



ज्ञान-विज्ञान विमुक्तये

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विश्वविद्यालय अनुदान आयोग
University Grants Commission
(शिक्षा मंत्रालय, भारत सरकार)
(Ministry of Education, Govt. of India)

D.O. No.16-10/2025(e.Gov)

28 भाद्रपद, 1947 September 19, 2025

Subject: Observance of Swachhata Hi Sewa (SHS) 2025 Campaign from 17th September to 1st October, 2025 – reg.

आदरणीय महोदया/महोदय,

This is in continuation to UGC D.O. letter No. 2-50/2023(CPP-II)(C.130968) dated 18th September 2025 regarding the Swachhata Hi Sewa (SHS) 2025 campaign, which will be organised across the country from 17th September to 1st October, 2025, with the theme “Swachhotsav.” The campaign will culminate with the observance of Swachh Bharat Diwas on 2nd October, 2025.

The campaign is being conducted through the Whole-of-Society and Whole-of-Government approach with a focus on key activities such as the transformation of cleanliness target units, general cleanliness of campuses and high-footfall public spaces, organisation of Safai Mitra Suraksha Shivirs for preventive health check-ups and linkage with welfare schemes, celebration of Clean Green Utsav with eco-friendly and zero-waste practices, and advocacy programmes including Swachh Sujal Gaon, Waste-to-Art, Clean Street Food, and RRR Centres.

As part of this initiative, a nationwide shramdaan activity “Ek Din, Ek Ghanta, Ek Saath” is proposed on 25th September, 2025, in which all citizens are encouraged to participate by dedicating one hour towards voluntary cleanliness service.

Higher Education Institutions are requested to actively organise activities under the identified themes of Swachhata Hi Sewa (SHS) 2025 and ensure enthusiastic participation of students, teachers, and staff members. Reports of the activities during SHS-2025 are to be uploaded on the SHS-2025 portal (<https://swachhatahiseva.gov.in>).

The HEIs are also requested to nominate a senior official as Nodal Officer to coordinate and monitor the activities. The details of the Nodal Officer may be uploaded on the Google Form link: <https://docs.google.com/spreadsheets/d/1DFKK9506asr1VueMbcKIWq8Z6TNfA5hz/edit?rtpof=true&sd=true&pli=1&gid=406331564#gid=406331564> . For any queries, contact directly to Shri V.S. Rana, Director, SBM-Urban (ranavs.rana66@nic.in) or Shri Sanjay Kumar Sinha, Director, SBM-Grameen (sanjay.sinha67@nic.in).

Training sessions on the use of the portal will be organised shortly by the concerned Ministries. In regions affected by floods or natural calamities, the campaign activities may be suitably adapted and integrated with relief and rehabilitation measures to spread the message of cleanliness, sanitation, and hygiene effectively.

सादर,

भवदीय,

(मनिष जोशी)

प्रतिलिपि: सभी विश्वविद्यालयों के कुलपति