



पेयजल एवं स्वच्छता विभाग
जल शक्ति मंत्रालय
भारत सरकार

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



एक कदम स्वच्छता की ओर

SWACHHATA HI SEVA 2026

SWACHHATA MEIN SAHBHAG

SWACHH BHARAT, VIKSIT BHARAT

ROLLOUT-TAIYARI SE SHUBHARAMBH

17th & 18th September 2026





**“...जब किसी जगह को स्वच्छ रखने का संकल्प
वहाँ के लोगों का अपना संकल्प बन जाता है, तो
बदलाव केवल साफ-सफाई तक सीमित नहीं रहता।
इससे उस जगह की पूरी पहचान ही बदल जाती है।”**

श्री नरेंद्र मोदी
माननीय प्रधानमंत्री, भारत

137वाँ एपिसोड, मन की बात, 30 अगस्त, 2026





Achievements under Campaign Pillars (Rural + Urban)

Total Participants

23.31 Lakhs

Cleanliness Target Units

Total CTUs

6.35 Lakhs

CTUs Transformed

24,307

Total Participants

7.73 Lakhs

Clean Public Spaces

Total Clean Public Spaces Identified

69,420

Completed Clean Public Spaces

5,765

Total People Engaged

2.58 Lakhs

Swachh Paathshala: Yuva for Swachhata

Awareness Activities
Conducted on SWM Rules,
2026

58,312

RRR Drives Conducted
for Recycling and Re-use

26,360

Total Number of
Stakeholders Engaged

1.64 Lakhs

Total School Children
Participation

8.08 Lakhs

Swachhata Gyan
Yatra/Exposure Visits
Conducted

13,421

Swachhata Gyan
Yatra/Exposure Visits
Participation

2.58 Lakhs

Swachhata
Competitions
Organised

15,840

Swachhata
Competitions
Participation

2.51 Lakhs

Safai Mitra Suraksha Evam Samman Shivir

Shivirs Conducted

646

Sanitation Workers Recognised

5,770

Scheme Beneficiaries

7,966

Jan Bhagidari for Swachhata & Advocacy

Total Events Conducted

50,292

Total Participants

1.99 Lakhs

4-Way Waste Segregation: Ab Do
Nahi Chaar

Events: **25,073**

Participants: **1.14 Lakhs**

Swachh Parv, Harit Parv -
Clean Green Festivities

Events: **786**

Participants: **6,471**

Sports for Swachhata

Events: **1,070**

Participants: **12,412**

Clean Water Bodies

Events: **2,455**

Participants: **27,284**



Steps up to Launch: 19th August to 16th September

Swachhata Hi Seva (SHS) 2026 campaign preparations under the theme "Swachhata Mein Sahbhag, Swachh Bharat, Viksit Bharat"

19th August, 2026

Preparatory Meeting for SHS 2026, chaired by JS & MD, SBM(G) for ground setting

25th August, 2026

Preparatory review meeting for SHS 2026 in New Delhi, co-chaired by Secretaries.

4th September, 2026

Inter-Ministerial Meeting between Hon'ble Union Ministers of MoJS & MoHUA for SHS 2026

11th-12th September, 2026

SHS 2026 Portal Training held for Central Ministries/Departments, States and UTs

14th September, 2026

Meeting held under the chairmanship of the Cabinet Secretary on SHS 2026

15th September, 2026

Preparatory meeting with States and UTs in New Delhi chaired by Hon'ble Union Minister, MoJS

16th September, 2026

National Curtain Raiser Event in New Delhi



Steps up to Launch: 19th August to 16th September

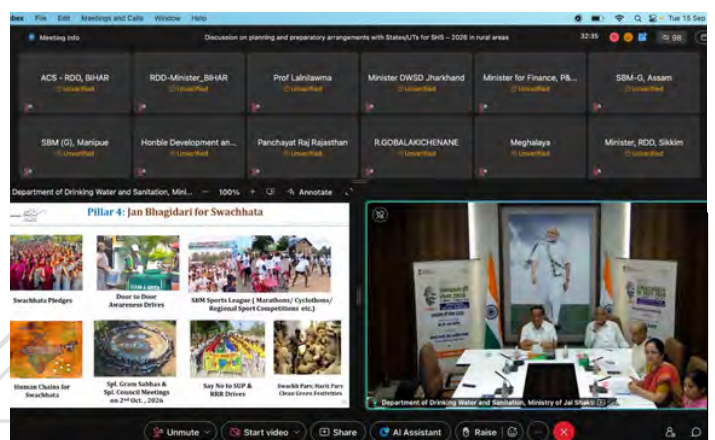
National Curtain Raiser Event in New Delhi



Hon'ble Union Minister of Jal Shakti, Shri C. R. Patil, Hon'ble Union Minister of State for Housing and Urban Affairs, Shri Tokhan Sahu, and Hon'ble Minister of State for Ministry of Jal Shakti, Shri V. Somanna, addressed the Curtain Raiser media interaction for Swachhata Hi Seva 2026 on 16th September in New Delhi. Secretary, Department of Drinking Water & Sanitation, Shri Ashok K. K. Meena, and Secretary, Ministry of Housing and Urban Affairs, Shri Satendra Singh, also joined the dignitaries at the event.

