva2025 was conducted at ECO Park, Sambalpur, clearing storm debris & restoring its beauty. In line with #EkDinEkGhantaEkSaath, IOCIans at SERPL, Sambalpur came together to keep the surroundings clean. 🌱🌿

#IndianOil #CleanIndia #SwachhBharat #TeamworkInAction #GreenAndClean #Swachhotsav

Indian Oil Corp Ltd and 7 others

V. Somanna @VSOMANNA_BJP

Following

Joined Hon'ble Union Minister Shri @CRPaatil ji today in the 'Swachhata Hi Seva' campaign at Kalindi Kunj, New Delhi.

The event also saw active participation from Officials of the Jal Shakti Ministry, dedicated karyakartas, and enthusiastic public.

PMO India and 4 others

10:30 am · 25 Sept 25 · 1,331 Views

12 Reposts 1 Quote 16 Likes

Western Railway @WesternRly

Follow

As part of #EkDinEkGhantaEkSaath under #SHS2025, Shri Pankaj Singh DRM/MMCT Division along with officers and staff participated in a Shramdaan drive at Surat Railway Station — reflecting teamwork, dedication, and responsibility towards a cleaner and greener railway environment. 🌱🌿

#SwachhBharat #WesternRailway #SwachhataHiSeva2025 #SwachhataMission

Ministry of Railways and 5 others

4:05 pm · 25 Sept 25 · 921 Views

3 Reposts 5 Likes

Most relevant replies



एक कदम स्वच्छता की ओर

SWACHH

BHARAT

DIWAS

Swachhata Hi Seva Talks on X

Swachh Bharat Mission, Uttar Pradesh (Urb...) @SBM... · 23m · 437 ...
आज राष्ट्रपिता गांधी जयंती एवं स्वच्छ भारत दिवस के अवसर पर माननीय नगर विकास मंत्री श्री @aksharmaBharat जी द्वारा मिशन शक्ति 5.0 कार्यक्रम के अंतर्गत महिला सफाई मित्रों का सम्मान एवं किट वितरण किया गया।

यह अवसर न केवल स्वच्छता का उत्सव रहा बल्कि महिला सशक्तिकरण की दिशा में एक सशक्त कदम भी साबित हुआ।

सफाई महिला कर्मियों के समर्पण को सम्मानित करते हुए मंत्री जी ने उन्हें समाज की असली प्रेरणा बताया।

@missionshaktiup

#MissionShaktiUP #WomenEmpowerment #Swachhotsav2025
#SHS2025 #SwachhataHiSeva2025

@InfoDeptUP @PibLucknow @CBCLucknow @airnews_lucknow
@SwachhBharatGov @InfoDeptUP
@NagarVikas_UP @MyGov_UP
@CMOofficeUP @aksharmaBharat
@MoHUA_India



Central Railway @Central_Railway

As part of #SwachhataHiSeva2025, a Cultural Event was organised at CSMT, featuring folk dance before highlighting cleanliness, social awareness, and the spirit of unity. The initiative spread the message of collective responsibility for a cleaner and greener environment.

#SHS2025 #Swachhotsav
#SwachhBharatMission #SwachhBharat #CentralRailway



IncomeTaxPune @IncomeTaxPune

As a part of #SwachhataHiSeva2025, tree plantation drive to promote environmental sustainability was organized at Yeoor, Thane by the O/o, PCIT - 1, Thane. Some glimpses:

#SHS2025 #Swachhotsav



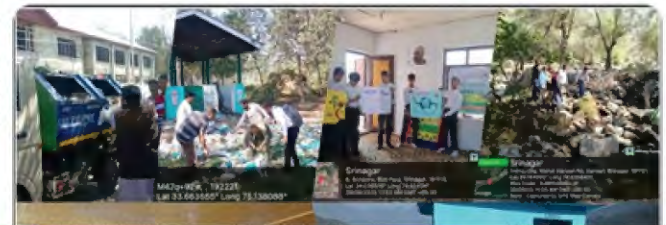
SBM-G, Jammu and Kashmir @mission_sbm

As part of the #Swachhotsav - #SwachhataHiSeva2025 and Seva Parv 2025, a series of cleanliness and awareness activities were conducted across different districts of Jammu & Kashmir.

The programme included cleanliness drives, community meetings, awareness sessions, plantation drives, and wall paintings on the theme of sanitation and environment conservation.

