

No.MANUU/Estate & Transport/F.662/2026-27/49

25th September, 2026

CIRCULAR

The Ministry of Education, Government of India has communicated the commencement of 'Swachhata Hi Seva-2026' (SHS-2026) campaign from 17th September to 17th October, 2026 with the theme of 'Swachhata Mein Sahbhag, Swachh Bharat, Viksit Bharat' in a 'Whole of Government' and 'Whole of Society' approach. The key focus areas of the campaign are Transformation of Cleanliness Target Units (CTUs), Swachh Paathshala: Yuva for Swachhata, Safai Mitra Suraksha Evam Samman Shivir, Jan Bhagidari for Swachhata and Swachhata se Samridhi.

A nation wide Shramdaan - 'Ek Din, Ek Ghanta, Ek Saath' is proposed on 01-10-2026 from 08:00 a.m for one hour of voluntary cleanliness service to make a significant difference.

Accordingly, the university will be organizing the shramdaan 'Ek Din, Ek Ghanta, Ek Saath' on 01-10-2026 from 8:00 a.m. onwards at its Main Campus and all Off Campuses. The shramdaan will be organised at the university main campus at Shopping Complex on the scheduled date. It is therefore requested to all the staff members both teaching and non-teaching to assemble at Open Air Theatre at 7:45 a.m. on 01-10-2026 and participate in the shramdaan. The Off Campuses of the University shall conduct this Shramdaan in their respective campuses / offices.

As a part of SHS-2026 campaign simultaneous cleanliness drives shall also be undertaken at main campus and all the off campuses of the university.

Further, Swachhata Pledge shall be taken on 02-10-2026 (Swachh Bharat Diwas) at the university main campus and all its off campuses. The photographs along with a brief write-up on the above activities shall be sent subsequently to the Nodal Officer, Dr. M.A. Quddus, Assistant Registrar (Estate and Transport) on estate@manuu.edu.in.

The Government of India has directed for maximum participation across all levels. Hence compliance of the same must be ensured. A copy of the D.O. Letter received from Secretary, Dept. of Higher Education, Ministry of Education, Govt. of India is attached herewith together with the SWACHHATA PLEDGE to be taken on 02-10-2026.

To

All Deans of Schools of Studies
All Directors of Centres
All Heads of Departments / Sections
All Principals of Colleges, Polytechnics, Model Schools, ITIs, etc.
All Regional Directors / Asst. Regional Directors of RCs and SRCs



With a request to note the same and bring to the notice of their teaching & non-teaching staff and ensure compliance

 Registrar

Copy to:

- 1) P.S. to Vice Chancellor
- 2) P.A. to Registrar
- 3) Director, CIT with a request to upload on the University website
- 4) Concerned file



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

Date: 14th September, 2026

Dear Ma'am/Sir,

The Swachhata Hi Seva Campaign has been observed since 2017 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 Swachhata Sewa Campaign 2026 shall be carried out from 17th September to 17th October, 2026 with the theme of 'Swachhata Mein Sahbhag, Swachh Bharat, Viksit Bharat'. The Swachh Bharat Diwas celebrations shall be held on 2nd October, 2026. A DO letter dated 7th September 2026 from Secretary, D/o Drinking Water and Sanitation (D/o DWS) and Secretary, M/o Housing & Urban Affairs (MoHUA) in this regard is enclosed for perusal.