Steps up to Launch: 19th August to 16th September

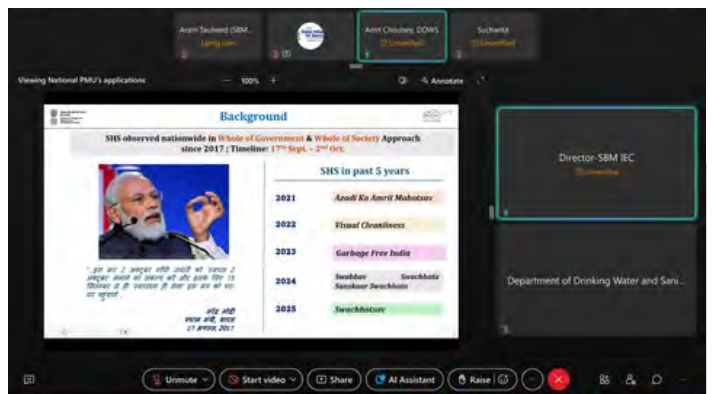
Preparatory meeting with States and UTs in New Delhi chaired by Hon'ble Union Minister



On 15th September in New Delhi, Hon'ble Minister of Jal Shakti Shri C. R. Patil, along with Hon'ble Minister of State Shri V. Somanna, interacted via VC with Hon'ble Ministers from States & UTs, urging their commitment and people's participation in the Swachhata Hi Seva 2026 campaign, and digitally launched the Swachh Seva Aankalan.

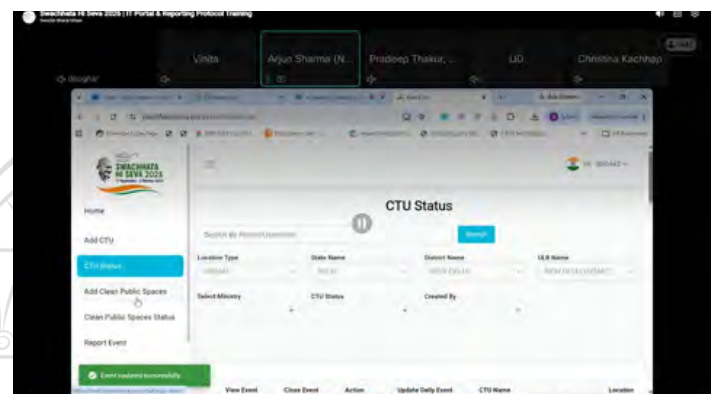
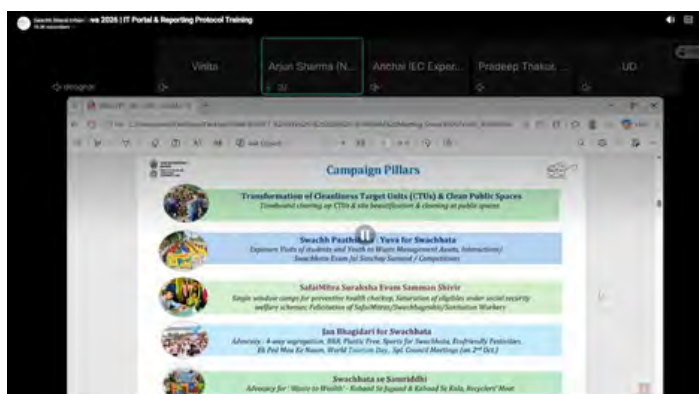
Steps up to Launch: 19th to 16th September

Swachhata Hi Seva (SHS) 2026 campaign preparations



Preparatory Meeting for Swachhata Hi Seva (SHS) 2026 held under the joint chairmanship of Secretaries of the Department of Drinking Water and Sanitation (DDWS) and Ministry of Housing and Urban Affairs (MoHUA), on 25th August 2026

SHS 2026 Portal Training held for Central Ministries, States and UTs



Multiple VC training sessions on the Swachhata Hi Seva (SHS) 2026 Portal were organized on 11th and 12th September for various States/UTs and Ministries/Departments, covering both rural and urban stakeholders

Rollout of “SWACHHATA HI SEVA 2026”

Swachhata Hi Seva (SHS) 2026 Campaign Rollout Led by Special Dignitaries



Foundation stone laying for 151 Groundwater Recharge Borewells for Water Conservation – Gujarat, Surat District, Udhna, in the presence of Hon'ble Union Minister of Jal Shakti Shri C. R. Patil



Hon'ble Minister of State for Jal Shakti, Shri V. Somanna, participated in a cleanliness drive at Tumakuru Railway Station, followed by the distribution of sweets and notebooks to schoolchildren, promoting the spirit of service and community welfare.

Rollout of “SWACHHATA HI SEVA 2026”

Swachhata Hi Seva (SHS) 2026 Campaign Rollout Led by Special Dignitaries



Cleanliness Drive – Gujarat, Mehsana District, Vadnagar, Sharmishtha Lake & Vadnagar Bus Depot, in the presence of Hon'ble Union Home Minister Shri Amit Shah



Hon'ble Union Minister of Finance, Smt. N. Sitharaman, along with students, planted the first saplings for 'Bharat Vann' at Lodhi Colony Park, New Delhi, under the Seva Sankalp Abhiyan and Ek Ped Maa Ke Naam initiatives.