Local communities, students, officials, and volunteers actively participated, showcasing collective commitment towards building a cleaner, greener, and healthier society.

@MoISDDWS @jkrddpr @diprjk @OfficeOfLGJandK @malhotra_anoo



Swachh Bharat Mission - Kheda @SWACHHKHEDA

"स्वच्छता हवे दरेक घरनी जवाबदारी" स्वच्छता ही सेवा-2025 अंतर्गत प्रेडा जिल्हाना गणेश्वर ता.वुडाना सोनीपुर અને પરબીયા ગામમાં GWM હેઠળ અસ્કાયમતોનું લોકાર્પણ કરવામાં આવ્યું. #SHS2025 #SwachhataHiSeva2025
#Swachhotsav #NirmalGujarat2 #SBMR_Gujarat #HarGharSwachhta



DDO KHEDA and 6 others

Akashvani આકાશવાણી @AkashvaniAIR · 22h
આકાશવાણી જમ્મૂ મેં સ્વચ્છતા હી સેવા 5.0 કે અંતર્ગત સફાઈ મિત્રો કો Sanitation Kits પ્રદાન કી ગઈ.

#SHS2025 #SwachhataHiSeva2025 #Swachhotsav2025
@SwachhBharatGov @MoHUA_India
@MoISDDWS @MIB_India @AshwiniVaishnaw @DrLMurugan
@sajau1





SHS Overseas on X



India in Estonia
@IndiainTallinn

As part of 'Swachhotsav' #SwachhataHiSeva2025, Ambassador Ashish Sinha @ashishifs administered the 'Swachhata Pledge' to the Embassy officials and felicitated the sanitation worker.

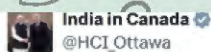
← Post

@MEAIndia
@diaspora_india
@DDNewslive
@mygovindia
@pibindia
@IndianDiplomacy
@MEABharat
@indiandiplomats



India in Birmingham
@CGI_Bghm

CG @venkatifs administered the Swachhata Pledge to officials, reaffirming our commitment to the #SwachhBharatMission. Together, we resolve to uphold cleanliness & responsibility for a better tomorrow. 🌱
#SwachhataHiSeva2025 #Swachhotsav2025 #SwachhataPakhwada #SevaParv2025



India in Canada
@HCI_Ottawa

In observance of #SwachhataHiSeva2025 (17 Sep-2 Oct), officials and staff of @HCI_Ottawa took part in a Shramdaan activity for maintaining the cleanliness of the Chancery premises today. DHC Chinmoy Naik led the team.
#Swachhotsav

@PIB_India @SwachhBharatGov @SwachhBharat @MoHUA_India @MoJSDDWS @MEAIndia @IndianDiplomacy @diaspora_india @MIB_India @DDNewslive @airnewsalerts



CGI Manchester
@CGIManchester

As a mark of our commitment to the mission of a Swachh Bharat, CG administered a pledge to officials of the Consulate today. We pledged to uphold our duty to ensure the cleanliness of our country.

#SwachhataHiSeva2025
#Swachhotsav2025 #SwachhataPakhwada #SevaParv2025 #SevaParv
#Swachhata #SwachhBharatAbhiyan #SwachhBharatMission
#SHS2025 #SevaPakhwada2025 #MYBharat #SocialCommitment

← Post

@DoWRRDGR_MoJS @MoJSDDWS
@SwachhBharatGov @SwachhBharatGov



India in South Africa
@hci_pretoria

#SwachhataHiSeva
As a part of Swachhata Hi Seva 2025 #SwachhataHiSeva2025 the members of High Commission of India conducted a cleaning campaign at Venning Park, Pretoria.

@MEAIndia @IndianDiplomacy @PMOIndia @diaspora_india @tourismgoi @incredibleindia @indiainjoburg @IndiainCapeTown @CGIDurban @mygovindia @PTI_News @PIB_India



India in Sao Paulo
@cgisaopaulo

Under the ongoing #SwachhataHiSeva2025 campaign on the eve of Mahatma Gandhi Jayanti, the Consul General and officials of CGI São Paulo undertook a cleanliness drive at the Mahatma Gandhi Statue at Praça Túlio Fontoura, Paraíso, São Paulo.

This initiative was a tribute to Mahatma Gandhi's vision of a Clean India – Green India, inspiring all to join hands in building a cleaner, healthier and sustainable environment.

