

सिद्धार्थ विश्वविद्यालय

कपिलवस्तु, सिद्धार्थनगर

पिन:-272202

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SIDDHARTH UNIVERSITY

Kapilvastu, Sidhharth Nagar

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Email Id: registrarsidduniv@gmail.com

पत्रांक: 1074 / सा0प्र0 / सि0वि0वि0 / 2026

दिनांक-27/10 / 2026

सेवा में,

1. अधिष्ठाता, छात्र कल्याण,
सिद्धार्थ विश्वविद्यालय, कपिलवस्तु, सिद्धार्थनगर।
2. प्राचार्य/प्राचार्या,
समस्त सम्बद्ध महाविद्यालय,
सिद्धार्थ विश्वविद्यालय कपिलवस्तु, सिद्धार्थनगर।

विषय-स्वच्छता ही सेवा अभियान-2026 के सम्बन्ध में।

महोदय/महोदया,

उपर्युक्त विषयक संयुक्त सचिव, उत्तर प्रदेश शासन, के पत्र संख्या-1156/सत्तर-3-2026-2101798, दिनांक-23 अक्टूबर, 2026 का संदर्भ ग्रहण करने का कष्ट करें, जिसमें सम्बन्धित द्वारा भारत सरकार के उच्च शिक्षा विभाग, शिक्षा मंत्रालय द्वारा जारी पत्र संख्या-DO No.29-23/2026-S&S दिनांक-06 अक्टूबर, 2026 के अनुपालन में विश्वविद्यालय परिसर/महाविद्यालय में स्वच्छता में सहभागिता, 'स्वच्छ भारत विकसित भारत' थीम के तहत स्वच्छता अभियान का आयोजन किये जाने हेतु निर्देशित किया गया है।

अतः आप सभी से अनुरोध है कि अपने-अपने स्तर से विश्वविद्यालय परिसर एवं महाविद्यालय में स्वच्छता में सहभागिता, 'स्वच्छ भारत विकसित भारत' थीम के तहत स्वच्छता अभियान के आयोजन में सक्रिय भागीदारी करना सुनिश्चित करें।

संलग्नक-यथोक्त।

कुलसचिव

सिद्धार्थ विश्वविद्यालय, कपिलवस्तु,

सिद्धार्थनगर।

पत्रांक: / सा0प्र0 / सि0वि0वि0 / 2026

प्रतिलिपि- निम्नलिखित को सूचनार्थ एवं आवश्यक कार्यवाही हेतु प्रेषित-

1. समस्त संकायाध्यक्ष/विभागाध्यक्ष/प्रभारी, सि0वि0वि0, कपिलवस्तु, सिद्धार्थनगर।
2. ए0एन0ओ0, एन0सी0सी0, सिद्धार्थ विश्वविद्यालय, कपिलवस्तु, सिद्धार्थनगर।
3. निजी सचिव, कुलपति, मा0 कुलपति महोदया, के अवलोकनार्थ प्रेषित।
4. प्रभारी कम्प्यूटर सेल को इस आशय से प्रेषित की उक्त सूचना को विश्वविद्यालय की वेबसाइट एवं कालेज लागिन पर अपलोड करने हेतु।
5. व्यक्तिगत पत्रावली हेतु।

कुलसचिव

सिद्धार्थ विश्वविद्यालय, कपिलवस्तु,
सिद्धार्थनगर।

संख्या- 1156 /सत्तर-3-2026-2101798

प्रेषक,

शकील अहमद सिद्दीकी,

संयुक्त सचिव,

उ०प्र० शासन।

सेवा में,

1. निदेशक,

उच्च शिक्षा,

उ०प्र०, प्रयागराज।

2. कुलसचिव,

समस्त राज्य/निजी विश्वविद्यालय,

उ०प्र०।

उच्च शिक्षा अनुभाग-3

लखनऊ: दिनांक 23 अक्टूबर, 2026

विषय: स्वच्छता ही सेवा अभियान-2026 के सम्बन्ध में।

महोदय,

कृपया उपरोक्त विषयक संयुक्त सचिव, उच्च शिक्षा विभाग, शिक्षा मंत्रालय, भारत सरकार के पत्र संख्या- 29-23/2026-S&S, दिनांक 06.10.2026 (छायाप्रति संलग्न) का कृपया संदर्भ ग्रहण करने का कष्ट करें, जो स्वच्छता ही सेवा अभियान-2026 के सम्बन्ध में है।