Cleanliness drive – Gujarat, Mehsana District, Vadnagar Block, in the presence of Hon'ble Chief Minister of Gujarat Shri Bhupendra Patel and Hon'ble Deputy Chief Minister of Maharashtra Shri Eknath Shinde

Rollout of “SWACHHATA HI SEVA 2026”

Swachhata Hi Seva (SHS) 2026 Campaign Rollout Led by Special Dignitaries



Inauguration of SHS 2026, Flag-off of 17 SBM(G) Vehicles and Release of the SoP Guide for Mobile Treatment Units – Sikkim, Gangtok District, Gangtok, Ridge Park, in the presence of Hon'ble Governor Shri Om Prakash Mathur and Hon'ble Chief Minister Shri Prem Singh Tamang



Cleanliness drive and launch of SHS 2026- Arunachal Pradesh, Hon'ble Chief Minister, Shri Pema Khandu



Launch of SHS 2026, Plantation drive – Bihar, Supaul District, Supaul Block, in the presence of Hon'ble MP Shri Dileshwar Kamait



Cleanliness drive and launch of SHS 2026 – Tripura, Gomati District, Tepania RD Block, Chataria Gram Panchayat, Shitla Bari Temple, in the presence of Hon'ble Finance Minister Shri Pranajit Singha Roy

Note: participation depicted also includes urban area events

Rollout of “SWACHHATA HI SEVA 2026”

Swachhata Hi Seva (SHS) 2026 Campaign Rollout Led by Special Dignitaries



Cleanliness Drive- Tripura, Hon'ble Minister for Welfare of Scheduled Castes, Shri Sudhanshu Das



Participation in SHS 2026 – Assam, Sribhumi District, in the presence of Hon'ble Minister for PHED Shri Krishnendu Paul



State-Level launch of SHS 2026 and Swachhata Pledge – Mizoram, in the presence of Hon'ble Ministers Shri K. Sapdanga and Prof. Lalnilawma



Cleanliness drive – Uttar Pradesh, Gorakhpur District, Gorakhpur Airport



Launch of SHS 2026 – Punjab, Ludhiana District, in the presence of Hon'ble Minister for Water Supply & Sanitation Shri Hardeep Singh Mundian



Cleanliness drive through Shramdaan and Public Awareness on SHS 2026 – Uttar Pradesh, Mirzapur District, Majhawan Assembly Constituency, in the presence of Hon'ble MLA, Majhawan

Note: participation depicted also includes urban area events

Rollout of “SWACHHATA HI SEVA 2026”

National Rollout of Swachhata Hi Seva (SHS) 2026 campaign



Department of Drinking Water & Sanitation (DDWS), Ministry of Jal Shakti, along with the Department of Urban Development (DoUD), Ministry of Housing and Urban Affairs (MoHUA), rolled out the Swachhata Hi Seva 2026 campaign with a plantation drive at Children's Park, India Gate, New Delhi.

The plantation drive was led by Shri Ashok K.K. Meena, Secretary, DDWS (MoJS), Shri Satendra Singh, Secretary, DoUD (MoHUA) and Ms. D. Thara, Secretary, DoCD (MoHUA). Ms. Aishvarya Singh, Joint Secretary & MD, SBM(G), DDWS (MoJS), along with senior officers and employees from MoJS and MoHUA, participated in the National Rollout, reaffirming the collective commitment to "Swachhata Me Sahbhag, Swachh Bharat, Viksit Bharat."

Rollout of “SWACHHATA HI SEVA 2026”

Swachhata Hi Seva (SHS) 2026 Campaign Rollout Led by State/UT SBM(G) teams and Panchayats



UT-Wide Launch of SHS 2026, Swachhata Pledge and Signature Campaign – Jammu & Kashmir, Srinagar District, Khonmoh Block, led by DG Rural Sanitation, J&K,



State-level launch of SHS 2026 – Bihar, led by Shri Himanshu Sharma, CEO & Mission Director, Bihar, with participation of the State Coordinator and other officials



Launch of SHS 2026 – Punjab, led by Mission Director, SBM(G), Department of Water Supply & Sanitation, Punjab



State-level launch of SHS 2026 – Nagaland, Kohima District, Kohima, led by Mission Director, SBM(G), Shri Gwatilo Tep

Swachh Paathshala: Yuva for Swachhata



Sensitization of Students on Cleanliness, Source Segregation and the Importance of Swachhata – Andhra Pradesh, Ananthapuramu District, Garladinne Block, Garladinne Village



Awareness Programme for School Children on Four-Way Source Segregation – Telangana, Mahabubnagar District, Chinna Chintakunta (CC Kunta) Mandal, Kurumurthy Gram Panchayat



Sanitation Pledge and Students' Exposure Visit to SWM Processing Facility – Tamil Nadu, Tenkasi District, Sankarankovil Block, Veerasigamani Village Panchayat



Rallies, Awareness Sessions, Exposure Visits and Swachh Paathshala Initiatives – Odisha, Kendujhar District, Joda & Patana Blocks; Rayagada District, Gunupur Block

Swachh Paathshala: Yuva for Swachhata



Exposure Visit to Plastic Waste Management Unit under 'Swachh Paathshala- Yuva for Swachhata' – Assam, Hailakandi District, Hailakandi & Algapur Blocks, Bornagad and Chiporsangon GPs.