#SwachhataHiSeva2025 #MahatmaGandhi

@iccr_saopaulo @indiainbrazil @IndianDiplomacy





SHS Overseas on X

India in Mauritius
@HCI_PortLouis

On the occasion of #SwachhataHiSeva 2025, @HCI_PortLouis felicitated #SafaiMitras for their tireless dedication and invaluable contribution to maintaining a clean and green HCI premises.

A gesture of gratitude to our #Swachhata warriors!

#SHS2025 #Swachhotsav



Randhir Jaiswal and 3 others

5:04 PM · Sep 27, 2025 · 136 Views

India in Slovakia
@IndiaInSlovakia

As part of observance of Swachhata Hi Seva-2025 campaign, Embassy undertook Advocacy and Awareness initiative and briefed the applicants during consular hours about Swachh Sujal Gao, Waste to Art etc.

#SHS2025
#SwachhataHiSeva2025
#Swachhotsav

@IndianDiplomacy



India in Hambantota
@CgiHoc

Continuing #Swachhotsav activities under #SwachhataHiSeva2025, CGI Hambantota officials carried out a cleanliness drive around the Consulate, emphasizing hygiene and the collective responsibility of keeping our environment clean. 🌍🧹

#SHS2025 #Swachhotsav



Randhir Jaiswal and 6 others

India in Slovakia
@IndiaInSlovakia

As part of observance of Swachhata Hi Seva-2025 campaign, Mission felicitated Safai Mitra and greeted him with a gift.

#SHS2025
#SwachhataHiSeva2025
#Swachhotsav

@IndianDiplomacy



IndianSaoTome
@IndianSaoTome

Under #SwachhataHiSeva campaign and as part of #SewaPakhwada, Embassy has been organizing #Swachhotsav with the theme 'Ek Din, Ek Ghanta, Ek Saath'.

#SHS2025 #SwachhBharat #EkDinEkGhantaEkSaath

@MEAIndia @MIB_India @SwachhBharatGov @mygovindia



India in Germany
@eoiberlin

Amb @AjitVGupte administered Swachhata Pledge to officers and officials of @eoiberlin on 26 September 2025.

The pledge reaffirmed commitment to spread the message of a clean and sustainable India, under Swachh Bharat and Swachhata Hi Seva 2025. 🇮🇳🌱

@PMOIndia @DrSJaishankar @MEAIndia @IndianDiplomacy @mygovindia @SwachhBharatGov @pib_India @DDNewsLive @airnewsalerts

#SwachhataHiSeva2025 #SwachhBharat #IndiaInGermany #ViksitBharat



Press Coverage

EDITORIAL FREE TRADE FRONTIER

India's free trade agreement with the European Free Trade Association, comprising Iceland, Liechtenstein, Norway and Switzerland, signals a moment of strategic economic engagement that goes well beyond tariff schedules. Inked in March 2016 and now taking effect, the pact positions India within a global ecosystem of over 350 operational FTAs, but with the advantage of negotiated terms that explicitly tie investment commitments to market access. For India, the highlight is not merely enhanced entry into developed markets but the promise of \$300 billion in long-term investments over 15 years, with half of that sum frontloaded within the first decade. The prospect of generating a million direct jobs through such capital inflows is vital at a juncture when India is seeking to accelerate its manufacturing base, integrate into global supply chains, and deepen its position as both a services and goods exporter. Unlike short-term foreign portfolio flows, these investments in capacity building and infrastructure that build the promise of multiplying domestic growth. The agreement also empowers India with an integrated clause, ensuring that WTOA members fail to deliver on their obligations, concessions on customs duties can be temporarily withdrawn. Such reciprocal arrangements indicate not only a recognition of India's market strength but also a testament of its trade diplomacy in balancing access with accountability.