2- इस सम्बन्ध में मुझे यह कहने का निदेश हुआ है कि उक्त संदर्भित पत्र में दिये गये निर्देश के क्रम में आवश्यक कार्यवाही कराने का कष्ट करें।

संलग्नक-यथोक्त।

भवदीय,

Digitally signed by

SHAKIL AHMAD SIDDIQUI

Date: 2026.10.23 11:30:39

संख्या एवं दिनांक तदैव

प्रतिलिपि निम्नलिखित को सूचनार्थ एवं आवश्यक कार्यवाही हेतु प्रेषित -

1. निजी सचिव, अपर मुख्य सचिव, उच्च शिक्षा विभाग, उ०प्र० शासन।
2. निजी सचिव, विशेष सचिव, उच्च शिक्षा अनुभाग-3, उ०प्र० शासन।
3. अपर सचिव, उ०प्र० राज्य उच्च शिक्षा परिषद, उ०प्र०।
4. समस्त क्षेत्रीय उच्च शिक्षा अधिकारी, उ०प्र०।

आज्ञा से,

(शकील अहमद सिद्दीकी)

संयुक्त सचिव।

आशीष विनायकराव गवई

Ashish V Gawai

संयुक्त सचिव

Joint Secretary (PM USHA & UBA)

Tele Nos.: 24015032, 24015033

E-mail : av.gawai@nic.in

DO No. 29-23/2026-S&S



सत्यमेव जयते

1122/सत्तर-3-2026

भारत सरकार
Government of India

शिक्षा मंत्रालय

Ministry of Education

उच्च शिक्षा विभाग

Department of Higher Education

कमरा नंबर 22033, गलियारा 3, कर्तव्य भवन 2,
Room No. 22033, Lobby 3, Kartavya Bhavan 2,

डॉ. राजिंदर प्रसाद रोड, नई दिल्ली 110001
Dr. Rajinder Prasad Road, New Delhi 110001

Date: 06th October, 2026

Madam/ Sir,

Kindly refer to the Joint DO letter dated 7th September 2026, received from Department of Drinking Water and Sanitation (D/o DWS) and Ministry of Housing & Urban Affairs (MoHUA) regarding observance of Swachhata Hi Seva Campaign-2026. The campaign shall be carried out from **17th September to 31st October, 2026** with the theme of **'Swachhata Mein Sahbhag, Swachh Bharat, Viksit Bharat'**.

2. As you are aware, the campaign seeks to strengthen volunteerism and collective action for Swachhata exemplifying the 'Whole of Society' and 'Whole of Government Approach' by bringing together citizens, institutions and leadership at all levels. The key focus areas for the SHS 2026 campaign are:

- Transformation of Cleanliness Target Units (CTUs) & Clean Public Places
- Swachh Paathshala: Yuva for Swachhata
- Safai Mitra Suraksha Evam Samman Shivar
- Jan Bhagidari for Swachhata
- Swachhata se Samridh

3. These activities may be organised in active collaboration with ULBs, NGOs, PSEs, Corporates, philanthropists and other related stakeholders.

4. In view of the above, I request you to encourage all Higher Education Institutions under your jurisdiction to proactively participate in the Swachhata Hi Seva (SHS) 2026 campaign thereby advancing the vision of **"Swachhata Mein Sahbhag, Swachh Bharat, Viksit Bharat"**.

Encl: As above.

With kind regards,

संख्या 267/ACSHED/2026

JS(S&S)

470/VS(S)/2026

JSC(S)

(सर्वेश कुमार सिंह)

विशेष सचिव, उच्च शिक्षा विभाग
उत्तर प्रदेश शासन।

Yours sincerely,

(Ashish V. Gawai)

12/10/26

(सुनील कुमार)

निजी सचिव

अपर मुख्य सचिव

उच्च शिक्षा विभाग,

छठप्र शासन।

The Principal Secretaries/Secretaries (Higher Education) of all States and UTs.