Swachh Paathshala – Haryana, Mahendragarh District, Narnaul Block, Gehli Gram Panchayat.



Art Competitions and Cleanliness drives – Haryana, Rohtak District, Rohtak Block, Baland Gram Panchayat.



Distribution of IEC Booklets to Raise Awareness on Cleanliness – Gujarat, Dahod District, Dahod Taluka/Block, Chapri Gram Panchayat



Swachh Paathshala: Yuva for Swachhata



Awareness Programme on Four-Way Waste Segregation Using Colour-Coded Dustbins – Bihar, Madhepura District, Singheshwar Block, Kamargama Gram Panchayat, Middle School Barhari



Cleanliness drive under 'Swachh Paathshala – Yuva for Swachhata' – Tripura, Sepahijala District, Mohanbhog RD Block, Grantali Gram Panchayat, PM SHRI Gorurband High School



Exposure Visit of Students to Resource Recovery Facility (RRF) – Kerala, Kannur District, Kathiroom Gram Panchayat, Kathiroom RRF, Government Vocational Higher Secondary School Kathiroom



Human Formation Symbolising SHS 2026 by School Students – West Bengal, Dakshin Dinajpur District, Balurghat Block, Amritakhand Gram Panchayat, Badamail Laxmi Pratap High School.



Launch of SHS 2026, Swachhata Pledge and Demonstration on Four-Way Waste Segregation – Mizoram, Lawngtlai District, Lawngtlai, DC Office Complex

Swachh Paathshala: Yuva for Swachhata



Exposure Visit for School Students under SHS 2026 – Assam, Cachar District, Borkhola Block, involving students from four schools



Visit to Central Garbage Depository (CGD) by School Students under SHS 2026 – Lakshadweep UT, Kavaratti Island, Kavaratti



Exposure Visit of Students under SHS 2026 – Andaman & Nicobar Islands UT, South Andaman District, Little Andaman CD Block, Government Middle School (GMS), Rabindra Nagar.

Swachh Paathshala: Yuva for Swachhata



Awareness Sessions on SWM Rules 2026 for School Students – Telangana, Mahabubabad & Peddapalli Districts, across various schools



Awareness Activities on SWM Rules 2026 – Telangana, Peddapalli District, across various schools



Swachh Gyan Yatra – Exposure Visit of School Children to GOBARDhan Plant – Uttar Pradesh, Shravasti District, Gilaula Block, Tanda Mahant Gram Panchayat



Exposure Visit of Students to Biogas Project under SHS 2026 – West Bengal, Jalpaiguri District, Matiali Block, Salbari

Swachh Paathshala: Yuva for Swachhata



Exposure Visit of Students to SBM(G) Assets, including Solid Waste Segregation Shed – Jammu & Kashmir, Baramulla District, Kunzer Block



Exposure Visit of School Students to Plastic Processing Centre – Maharashtra, Wardha District, Wardha Block, Digraj Gram Panchayat



Swachhata Pledge for School Students – Andhra Pradesh, Sri Sathya Sai District, Bukkapatnam Mandal, Bukkapatnam Gram Panchayat



Exposure Visit of Students to GOBARdhan Project – West Bengal, Malda District, Kaliachak-III Development Block, Akandabaria Gram Panchayat



Swachhata Gyan Yatra – Awareness March and Exposure Visit of School Students to RRC Centre – Uttar Pradesh, Jaunpur District, Sirkoni Block, Gopipur Gram Panchayat



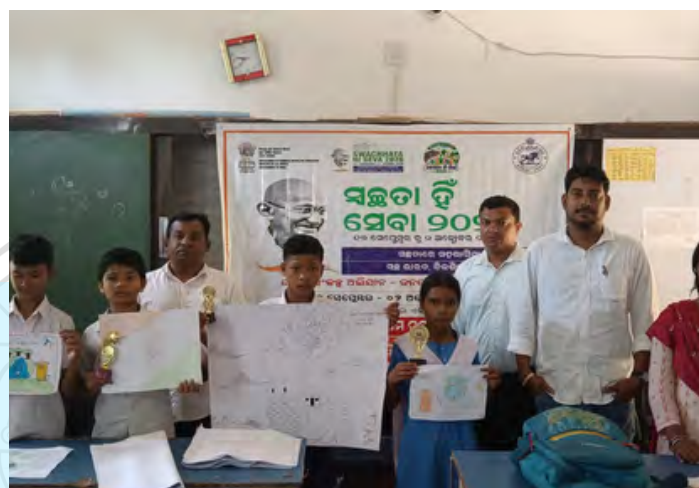
Swachh Paathshala: Yuva for Swachhata



Exposure Visit of School Students to SWM Shed & PWMU under Swachh Paathshala - Yuva for Swachhata - Haryana, Rohtak District, Mehama Block, Madina Korshan Gram Panchayat



SHS 2026 Activities by School Students - Tamil Nadu, Tenkasi District, Sankarankovil Block, Veerasigamani Village Panchayat