The contours of the pact reflect careful calibration of offensive and defensive interests. On the offensive side, Indian exporters in machinery, chemicals, textiles, leather, gems and jewellery and processed foods will gain significantly from duty concessions in these high-value, high-employment sectors, while service exporters stand to benefit from enhanced market access to over a hundred sub-sectors across Switzerland, Norway, Iceland and Liechtenstein. These openings extend India's footprint into niche markets where value addition and quality differentiation count more than scale alone, creating room for small and medium enterprises as well as high-tech services firms to expand. On the defensive side, India has protected sensitive sectors like dairy, soy, coal, medical devices and key agricultural products from excessive exposure, ensuring that its farmers and indigenous industries are not undercut prematurely. Even within tariff concessions, nuances abound: while Switzerland's watches, wine and chocolates will enter India at progressively lower duties, phased over a decade, India has ensured a greater approach that shields domestic players from sudden shocks while giving consumers the benefit of choice at more affordable price points. The treatment of gold imports, which form the bulk of India's exports to India, is another example of prudence by maintaining the effective duty unchanged. India has avoided opening up its delicate balance of revenue, current account stability and domestic jewellery manufacturing. This selective liberalisation, combining caution with ambition, reflects a policy designed not for headlines but for long-term sustainability.

The wider significance of this agreement lies in the template it sets for India's future trade negotiations. Having already signed 16 FTAs and with ongoing talks involving the United States, European Union, Israel, Chile and others, India is entering an era where trade policy must dovetail seamlessly with investment policy, industrial growth, and employment strategy. By making investment commitments an integral part of the deal, the FTFA pact establishes a new benchmark that could be replicated in subsequent agreements, especially with advanced economies seeking deeper entry into the Indian market. The focus on indigenous manufacturing and services competitiveness, combined with gradual but sure market opening, enhances India's credibility as a responsible partner willing to trade openness for concrete developmental gains. Finally, it demonstrates that New Delhi is mindful of the political economy of trade: protecting agriculture and small industries while ensuring that global supply chains for pharmaceuticals, machinery and processed foods are strengthened through Indian participation. For WTOA members, access to India's vast and growing market is a close win, as their niche products and technologies find new consumers and partners. For India, the benefits will be measured not just in tariff lines and concessions but in the actualisation of jobs, factories, and service hubs built under mutually beneficial conditions. The true test of

SERVICE SPIRIT



NARENDRA MODI

RSS's 100-year journey reflects resilience and reform, with its vision anchored in service, unity, and social responsibility

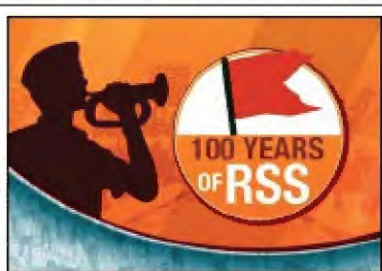
A Hundred Years' Journey

From the freedom struggle to present challenges, the Sangh's journey highlights service, character-building, and unity as the foundation of its century-long mission

100 years ago, on the sacred occasion of Vijaya Dashami, the Rashtriya Swayamsevak Sangh was founded. This was not the creation of something entirely new. It was a reversion to an ancient tradition, where India's eternal national consciousness expressed itself periodically in different forms, to face the challenges of the times. In our times, the Sangh is the embodiment of that timeless national consciousness. It is the great fortune of our generation of roneemanyas that we are witnessing the Sangh's century.

On this historic occasion, I extend my greetings to the countless roneemanyas who remain dedicated to the pledge of serving the nation and its people. I also bow in reverence to the founder of the Sangh, our guiding ideal, Param Pujya Dr. Hridaynagar ji. To mark this glorious journey of a hundred years, the Government of India has released a special postage stamp and commemorative coin. Human civilisations thrived on the backs of great rivers. Similarly, countless lives have flourished due to the impact of the Sangh. A river enriches each part of the land that it touches with its waters. Likewise, the Sangh has nourished every part of our nation, every sphere of our society. A river often multiplies into many streams and expands its impact. Something similar has happened in the Sangh's journey. Through its various affiliated organisations, the Sangh works in every domain of life, such as education, agriculture, social welfare, tribal welfare, women's empowerment and so on. Though diverse in the nature of work, they all embody one spirit and one resolve: Nation First.

From its very inception, the Sangh has devoted itself to nation-building. To achieve this, it chose the path of character-building. Vayakti nirman is mahatma, nation-building through character-building - this has been the Sangh's path. For this, it created the unique, simple and enduring mechanism of the daily shiksha. The shiksha is an inspiring place where every roneemanyas begins his journey from 'Me to We' and goes through a process of personal transformation.



From Badliwara in 1915 to Mahan Bhagwat today, RSS completes a century of national service and unity

The foundation of the Sangh's hundred-year journey has been laid by a great national service, a path of personal transformation and the practical method of the shiksha. Through these, the Sangh has shaped lakhs of roneemanyas who continue to propel India forward in every sphere of life.