S.O. 3

13/10/26

श्री. वि. वि. वि.

15.10.2026

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



Satendra Singh, IAS
Secretary
Government of India
Department of Urban Development
Ministry of Housing and Urban Affairs

D.O. No.: S-18020/47/2026-SBM-II-DDWS

Date: 7th September 2026

Dear colleague,

Swachhata Hi Seva (SHS) has been observed since 2017 to strengthen voluntarism and collective action for Swachhata. This annual campaign has been exemplifying the 'Whole of Society' and 'Whole of Government' approach for Swachhata, bringing together citizens, institutions and leadership at all levels.

2. This year too, SHS- 2026 is being jointly organized by Department of Urban Development (DoUD), Ministry of Housing and Urban Affairs (MoHUA) and the Department of Drinking Water and Sanitation (DDWS), Ministry of Jal Shakti (MoJS). The campaign will begin from **17th September 2026, culminating on 2nd October 2026**, being observed as Swachh Bharat Diwas. This year's theme, '**Swachhata Mein Sahbhag, Swachh Bharat, Viksit Bharat**' underscores the collective role and responsibility of every individual in driving the vision and *Sankalp* of a Swachh and Viksit Bharat.

3. The key focus areas of the SHS- 2026 campaign are:

- i. **Transformation of Cleanliness Target Units (CTUs) & Clean Public Places:** Wherein difficult and dirty spots, high-footfall public places will be identified, mapped and cleared in a time bound manner.
- ii. **Swachh Paathshala: Yuva for Swachhata:** Engaging and sensitizing school students, youth for Swachhata through '**Swachhata Gyan Yatra**' - exposure visits to Solid Waste Management facilities and '**Swachhata Evam Jal Sanchay Samvad**'- interactions, debates, conversations on coming together for Swachhata, rainwater harvesting and water management.
- iii. **SafaiMitra Suraksha Evam Samman Shivir:** Single window camps for SafaiMitras/ Swachhagrahis/ Sanitation workers for providing linkages for those eligible under various Central/State welfare schemes, preventive health checkups, distribution of PPE Kits/ Safety gears etc.; Local level felicitation of SafaiMitras/ Swachhagrahis/ Sanitation workers as recognition of their contribution towards Swachhata.
- iv. **Jan Bhagidari for Swachhata:** Door-to-door awareness drives and citizen engagement initiatives for awareness generation on **SWM Rules, 2026** & promotion of 4- way source segregation & composting; **Sports for Swachhata**-local/regional sports competitions as a platform to spread the message of Swachhata as a way of life; **Swachh Parv, Harit Parv**- eco-friendly celebrations during festivities; Plantation drives under '**Ek Ped Maa ke Naam**'; Special activities on World Tourism Day (27th September 2026); **Special Gram Sabhas and Special Council Meetings on Swachh Bharat Diwas** (2nd October 2026).
- v. **Swachhata se Samridhi:** Promoting and strengthening circular economy through '**Kabaad se Jugaad- Waste to Wealth**' and '**Kabaad se Kala- Waste to Art**', old books/toys/clothes donation drives/RRR; BWG connect through Plastic Recycling Melas.

4. The detailed campaign guidelines are enclosed at **Annex- I**. An indicative calendar has also been included in the Guidelines that may be referred to by Ministries/Departments to schedule activities under SHS-2026. However, Ministries/Departments can also organize various activities under the five pillars as per their convenience and schedules, within the campaign period.

5. Further, if so desired, Ministries/Departments may adopt an additional, Ministry-specific theme aligned to their focus areas, in addition to the National Theme for SHS-2026. This is not mandatory.

6. A simultaneous, nationwide shramdaan, '**Ek Din, Ek Ghanta, Ek Saath**' will be convened on **1st October, 2026**. Like previous years, this will be an occasion where crores of people from various walks of life come together for focused shramdaan to contribute one hour of voluntary swachhata service.

7. 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.