Swachhata Awareness and Youth Engagement Activities under SHS 2026 - Odisha, Gajapati District, Rayagada Block, Lailai Gram Panchayat, with active participation of school students and youth

Swachh Paathshala: Yuva for Swachhata



Exposure Visit of School Students under SHS 2026 – Andhra Pradesh, Srikakulam District, Narasannapeta Mandal, Urlam & Komarathi Gram Panchayats, Schools



Exposure Visit of School Students under SHS 2026 – Gujarat, Valsad District, Pardi Taluka/Block, Gauri Gram Panchayat

Exposure Visit of School Students to Central Garbage Depository (CGD) under SHS 2026 – Lakshadweep UT, Amini Island, Amini Block, Amini Panchayat



Making Dustbins Using Bamboo by School Students under SHS 2026 – Nagaland, Chümoukedima District, Medziphema Block, Jharnapani, Government Middle School

Highlights from Central Ministries & PSUs



Swachhata Pledge and Rollout of SHS 2026 – New Delhi, Ministry of Parliamentary Affairs (MoPA), led by Secretary



Marathon under SHS 2026 – New Delhi, ICAR–Indian Agricultural Research Institute (IARI), Pusa Campus, Ministry of Agriculture & Farmers Welfare, Government of India



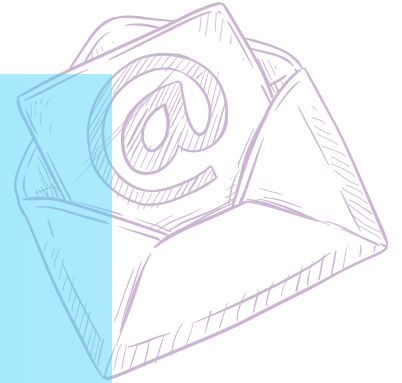
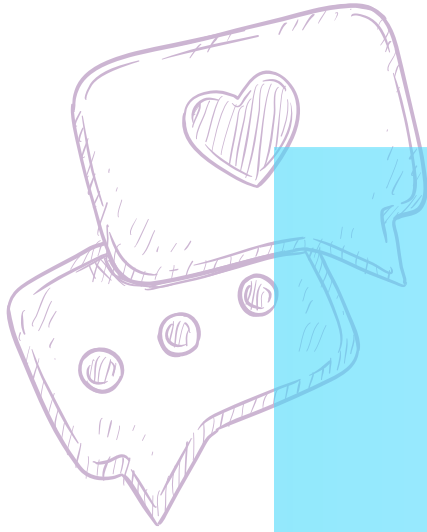
Launch of SHS 2026, Swachhata Pledge, Sapling Plantation under 'Ek Ped Maa Ke Naam' and Shramdaan – New Delhi, Ministry of External Affairs (MEA), led by Foreign Secretary



Swachhata Pledge under SHS 2026 – New Delhi, Kartavya Bhavan-2, Legislative Department, Ministry of Law & Justice, led by Secretary



Hashtag Report



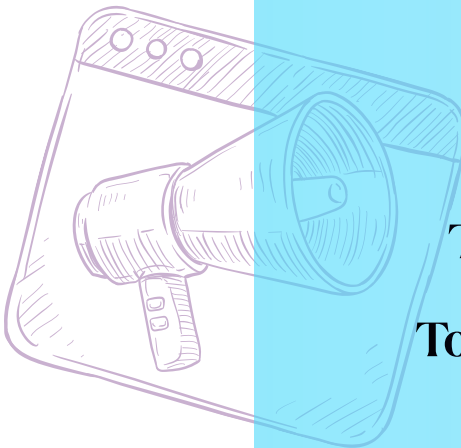
1. #SwachhataHiSeva2026

Total Mentions: 2,180

Total Reach: 10,045,835

Total Impressions: 219,005

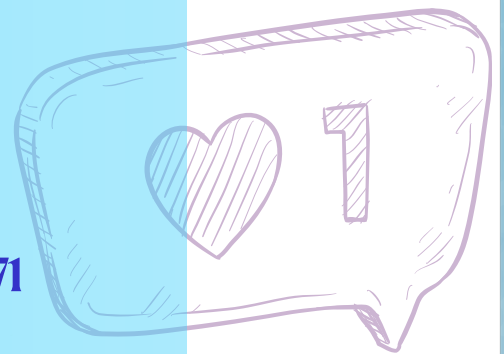
2. #SHS2026



Total Mentions: 3,342

Total Reach: 12,984,987

Total Impressions: 308,671





Swachhata Hi Seva Talks on X



CRPaatlil

Translated from Hindi · Show original

Today, at the Curtain Raiser event for 'Swachhata Hi Seva 2026' held at the National Media Center in New Delhi, I interacted with media personnel and shared information about the key activities of this campaign, which will run across the country from September 17 to October 2.

This year, during the campaign, there will be special emphasis on accelerating cleanliness activities through public participation, conducting special cleanliness drives at identified locations, the welfare and honor of sanitation workers, and further strengthening the sense of responsibility and service towards cleanliness in villages.

Our effort is to ensure that cleanliness does not remain merely a government program, but becomes a powerful people's movement through the participation of every citizen.

Prime Minister Shri @narendramodi ji has linked cleanliness to the values of the nation and public participation. Let us join this campaign with the spirit of 'Swachhata Hi Seva' and fulfill the resolve for a clean and healthy India.