Right from the moment of its founding, the Sangh has considered the nation's priority as its own priority. Param Pujya Dr. Hridaynagar ji and many roneemanyas participated actively in the freedom struggle. Dr. Hridaynagar ji himself was imprisoned several times. The Sangh has provided support and protection to many freedom fighters. After independence, the Sangh continued working for the nation. Along this journey, there were compromises and attempts to crush the spirit of the Sangh. Param Pujya Gurukul ji was falsely implicated in a case and even imprisoned. But the Sangh never allowed bitterness to take root, because roneemanyas believe, "We are not separate from society. Society is formed of us." This feeling of oneness with society and unshakable faith in the Constitution and constitutional institutions gave the roneemanyas a steadfastness of mind and kept them resolute towards society, even in the darkest times.

The Sangh has always been synonymous with patriotism and service. While Partition left lakhs of families homeless, roneemanyas came forward to serve refugees. In every disaster, despite limited resources, roneemanyas are among the first responders and work at the front lines. For them, this is not just relief work, but the work of strengthening the nation's very soul. Bearing hardships personally while easing the pain of others is the motto of every roneemanyas.

In its journey of a century, the Sangh has witnessed self-sacrifice and self-confidence among various sections of society. It has worked even in the most remote, inaccessible parts of the country. For decades, it has dedicated itself to preserving and nurturing the traditions, customs, and values of tribal communities. Today, institutions such as Ganga Bhawan, Vajra Bhawan, and Vaidya Bhawan and the Varanasi Kalpani Ashram have become strong pillars of empowerment for tribal communities.

For centuries, social ills such as caste discrimination and untouchability have been challenges for India's society. From the time of Dr. Hridaynagar ji until today, every member of the Sangh, every roneemanyas, has fought against social discrimination. Param Pujya Gurukul ji

constantly carried forward the spirit of 'Na Hindu Hain Hum', meaning 'we Indians are not to be divided'. Pujya Gurukul ji said, "It is not wrong, nothing is wrong to the world." Later, Pujya Raju Bhagya ji and Pujya Sakarshan ji, too, carried this message forward. In the current times, the present Saranagopalji, respected Mahan Bhagwat ji, has given a clear call for unity, calling for one well, one temple, one common ground for everyone. When the Sangh was formed a century ago, the needs and struggles of the time were different from those of today. Today, as India aspires towards becoming a developed nation, there are newer challenges. Dependence on foreign countries, complexities to divide our unity, demographic changes through inflation and more. Our government is actively confronting these. I am glad that the RSS too has prepared a concrete roadmap to face them.

The 'Panch Parmarth' of the Sangh gives every roneemanyas the path to overcome today's challenges. Aha-Buddhi: Self-awareness helps us free ourselves from the colonial mindset, taking pride in our heritage and advancing the principle of Swadharma.

Saranagat: Saranagat social harmony is brought about by ensuring social justice by prioritising the marginalised. Today, our social harmony faces a grave challenge from demographic imbalances caused by inflation. To address this, the nation has announced a High-Powered Demography Mission.

Rastambh Prabodhan: Family values strengthen the institution of family, which is the foundation of our culture.

Nagrik Shikshakar: Civic sense and a sense of responsibility need to be inculcated in every citizen.

Permanant: Safeguarding the environment is of paramount importance to secure the future of the coming generations. Guided by these resolutions, the Sangh now begins its journey into its next century. In the mission of building a developed India by 2047, the contribution of the Sangh will be crucial. Let us again, as always, be united in every roneemanyas.

SWACHH SPIRIT



Y. SOMANNA

THE WRITER IS THE MINISTER OF STATE, MINISTRY OF JAL SHAKTI

From toilets to transformation, Swachh Bharat has evolved into a 'jan andolan', ensuring dignity, health, and growth for rural communities

Clean India, Strong India

On Gandhi Jayanti, Swachh Bharat reflects India's journey from toilets to transformation, proving cleanliness is not just dignity but a driver of growth, heritage, and opportunity

On Gandhi Jayanti, we recall Mahatma Gandhi's timeless conviction: "Sanitation is more important than independence." It was not a metaphor, but a call to action. To build a dignified, healthy, and disciplined nation, we must form the bedrock of national progress.