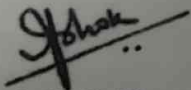
8. In view of the same, Central Ministries/Departments are requested to:

- i. Assign a Nodal Officer of the rank of Joint Secretary or equivalent to coordinate SHS-2026 on behalf of the Ministry/Department. The contact details of the Nodal Officer should be communicated by **10th September, 2026** to Ms. Surabhi Malik, Director, SBM-Urban (surabhi.malik@ias.gov.in) & Mr. Amit Choubey, Deputy Secretary, SBM (Grameen) (amit.choubey@nic.in).
- ii. Mobilize all CPSEs/ subordinate offices/ field units / institutions under the Ministry during the SHS-2026 fortnight for the activities at para (3) above.
- iii. Every Ministry / Department should ensure all their Institutions/ Organisations/ CPSEs/Campuses under their jurisdiction take a special cleanliness drive during the campaign period.
- iv. Promote partnerships with private sector organizations, NGOs, CSOs, Corporates, philanthropists and other related stakeholders etc.
- v. Plan an effective advocacy strategy and ensure due promotion of activities undertaken during SHS-2026.
- vi. Reporting of activities during SHS-2026: Activities undertaken during SHS-2026 are to be uploaded **on daily basis** on the specially curated IT Portal for SHS-2026 (<https://swachhatahiseva.gov.in/>). This will be compiled for the national level reporting of the campaign. Details and login credentials for the same will be shared subsequently with the identified Nodal Officers; IT trainings will be provided for Nodal Officers and local bodies, Central Ministries, CPSEs and other stakeholders.

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

With regards,

Encl: As above


(Ashok K. K. Meena)
Secretary, DDWS, MoJS


(Satendra Singh)
Secretary, DoUD, MoHUA

To,

All Secretaries of Ministries of Central Government

Guidelines on Swachhata Hi Seva 2026

I. Background:

To offer tribute to the Mahatma on his Jayanti, 2nd October is observed as Swachh Bharat Diwas. As a prelude to that, to strengthen voluntarism and collective action for Swachh Bharat, a fortnight of 'Swachhata Hi Seva' (SHS) has been observed since 2017. The annual 'Swachhata Hi Seva' (SHS) campaign is held from 17th September - 2nd October (Swachh Bharat Diwas) to mobilize widespread citizen action & ownership for Swachhata.

The theme for SHS 2024 was 'Swabhav Swachhata, Sanskaar Swachhata', which has since been adopted as one of the core principles and guiding ideologies of the Mission. Building upon this core principle, SHS 2025 focused on 'Swachhotsav' and the spirit of clean festivities and community celebrations. For SHS 2026, besides the regular pillars, the campaign also aims to create awareness on and emphasize roles and responsibilities of various stakeholders for the Solid Waste Management Rules, 2026, strengthen participation of students and youth for Swachhata and leverage collective ownership & Jan Bhagidari to drive our vision and *sankalp* of a Swachh and Viksit Bharat.

II. Swachhata Hi Seva- 2026: The Campaign

2.1 Campaign Period

The campaign will be organised from 17th September – 2nd October 2026.

2.2 Campaign Theme

SHS- 2026 will focus on the theme '**Swachhata Mein Sahbhag; Swachh Bharat, Viksit Bharat**' in a '**Whole of Government**' and '**Whole of Society**' approach.

2.3 Important Notice: Flood Affected States/UTs

States/UTs affected by flooding/natural calamities may keep the spirit of seva and swachhata at the core of all disaster relief works by incorporating the highest standards of hygiene maintenance for the prevention of diseases.

If ground conditions permit, such States/UTs may also carry forward SHS 2026 activities.

III. Key Campaign Pillars

As part of SHS 2026, the following **five pillars of activities** are requested to be carried out by local bodies, States/UTs, Ministries, line departments and CPSEs:

1	Transformation of Cleanliness Target Units (CTUs) & Clean Public Places
2	Swachh Paathshala- Yuva for Swachhata
3	SafalMitra Suraksha Seva Evam Samman Shivir
4	Jan Bhaagidari for Swachhata
5	Swachhata Se Samridhhi

IV. Proposed Indicative SHS 2026 Calendar

To encourage structured implementation and focused citizen participation, the following is an **indicative, chronological thematic calendar** with multifarious elements that may be used for devising a dedicated campaign plan during Swachhata Hi Seva 2026. The States /UTs, Urban/Rural Local Bodies and concerned Central Ministries/Departments may conduct any or all of the below-mentioned indicated activities under each pillar, preferably on the below-mentioned dates, to showcase a collective approach to swachhata at scale.