Rate this translation: ⭐



Post



CRPaatlil

Translated from Hindi · Show original

Today, under the Swachhata Hi Seva (SHS) 2026 campaign, I engaged in dialogue with the Honorable Ministers of the States and discussed the Swachh Sarvekshan assessment.

I urge all States to join this campaign with complete seriousness and in the spirit of its core ethos. Our effort should be to ensure that cleanliness does not remain merely a government program, but transforms into a people's movement through public participation, fostering a sense of responsibility and service toward cleanliness in every village.

This is an auspicious endeavor. I extend my heartfelt best wishes to all States, Panchayats, elected representatives, and citizens who are joining this noble resolve for a clean and healthy India.

Let us come together to further strengthen the resolve of the Prime Minister Shri @narendramodi ji for a Swachh Bharat.

Rate this translation: ⭐



Post



V. Somanna

ಸನ್ಮಾನ್ಯ ಪ್ರಧಾನಿ ಶ್ರೀ ನರೇಂದ್ರ ಮೋದಿಜೀ ಅವರ ಜನ್ಮದಿನಾಚರಣೆಯ ಪ್ರಯುಕ್ತವಾಗಿ ಹಮ್ಮಿಕೊಂಡಿರುವ ಸೇವಾ ಪಾಕೃತ ಅಭಿಯಾನದ ಭಾಗವಾಗಿ ತುಮಕೂರಿನ ರೈಲು ನಿಲ್ದಾಣದಲ್ಲಿಂದು ಸ್ವಚ್ಛತಾ ಸೇವೆಯಲ್ಲಿ ಪಾಲ್ಗೊಂಡು, ಸ್ವಚ್ಛತಾ ಕಾರ್ಯ ನೆರವೇರಿಸಲಾಯಿತು. ಹಾಗೆಯೇ, ಕಾಲಾ ಮಕ್ಕಳಿಗೆ ಸಿಹಿ ತಿನ್ನಿಸಿ ಹಾಗೂ ನೋಟ ಬುಕ್‌ಗಳ ವಿತರಣೆ ಮಾಡಲಾಯಿತು.

As part of the Seva Pakshik Abhiyan being organised to commemorate the Birthday of Hon'ble Prime Minister Shri Narendra Modi Ji, took part in a cleanliness drive at Tumakuru Railway Station today.

The occasion also included distributing sweets and notebooks to schoolchildren, making the day a meaningful celebration centred on service and community welfare.

#SevaSankalpAbhiyan



PMO India and Narendra Modi



SbmjNagalandPhed

@NagalandSbmj - 30m

Swachh Paathshala Programme was conducted at Government Primary School, Nokyan B Village, under the #SwachhataHiSeva2026 campaign, with the objective of promoting cleanliness, hygiene, sanitation, and responsible waste management among school children. #SHS2026 #SBMG



Export Inspection Council @EICTWEET - 1h

The "Swachhata Pledge" was observed at EIA Chennai on 17.0 beginning the Swachhata Hi Seva (SHS) campaign for 2026.



Rural Drinking Water & Sanitation Departm... @rdwsd... - 21m

ಭಾರತದಾದ್ಯಂತ 'ಸ್ವಚ್ಛತೆಯ ಸೇವೆ 2026' ಪಾಕೃತ ಅಭಿಯಾನ ಆರಂಭವಾಗಿದೆ. RDWSD ಅಯುಕ್ತರಾದ ಫೌಜಿಯಾ ತರನ್‌ಮಾ ಬಿ. ಅವರು ರಾಜ್ಯಮಟ್ಟದ ವಿ ಅಭಿಯಾನಕ್ಕೆ ದಿನಾಂಕ 17 ಸೆಪ್ಟೆಂಬರ್ 2026ರಂದು ಮಂಡ್ಯದಲ್ಲಿ ಶಾಲಾ ನೆರವೇರಿಸಿದರು.

ಈ ವೇಳೆ ಮಂಡ್ಯ ಜಿಲ್ಲಾ ಪಂಚಾಯತ್ ಮುಖ್ಯ ಕಾರ್ಯನಿರ್ವಹಣಾ ಅಧಿಕಾರಿ ಸೇರಿದಂತೆ ಜಿಲ್ಲಾ ಮಟ್ಟದ ಅಧಿಕಾರಿಗಳು

Show more



Swachh Bharat Mission - Grameen

THE NEWSMAN OF INDIA.COM @TheNewsManofIndia - 20m

Championing a Cleaner, Greener India: Punjab & #038; Sind Bank Leads & #8216;Swachhata Hi Seva 2026& #8217; Drive thenewsmanofindia.com/championing-a-cleaner-greener-india @PSBIndOfficial @DFS_India @FinMinIndia @ChiefTba



Diprotawang @diprotawang - 19m

The month-long public service campaign "Seva Mera Yogdan" was formally launched in Tawang today, with the objective of fostering active citizen participation in 25 community welfare initiatives under the theme "Swachhata Hi Seva 2026."