It has been 11 years since the launch of the Swachh Bharat Mission (SBM) in India. India has made sanitation a people's movement, jan andolan. What began with the vision of making India Open Defecation Free, as envisioned by our Hon'ble Prime Minister, has now evolved into a culture of cleanliness, hygiene, and community ownership, realising the belief in 'Swachh Se Swasth, Samiksha Se Swachh'.

The impact of the Swachh Bharat Mission is well known and has been studied by various reputable organisations: the assets created under this program also tell their own story. Under SBM-Grameen, over 11.5 crore toilets have been constructed, and today, more than 4.7 lakh villages have declared themselves as ODF Plus. Today, they are equipped with solid and liquid waste management systems and are virtually clean. The true impact lies not in these statistics alone, but in the lived experiences of families living in rural areas. This includes places where women no longer need to walk long distances to relieve themselves, and healthier children, cleaner water bodies where waste-water and plastics are better managed and winning partnerships.



A better-toilet is a heritage site with safe sanitation facilities makes visitors stay longer, enjoy more, and return

angamandir centres, and public spaces reflect the success of the rural water and sanitation missions.

Swachh Bharat Hi Seva (SBHS), the annual SBM campaign, with this year's theme - 'Swachh Aashay, nirmala ush' - that fosters a culture of cleanliness is not just about celebratory events but also opportunities to practice responsibility and realise the thought of sanaksh in swachhata. This year, through the course of the campaign, it has been heartening to witness communities adopting once more cleanliness as part of their culture, not as an afterthought. Celebrating festivals responsibly with appropriate waste segregation systems and reduced usage of single-use plastics and adoption of eco-friendly sanitation facilities through the course of SBHS has been a true Swachh Bharat, where we are not just celebrating, we are institutionalising practices, making these practices become a habit, which in time becomes heritance.

Lower risk days, healthier children, and reduced disease burden free up family incomes and improve workforce productivity. This, in turn, fuels already thriving Indian economic momentum. A clean nation is a nation that is transparent and attractive to the world. At the heart of this mission is Jan Bhagwan, as SBM has always been a movement powered by people, in villages, Village Water and Sanitation Committees (VWSCs) and Gram Panchayats must con-

tinuously carry forward the spirit of 'Na Hindu Hain Hum', meaning 'we Indians are not to be divided'. Pujya Gurukul ji said, "It is not wrong, nothing is wrong to the world." Later, Pujya Raju Bhagya ji and Pujya Sakarshan ji, too, carried this message forward. In the current times, the present Saranagopalji, respected Mahan Bhagwat ji, has given a clear call for unity, calling for one well, one temple, one common ground for everyone. When the Sangh was formed a century ago, the needs and struggles of the time were different from those of today. Today, as India aspires towards becoming a developed nation, there are newer challenges. Dependence on foreign countries, complexities to divide our unity, demographic changes through inflation and more. Our government is actively confronting these. I am glad that the RSS too has prepared a concrete roadmap to face them.

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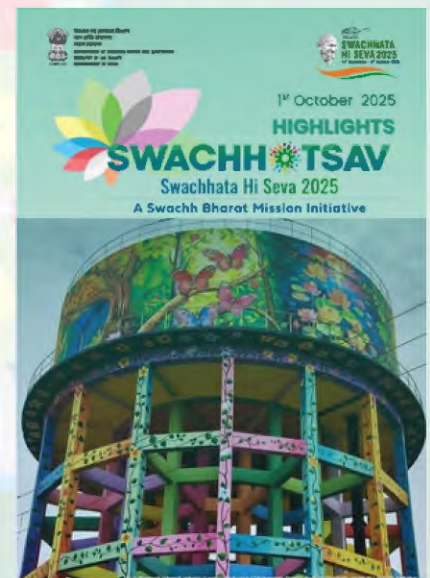
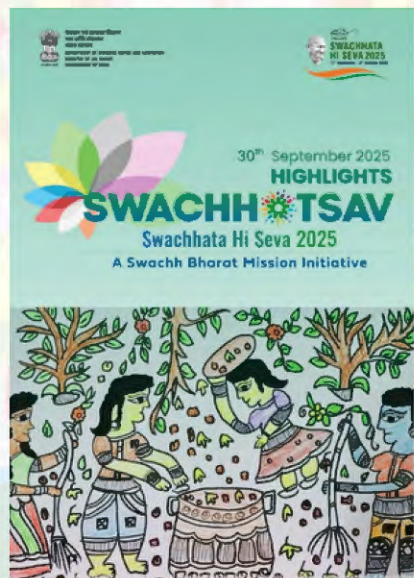
DEAR EDITOR PAKISTAN'S DEEP UNREST

