



स्वातंत्र्याचा अमृत महोत्सव



सावित्रीबाई फुले पुणे विद्यापीठ

(पूर्वीचे पुणे विद्यापीठ)



प्रो. (डॉ.) सदानंद भोसले

एम्.ए., पीएच्.डी.

संचालक (अतिरिक्त कार्यभार)

राष्ट्रीय सेवा योजना

गणेशखिंड, पुणे - ४११ ००७

कार्यालय क्र. : ०२०-२५६२२६८८/८९
: ०२०-२५६२२६९०/९१
: ०२०-२५६२२६९२
: ०२०-२५६९७३४९

संदर्भ : रासेयो/२०२५-२६/२८३

दि. १५/०९/२०२५

प्रति,
मा.प्राचार्य/संचालक,
रासेयो संलग्नित सर्व महाविद्यालये परिसंस्था,
पुणे, अहिल्यानगर व नाशिक जिल्हा,
सावित्रीबाई फुले पुणे विद्यापीठ.

विषय : स्वच्छता ही सेवा(SHS) २०२५ मोहीमेतर्गत दि. १७ सप्टेंबर ते दि. ०२ ऑक्टोबर
२०२५ दरम्यान उपक्रम राबविण्याबाबत ...

संदर्भ : मा. क्षेत्रीय संचालक, रासेयो क्षेत्रीय संचालनालय, युवा व खेल मंत्रालय, भारत सरकार,
पुणे यांचा दि. १२ सप्टेंबर २०२५ चा मेल

महोदय,

मा. क्षेत्रीय संचालक, क्षेत्रीय संचालनालय, युवा व खेल मंत्रालय, भारत सरकार, पुणे यांनी कळविल्यानुसार दि. १७ सप्टेंबर ते दि. ०२ ऑक्टोबर २०२५ दरम्यान स्वच्छता ही सेवा मोहीम राबविण्यात येणार आहे. या मोहीमेची संकल्पना “स्वच्छोत्सव” अशी आहे. त्या अनुषंगाने आपल्या महाविद्यालयामध्ये रासेयो स्वयंसेवकांमार्फत दि. १७ सप्टेंबर ते दि. ०२ ऑक्टोबर २०२५ दरम्यान राबविण्यात येणाऱ्या स्वच्छता उपक्रमाचे सविस्तर पत्र आपल्या माहिती व उचित कार्यवाहीकरिता सोबत जोडले आहे. तसेच देशव्यापी श्रमदान कार्यक्रम ‘एक दिन, एक घंटा, एक साथ’ हा उपक्रम दि. २५ सप्टेंबर २०२५ रोजी महाविद्यालय परिसरामध्ये घेण्यात यावा.

‘स्वच्छता ही सेवा(SHS) २०२५’ उपक्रमातर्गत राबविण्यात येणाऱ्या विविध उपक्रमांची माहिती My Bharat पोर्टलवर Event Create करून अपलोड करणे क्षेत्रीय संचालनालयाच्या मार्गदर्शक तत्त्वानुसार अनिवार्य आहे. सदर उपक्रम संपन्न झाल्यानंतर त्वरीत उपक्रमाचे फोटो, व्हिडीओ व अहवाल nss_student_list@pun.unipune.ac.in, nssrcpune@gmail.com, nssmantralaya@gmail.com या मेलवर ‘स्वच्छता ही सेवा(SHS) २०२५’ या विषयासह पाठवण्यात यावा. सदर उपक्रमाच्या आयोजनाकरिता मा. क्षेत्रीय संचालक यांचे पत्र आपल्या माहिती व उचित कार्यवाहीकरिता सोबत जोडले आहे. त्यानुसार आपण आपल्या स्तरावर उचित कार्यवाही करावी. कळावे, ही विनंती.

संचालक (अतिरिक्त कार्यभार)
राष्ट्रीय सेवा योजना

सोबत: मा. क्षेत्रीय संचालक, रासेयो क्षेत्रीय संचालनालय, युवा व खेल मंत्रालय, भारत सरकार, पुणे यांचे पत्र



BY EMAIL

F No. NSSRD/21/10/2025-26/ 343-436

Date: 12th Sept, 2025

To

NSS Program Coordinators/ NSS Directors
of all Universities / Plus Two Councils in Maharashtra & Goa

District Coordinators of NSS in Maharashtra

Subject: Swachhata Hi Seva (SHS) Campaign 2025- organisation of activities by NSS units from 17th Sept to 2nd Oct, 2025 - Reg

Sir/Madam,

In reference Directorate of NSS New Delhi Letter No P.24/3/2025/NSS/DTE/2418-2432 dated 11th Sept, 2025 along with copy of the D.O. letter no. 2/5/2024-SBM-IV dated 4th September 2025, jointly issued by the Ministry of Housing & Urban Affairs and the Department of Drinking Water and Sanitation, Ministry of Jal Shakti (Copy attached).