The campaign was inaugurated at the parking

Show more



Pema Khandu and 6 others

Post



Swachh Bharat Mission (Grameen), Uttar Pradesh

@SBMGUP2

Show translation

स्वच्छता ही सेवा-2026 अभियान के अंतर्गत जनपद बागपत में विभिन्न ग्राम पंचायतों में स्वच्छता कार्यक्रम आयोजित किए जा रहे हैं। अभियान के अंतर्गत चिह्नित सीटीयू स्थलों पर पहचान कर विशेष स्वच्छता अभियान चलाया जा रहा है।

#SwachhataHiSeva #SwachhBharatMission #SWMRules2026



5:48 PM · Sep 17, 2026 · 52 Views



Swachhata Hi Seva Talks on X

India in Bulgaria @IndiaInBulgaria · Sep 18
🇮🇳 Swachhata Seva Pledge | Embassy of India, Sofia 🇮🇳

The officials of the Embassy of India, Sofia, participated in the Swachhata Seva Pledge, reaffirming their commitment to cleanliness, hygiene, and a cleaner and healthier environment.

The pledge was administered by HOC Mr. Naveen Choudhary, encouraging all officials to uphold the spirit of Swachhata and contribute towards a cleaner and more sustainable society.

Swachhata is everyone's responsibility. Let us pledge to keep our surroundings clean! 🇮🇳🌱

#SwachhataSeva #SwachhataHiSeva #SwachhBharat #CleanIndia #EmbassyOfIndia #Sofia #SwachhataPledge

@MEAIndia @PMOIndia @AmbArunSahu



India in Liberia @IndiainLiberia · 13h
Embassy of India, Monrovia, launched the 'Swachhata Hi Seva 2026' campaign today, with Embassy members taking the 'Swachhata Pledge'.

Being observed from 17 September to 2 October 2026 under the theme "Swachhata Mein Sahbhag, Swachh Bharat, Viksit Bharat", the campaign seeks to promote cleanliness, public participation and collective responsibility towards building a Swachh and Viksit Bharat.

#SHS2026 #SwachhataHiSeva @swachhbharat



Randhir Jaiswal and 6 others

1 64 1 311

India In Scotland @IndiaInScotland · 5h

As part of Sewa Pakhwada 2026, Consul General administered Swachhata Pledge to officials of the Consulate General of India today, reaffirming our collective commitment to cleanliness responsibility and a Swachh Bharat.

#IndiaInScotland #SwachhataHiSeva2026 Show more



2 1 311

India in Djibouti @indiaindjibouti · 14m

Ambassador M. Keivom launched 'Swachhata Hi Seva 2026' campaign today in Djibouti and administered 'Swachhata Pledge' to the Embassy officials.

He also highlighted the motto of campaign which seeks to promote cleanliness, public participation and collective responsibility Show more



4

India in Tunisia @IndiainTunisia · 45m
🇮🇳 Swachhata Hi Seva 2026 🇮🇳

Ambassador @devyani_K administered the Swachhata Pledge to Team India in Tunis and launched the Swachhata Hi Seva 2026 campaign in Tunisia.

"Swachhata Mein Sahbhag; Swachh Bharat, Viksit Bharat" #SwachhataHiSeva2026 #SwachhBharat #ViksitBharat



Narendra Modi and 5 others

1 1 35

MoCA GoI @MoCA.GoI · Sep 18

As part of Swachhata Hi Seva 2026, a cleaning drive was conducted at the Ministry of Civil Aviation. The activity encouraged active participation in maintaining clean and hygienic surroundings.

@SwachhBharatGov @swachhbharat @MoHUA_India @MoISDDWS

#SwachhBharat #SHS2026 Show more



2 3 939

Indian Air Force @IAF.MCC · 4m

Swachhata Mein Sahbhag — Swachh Bharat, Viksit Bharat.

The #IndianAirForce joins the Nation in Swachhata Hi Seva 2026, reaffirming its commitment to cleanliness, responsible waste management and collective participation.

Together, let us make Swachhata a way of life and Show more



IBM-G, Jammu and Kashmir @mission_sbm · 1h
an Bhagidari is at the heart of the campaign.

#SwachhataHiSeva2026 #SHS2026 @swachhbharat



22

India in Rwanda (High Commission of India, ... @Indiaki... · 2m

!!Swachhata Hi Seva Campaign 2026!! Under Swachhata Hi Seva Campaign 2026, a cleanliness drive was conducted and Swachhata Pledge was taken by the High Commission of India, Kigali on 18.09.2026.

#SwachhataHiSeva

@MEAIndia @SwachhBharatGov @SwachhBharat @MoHUA_India @MoISDDWS Show more



5

Press Coverage

देशभर में आज से स्वच्छता ही सेवा अभियान होगी शुरू

जागरण न्यूज़, नई दिल्ली

केंद्र सरकार ने 17 सितंबर से स्वच्छता ही सेवा अभियान के एक नए चरण की घोषणा की। प्रधानमंत्री नरेंद्र मोदी की जन्मतिथि से शुरू होने वाले इस अभियान में देश के प्रत्येक शहरों, गांवों व गांवों में स्वच्छता की लेकर विशेष अभियान चलाया जाएगा। वहीं इस बार अभियान के फोकस में युवाओं की भी रखी गयी है, जिनके लिए शैक्षणिक संस्थानों में स्वच्छ पाठशाला का आयोजन होगा। इस दौरान सभी प्रमुख स्थानों व सार्वजनिक स्थलों को साफ करने, सफाई मिश्रों के लिए सुरक्षा सिचिटर, जनभागीदारी से स्वच्छता व स्वच्छता से ही समृद्धि को धीमे पर फोकस रहेगा। यह अभियान 2017 से हर साल 17 सितंबर से दो अक्टूबर तक चलता है।