However, Ministries, Departments and States/UTs may finalise their campaign and day-to-day plans as per their convenience and ground situations/focus areas, in alignment with the respective SHS Pillars outlined above, during the campaign period from 17th September to 2nd October 2026:

S.No.	Date	Activity	Activities By
1.	17 th – 18 th Sept.	Swachh Paathshala- Yuva for Swachhata i. Awareness/Demonstration Activities for SWM Rules, 2026 and 4 – way source segregation. ii. Swachhata Gyan Yatra - exposure visits of school students (preferably class 6 to 12) and youth to SWM/SLWM and other SBM assets iii. Swachhata Evam Jal Sanchay Samvad - interactions, debates, conversations on coming together for Swachhata, rainwater harvesting and water management iv. Political Leadership, School Principals, Eco-clubs, MyBharat volunteers etc to be engaged	Citizens Pol. Leadership Institutions

		v. Promotion of Reduce, Reuse, Recycle (RRR) Mantra; donation of books, toys, clothes, shoes, gadgets/ electronic items etc for recycling/reuse vi. Wall Paintings/ Thematic Art competitions	
2.	19 th – 20 th Sept.	Timebound Transformation of Cleanliness Target Units (CTUs)/ Garbage Vulnerable Points (GVPs) i. Time bound identification, cleanup & transformation of GVPs/ CTUs ii. Site Beautification, promote selfies and social media engagement with the citizens iii. Involving political leadership, local eminent citizens, retired paramilitary and armed force personnel, Padma Awardees, youth ambassadors, local NGOs, CSOs, development partners etc	Citizens Institutions
3.	21 st – 22 nd Sept.	Clean Public Places Focus on cleanliness in High Footfall & Tourist Sites, Bazaar/ Market Areas/Haats, Mohallas/ Neighbourhoods, Offices, Educational institutions, Health centres and hospitals, Public and Community Toilets/Community Sanitary Complexes: i. Cleanliness drives at railways stations/airports/bus stands/ taxi stands/sports complexes, public parks, markets, zoos & sanctuaries, roads and highways, ports and other key high footfall areas; Bazaar/Market Areas/Village Haats i. Street food vendors and buyers ensure clean bazaars (4-way segregation, plastic-free, litter-free) ii. Carry your own bag awareness drives iii. No red and yellow spot drives- Advocacy on non – littering of gutka/ pan masala sachets / other Multi-Layer Plastics (MLPs) / cigarette butts etc. (as applicable) iv. Awareness on SWM Rules, 2026 Mohallas/ Neighbourhood i. RWAs and mohallas / rural bodies keeping neighbourhood clean ii. Registration drives of RWAs/ rural bodies as BWGs Public Toilets /Community Sanitary Complexes i. Use, maintain public toilets/CSCs, promote user feedback ii. Promote awareness of Do's and Don'ts; Use Karo Flush Karo and increased use of public toilets iii. Review O&M arrangement of CSC/Public Toilets in rural areas; Cleanliness drive at Public Toilets/ CSCs Water Bodies i. Cleanliness drives at lakes rivers/ghats, tourist-centric beaches, oceans, drains/ nallahs ii. Rejuvenation of stepwells, ponds, small river streams, Amrit Sarovar etc.	Citizens Institutions