In this regard it is to inform you that this year's Swachhata Hi Seva (SHS) campaign will commence from 17th September 2025 and culminate on 2nd October 2025, observed as Swachh Bharat Diwas. The theme for SHS-2025 is "Swachhotsav, reflecting the festive spirit of the period.

The key focus areas for the SHS: 2025 campaign are as follows:

1. Transformation of Cleanliness Target Units (CTUs): Identification, mapping, and time-bound clearance of difficult and dirty 'Atspots'
2. Clean Public Spaces: Ensuring cleanliness of establishments, institutions, and high footfall areas.
3. Safai Mitra Suraksha Shivirs: Organising single-window camps for preventive health checkups and linking Safai Mitras with welfare schemes.
4. Clean Green Utsav: Promoting eco-friendly and zero-waste celebrations.
5. Advocacy: Including Swachh Sujal Gaon, Waste to Art, Clean Street Food, and RRR (Reduce, Reuse, Recycle) Centres.

As in previous years, when crores of people voluntarily contributed one hour of service at lakhs of sites, this year's nationwide shramdaan event, 'Ek Din, Ek Ghanta, Ek Saath', is proposed on 25th September 2025, inviting citizens to join hands in the nation's cleanliness drive.

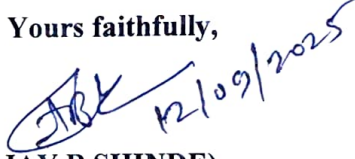
In this context, all Universities / Plus Two Institutions are requested to:

- a) In places / localities affected by flooding or natural calamities, undertake SHS activities based on ground conditions, ensuring integration of cleanliness, sanitation, and hygiene with flood relief and rehabilitation measures.
- b) Ensure daily reporting of SHS-2025 activities through the specially curated IT Portal <https://swachhatahiseva.gov.in/>. The credential will be shared shortly.
- c) It is requested to submit periodic reports to this office after completion of each activity, including action photographs to NSSRD Pune & State NSS Cell of the state.
- d) All NSS Institutions are requested to create daily events from NSS PO Login as well as KI Login on the MY Bharat Portal to showcase personal leadership and support in making the campaign a resounding success.

Your cooperation and active participation in making SHS-2025 a success are highly solicited.

Encl : Above

Yours faithfully,


(AJAY B SHINDE)
Regional Director

Copy for information & necessary action to: The State NSS Officer Maharashtra & Goa state with a request to kindly ensure organisation of activities for Swachhata Hi Seva (SHS) Campaign 2025- NSS units from 17th Sept to 2nd Oct, 2025 in the state please

F.No.P.24/3/2025/NSS/DTE/2418-2432
Government of India
Ministry of Youth Affairs & Sports
Department of Youth Affairs
Directorate of National Service Scheme
Shivaji Stadium, New Delhi-110001

Dated the 11th September, 2025

To

Regional Director
All the Regional Directorates of NSS.

Subject: Swachhata Hi Seva (SHS) Campaign 2025 – Reg.

Sir/Madam,

I am directed to refer to the D.O. letter no. 2/5/2024-SBM-IV dated 4th September 2025, jointly issued by the Ministry of Housing & Urban Affairs and the Department of Drinking Water and Sanitation (Ministry of Jal Shakti) (attached).

In this regard it is to inform you that this year's Swachhata Hi Seva (SHS) campaign will commence from 17th September 2025 and culminate on 2nd October 2025, observed as Swachh Bharat Diwas. The theme for SHS-2025 is '**Swachhotsav**,' reflecting the festive spirit of the period.

The key focus areas for the SHS-2025 campaign are as follows:

1. **Transformation of Cleanliness Target Units (CTUs):** Identification, mapping, and time-bound clearance of difficult and dirty 'Atspots.'
2. **Clean Public Spaces:** Ensuring cleanliness of establishments, institutions, and high footfall areas.
3. **Safai Mitra Suraksha Shivirs:** Organizing single-window camps for preventive health checkups and linking Safai Mitras with welfare schemes.
4. **Clean Green Utsav:** Promoting eco-friendly and zero-waste celebrations.
5. **Advocacy:** Including Swachh Sujal Gaon, Waste to Art, Clean Street Food, and RRR (Reduce, Reuse, Recycle) Centres.

As in previous years, when crores of people voluntarily contributed one hour of service at lakhs of sites, this year's nationwide shramdaan event, '**Ek Din, Ek Ghanta, Ek Saath**,' is proposed on 25th September 2025, inviting citizens to join hands in the nation's cleanliness drive.