केंद्रीय शहरी विकास मंत्री मनोहर लाल व केंद्रीय जल शक्ति मंत्री सीआर पाटिल ने 17 सितंबर से शुरू होने वाले इस अभियान की जानकारी देते हुए बताया कि इस अभियान के दौरान 27 सितंबर को विश्व पर्यटन दिवस पर देश के सभी पर्यटन, धार्मिक स्थलों आदि को लेकर सफाई अभियान चलाया जाएगा। वहीं एक अक्टूबर को एक दिन-एक घंटे व एक साथ ही देश भर में स्वच्छता अभियान चलेगा। इसमें सभी मिलकर किसी सार्वजनिक स्थल को सफाई

पीएम मोदी की जन्मतिथि पर शुरूआत, जल शक्ति और शहरी विकास मंत्रालय ने जारी किया अभियान का रोडमैप



नरेंद्र मोदी

कहा- प्रत्येक शहर, पंचायतों में चलेगा स्वच्छता अभियान, एक अक्टूबर को चलेगा अभियान

स्वच्छता सेवा अभियान का आकलन, जारी किया पोर्टल

स्वच्छता सेवा अभियान के दौरान किस क्षेत्र में कितनी सफाई हुई और इससे कितना कचरा जुटाया गया, इसको लेकर भी आकलन होगा। केंद्रीय मंत्री सीआर पाटिल ने बताया इसे लेकर पोर्टल शुरू किया है। इस दौरान शहरी व ग्रामीण क्षेत्रों को खुद ही स्वच्छता की लेकर उठाए गए कदमों की धोरा अपलोड करना होगा। स्वच्छ पेयजल आदि का ब्यौरा मुहैया कराया जाएगा।

करेंगे। वहीं दो अक्टूबर को स्वच्छ भारत दिवस मनाया जाएगा। इसमें गांव, सामाजिक व शहरी क्षेत्रों में विशेष बैठक होगी। साथ ही एक पेड़ मां के नाम के पौध रोपण भी होगा।

'Swachhata Hi Seva 2026' campaign commences today

Union Jal Shakti Minister C R Patil, announcing the campaign on Wednesday, said, "This year, the 'Swachhata Mein Sahbhag, Swachh Bharat, Viksit Bharat'."

By: Express News Service 2 min read New Delhi Sep 17, 2026 05:00 AM IST



Loa

'Swachhata Hi Seva 2026' campaign commences today

Express News Service
New Delhi, September 16

THE 2026 edition of Swachhata Hi Seva, an annual campaign which encourages citizens across the country to step out and take ownership of their surroundings, commenced on Thursday.

Union Jal Shakti Minister C R Patil, announcing the campaign on Wednesday, said, "This year, the theme of the campaign is 'Swachhata Mein Sahbhag, Swachh Bharat, Viksit Bharat'."

"Under the leadership of Prime Minister Narendra Modi, cleanliness is not just a government programme today. It has become a mass movement

through people's participation," Patil said.

Thursday also marks the birthday of Prime Minister Narendra Modi (September 17).

"Today, 5.25 lakh villages of the country have been declared free of open defecation. Besides, 12.22 crore individual household toilets have been built in rural areas since 2014. This shows the big change in the sanitation sector in the country," the minister added.

Patil further said that over 18 crore citizens participated in the Swachhata Hi Seva campaign last year. Of them, 14 crore people were from rural areas, he said, adding that people's participation is rising over the years.

"This year too, we endeavour to ensure that every state, every village, every panchayat and every person becomes part of this movement," Patil said.

The minister also informed that the Department of Drinking Water and Sanitation, which falls under his ministry, has also launched Swachh Seva Aankal for Swachh Bharat Mission (Grameen) programmes.

"Under this, gram panchayats will undertake self-assessment of rural sanitation service delivery," Patil said, adding, "The move is not only aimed at achieving the cleanliness target but also to ensure continuous improvement of the sanitation system at the village level."

India Today NE

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Manipur CM launches 'Swachhata Hi Seva 2026' and Clean Himalayan Hill Cities initiative

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Andhra Pradesh

Swachhata Hi Seva campaign in Guntur district

The Collector stated that this year's drive is structured around the theme "Swachhata Mein Sahabhag; Swachh Bharat, Viksit Bharat", adopting a 'Whole of Society' approach to unite citizens.



Sikkim Launches Swachhata Hi Seva Campaign

17th September 2026 No Comments Posted in Featured, Northeast, Sikkim



Arunachal CM joins cleanliness drive at Itanagar school under Swachhata Hi Seva 2026

Story by India Today NE • 8h • 1 min read



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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



एक कदम स्वच्छता की ओर

स्वच्छता ही सेवा 2026

स्वच्छता में सहभाग
स्वच्छ भारत, विकसित भारत

#SwachhataHiSeva2026

#SHS2026

#SBMG



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WaSH