		Offices - Promote segregation & recycling in offices - Offices adopt clean desks & clean campus norms - Promote use of digital documents & minimum prints, use of digital banners in events - Reusable bottles and cups in meetings and conference rooms	
4.	23 rd - 24 th Sept.	Jan Bhagidari Advocacy drives for: (i) SWM Rules, 2026 (ii) 4 – Way Waste Segregation under SWM Rules, 2026: Ab Do Nahl Chaar, (iii) Home Composting (iv) Say No To Plastics and (v) Reduce Reuse Recycle Drives - Door-to-Door Awareness by Political Leadership, ULBs/RLBs, stakeholders and Other Unique Awareness Drives - Promote Home composting awareness and compost distribution drives - Advocacy on No Littering in public places - Say no to single-use plastics: Promote use of Cloth Bag for Shopping - Say no to disposable cups, cutlery & carry steel/glass bottles, tumblers/mugs for beverages Sports for Swachhata: Local/regional sports competitions as a platform to spread the message of Swachhata as a way of life; Zero waste Sports competitions to be organized in schools, colleges, Gram Panchayats, RWAs, Ministries, Departments etc., with a focus on traditional/ local sports. - Rejuvenation of Neki Ki Deewar/ RRR Centers – Tie up with local NGOs/ CBOs/ Partner Organizations; - Collection drives for used clothes, books, toys, and other household items. Partnering with local NGOs/SHGs for repair, reuse, redistribution, or recycling, promoting circularity	Citizens Pol. Leadership Institutions
5.	25 th -26 th Sept.	Sports for Swachhata & Post – Event Cleanliness - Post Ganesh Visarjan cleanliness at banks/ ghats & surrounding areas - Composting of flower waste/ offering materials - Zero-Waste Sporting competitions to be organized in schools, colleges, Gram Panchayats, RWAs, Ministries, Departments etc., with a focus on traditional/ local sports, followed by a collective cleanliness drive of sports ground/maidaan .	Citizens
6.	27 th Sept.	Clean Tourist Sites: World Tourism Day Swachh Tourist Spots – Cleanliness drives and focused interventions for swachhata by the community at high footfall areas/Tourist Destinations/Pilgrim Centres, including Swachh Iconic Places; Rejuvenating these local tourist sites as possible sources of revenue generation for the local community/ULB/RLB	Citizens Institutions

		ii. Cleanliness of Community Sanitary Complexes/public toilets., including those at above tourist destinations. iii. Illumination of the ASI Sites/ Key Monuments (preferably with <i>Swachhata Hi Seva</i> Message); iv. Advocating and promoting responsible tourism and good civic behaviour at these sites;	
7.	28 th – 29 th Sept.	Swachhata Se Samridhi Advocacy about sustainable habits of Reduce, Reuse and Recycle, Say No to Single Use Plastics, and inculcate importance and value of the waste i.e., 'Waste is Wealth' and 'Waste to Art' i. <i>Kabaad Se Jugaad</i> - transformation of waste items of use ii. <i>Kabaad Se Kala</i> - transformation of waste into pieces of art; Local Art colleges may also be included in this activity. iii. Plastic Recycling Mela – BWGs – Recycler Connect at common place (Urban Areas) iv. Reuse and Recycling Drives v. Assessing & strengthening of forward linkages for Rural Plastic Waste Management Units (PWMUs) Note: ✓ States/UTs invite entries, promote participation, showcase the best creations at suitable locations and recognize outstanding contributors. Selected entries at State level may be suitably felicitated (non-monetary)	Citizens Institutions
7.	30 th Sept.	SafaiMitra Suraksha Evam Samman Shivir i. Conduct single window health checkups for SafaiMitras & their dependents ii. Facilitating the linkage of eligible beneficiaries to social welfare and social protection schemes; providing protective gear to <i>Swachhagrahis</i> iii. A day with Safaimitras: Felicitate sanitation workers, interaction / <i>charcha</i> / games, challenges/ Thank You Signboards/ Banners at key locations.	Institutions Pol Leadership
8.	1 st Oct.	Ek Din, Ek Ghanta, Ek Saath i. Collective Action for Voluntary <i>Shramdaan</i> across the country ii. Political leadership to lead the initiative and join from respective constituencies / site of their choice	Citizens Pol Leadership Institutions
9.	2 nd Oct.	Swachh Bharat Diwas i. Special Gram Sabhas in Rural Areas- focused discussions on activities conducted during SHS 2026; awareness generation on SWM rules, 2026 and roles & responsibilities of RLBs; ii. Awareness generation on <i>Swachh Seva Aankalan</i> for Rural areas iii. Special Council Meetings in Urban Areas iv. Plant trees, planters, shrubs etc. at the cleaned GVPs/CTUs to nurture urban greens under Ek Ped Maa Ke Naam on 2 nd Oct. 2026	