In this context, all Regional Directors are requested to:

- In States/UTs/constituencies affected by flooding or natural calamities, undertake SHS activities based on ground conditions, ensuring integration of cleanliness, sanitation, and hygiene with flood relief and rehabilitation measures.
- Ensure daily reporting of SHS-2025 activities through the specially curated IT Portal <https://swachhatahiseva.gov.in/>. the credential will be shared shortly
- Submit periodic reports to this office after completion of each activity, including action photographs.

- Create daily events on the MY Bharat Portal to showcase personal leadership and support in making the campaign a resounding success.

Your cooperation and active participation in making SHS-2025 a success are highly solicited.

Encl: a/a.

Yours faithfully,



(Komal Singh Chaudhary)
Youth Officer



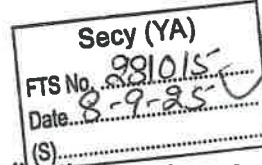
Ashok K. K. Meena
Secretary
Government of India
Department of Drinking Water & Sanitation
Ministry of Jal Shakti



Srinivas Katikithala, IAS
Secretary
Government of India
Ministry of Housing and Urban
Affairs

D.O.No. 2/5/2024-SBM-IV

Dear Madam/Sir,



Date: 4th September, 2025

To strengthen voluntarism and collective action for Swachhata, a fortnight of 'Swachhata Hi Seva' (SHS) has been observed since 2017. This annual campaign has been exemplifying the 'Whole of Society' and 'Whole of Government' approach bringing together citizens, institutions, and leadership at all levels. Over the years, this campaign has grown in its scale and impact.

2. The SHS- 2025 is being jointly organized by Ministry of Housing and Urban Affairs (MoHUA) and the Department of Drinking Water and Sanitation (DDWS), Ministry of Jal Shakti. The campaign will begin from 17th Sept, 2025, culminating on 2nd Oct, 2025, being observed as Swachh Bharat Diwas. This year's theme, 'Swachhotsav,' aligns with the festive spirit of the period.

3. The key focus areas of the SHS- 2025 campaign are:

- i. **Transformation of Cleanliness Target Units (CTUs)** wherein difficult and dirty spots will be identified, mapped and cleared in the time bound manner,
- ii. **Clean Public Spaces:** General cleanliness of establishments / institutions and high footfall spaces,
- iii. **SafaiMitra Suraksha Shivirs:** Single window camps for preventive health checkup and linking with welfare schemes,
- iv. **Clean Green Utsav:** Eco – friendly and zero waste celebration,
- v. **Advocacy:** Swachh Sujal Gaon, Waste to Art, Clean Street Food, RRR Centers etc.

4. Like previous years, when crores of people have voluntarily joined at lakhs of sites to contribute one hour of voluntary swachhata service, this year, the simultaneous nationwide shramdaan, 'Ek Din, Ek Ghanta, Ek Saath' is proposed on 25th Sept, 2025 with a call to action to citizens for joining hands for the nation's cleanliness.

5. In view of the same, following are the key requests from the Central Ministries:

- i. Assign a nodal officer of the rank of Joint Secretary (JS) to coordinate efforts of the Ministry/Department. The contact details of the nodal officer should be communicated by 10th Sept. 2025 to Mr. V.S. Rana, Director, SBM-Urban (ranavs.rana66@nic.in) & Mr. Sanjay Kumar Sinha, Director, SBM – Grameen (sanjay.sinha67@nic.in),
- ii. Mobilize all PSUs/ subordinate offices/ field units / institutions under the Ministry during the fortnight for the activities at Point (3) above,
- iii. Promote partnerships with private sector organizations, NGOs, CSOs, CSR funds, philanthropies and other related stakeholders etc.,
- iv. Plan an effective advocacy strategy,



Rshmy
10/9/2025
40 (ASX)
(Sri Anurag YAS)

- v. Daily reporting of activities during SHS-2025 are to be uploaded on daily basis on the specially curated IT Portal for SHS-2025 (<https://swachhatahiseva.gov.in/>). Details and login credentials will be shared subsequently, followed by IT trainings for local bodies, PSUs and Central Ministries and other stakeholders.

6. In the States/UTs/constituencies where the areas are affected by flooding/natural calamities may take up SHS activities based on ground conditions, care may be taken to club swachhata, sanitation and hygiene with flood relief and rehabilitation measures.

We look forward to your personal leadership and support in making this campaign a resounding success.



(Ashok K. K. Meena)
Secretary, DDWS



(Srinivas Katikithala)
Secretary, MoHUA

To,
All Secretaries of Central Govt Ministries