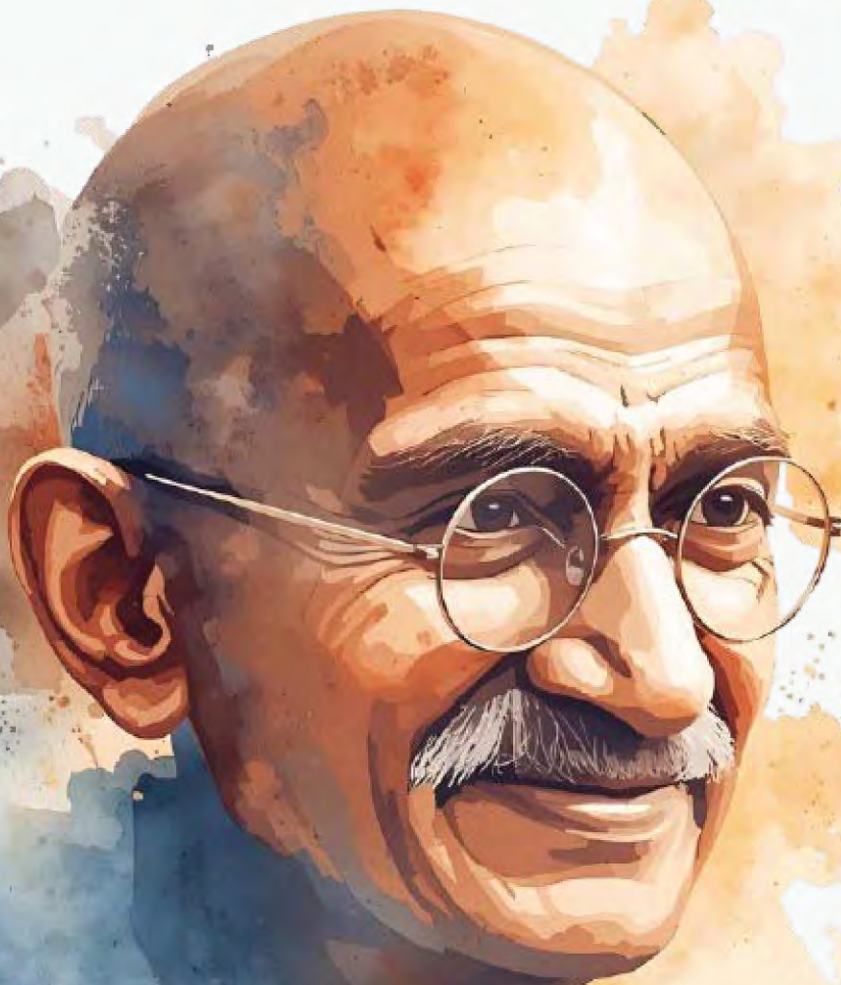
The more chaos in Pakistan against sleeping against in both POK and Balochistan. In Muzaffargarh, protests over soaring food, fuel and power costs turned deadly when Rangers fired on demonstrators, killing three and wounding six. Locals allege that POK is denied its due share of the 2,600 MW generated by the Neelum-Jhelum project and suffers from neglect of essential services. Their 18-point charter includes ending 12 reserved assembly seats for Kashmiri refugees, which distort representation. In Balochistan, too, anger over inequalities returns from natural resources permits, even as Islamabad blames 'terrorists'. With inflation above 20%, instability in a major export Pakistan joins regional malaise. India must step up border vigilance, expose repression globally, confront POK with 85-85 program, and expand partnerships to counter China's influence.

10



Communications from DDWS





“ स्वच्छता को अपने आचरण में इस तरह अपना
लो कि वह आदत बन जाये ”
- महात्मा गाँधी



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पेयजल एवं स्वच्छता विभाग
जल शक्ति मंत्रालय
भारत सरकार

DEPARTMENT OF DRINKING WATER AND SANITATION
MINISTRY OF JAL SHAKTI
GOVERNMENT OF INDIA



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URBAN AFFAIRS
GOVERNMENT OF INDIA