2. The key focus areas for the SHS 2026 campaign are as below :-

i. **Transformation of Cleanliness Target Units (CTUs) & Clean Public Places:** Identification and mapping of difficult and dirty spots, high-footfall public places etc. in a time bound manner by 19th -20th September and commencing clean up, beautification by planting of trees, shrubs etc. within the campaign period.

ii. **Swachh Paathshala: Yuva for Swachhata:** Sensitizing students for Swachhata through 'Swachhata Gyan Yatra' by organizing exposure visits to Solid Waste Management facilities and holding 'Swachhata Evam Jal Sanchay Samvad' by way of interactions, debates, conversations on rainwater harvesting and water management at Institution level within the campaign period.

iii. **SafaiMitra Suraksha Evam Samman Shivir:** Conducting Health camps for SafaiMitras / Swachhagrahis / Sanitation workers and their dependents, providing linkages for those eligible under various Central/State welfare schemes, distribution of PPE Kits/ Safety gears etc. and organizing felicitation events of SafaiMitras / Swachhagrahis/ Sanitation workers as recognition of their contribution towards Swachhata within the campaign period.

iv. **Jan Bhagidari for Swachhata:** Conducting Door-to-door awareness drives and citizen engagement initiatives for awareness generation on SWM Rules, 2026, advocacy on No Littering in public places, Say No to single use plastics, promoting use of cloth bags for shopping, no to disposable cups and cutlery and organising Zero Waste Sports Competition with a focus on local/regional sports competitions as a platform to spread the message of Swachhata as a way of life; and celebration of festivals in the spirit of Swachh Parv, Harit Parv - eco-friendly celebrations during festivities.

v. **Swachhata se Samridhi :** Advocacy about sustainable habits of Reduce, Reuse and Recycle, by inculcating importance and value of the waste i.e. 'Kabaad se Jugaad – Waste to Wealth' and 'Kabaad se Kala - Waste to Art' by way of –

i) Kabaad Se Jugaad – transformation of waste items of use

ii) Kabaad se Kala – transformation of waste into pieces of art, through installations like murals, sculptures, decorative items etc.

3. In addition to the above, the following activities may be held on the dates specified against each –

8 A.M. 01.10.2026	Ek Din, Ek Ghanta, Ek Saath	Shramdhan Cleanliness Drive involving transformation of CTUs and plogging drives etc. within the campus of HEIs, sites across local bodies etc.
02.10.2026	Swachh Bharat Diwas	Taking of Swachhata Pledge, Prabhat Pheris, awards to best performers etc.

4. These activities are to be organised in active collaboration with ULBs, CSOs, NGOs, CPSEs, Corporates, Philanthropist and other related Stakeholders etc. For heightened community engagement and wider amplification, social media may be effectively leveraged by tagging official twitter handles- @SwachhBharatGov, @SwachhBharat, @MoHUA_India, @MoJSDDWS @EduMinOfIndia and using Campaign Hashtags - #SHS2026, #SwachhataHiSeva2026.

5. A presentation prepared by D/o DW&S detailing key features and objectives of SHS 2026, process for execution of activities and expectations from all stakeholders is enclosed herewith for guidance. The presentation can also be seen at the link;

<https://www.youtube.com/watch?v=LueUDsgv3Do&t=2s>

6. Additionally, the final logo for SHS 2026 in Hindi and English to be used for the purpose of branding and communication, final Campaign Guidelines and poster indicating key dates pertaining to SHS 2026 are enclosed herewith for ease of reference. A short AV on broad components of SHS 2026 which could be used for various preparatory activities may be accessed at <https://drive.google.com/drive/folders/1akIEvohyJYhRRJAVr9C8dtJxah3YKBAC>

7. A nodal officer may be nominated to coordinate and monitor the activities planned under SHS 2026, including identification and transformation of CTUs, at the earliest. Details of nominated official may be communicated at ambrish.s67@nic.in and umar9559.edu@govconsultant.nic.in in the enclosed format, at the earliest.

8. I look forward to your cooperation in leading the Swachhata Hi Seva campaign to further the goals 'Swachhata Mein Sahbhag, Swachh Bharat, Viksit Bharat'.

With regards,

Yours sincerely,

Encl: a/a

(Deepti Gaur Mukerjee)

VCs/Directors of all CFHEIs



एक कदम स्वच्छता की ओर

स्वच्छता शपथ

महात्मा गांधी ने जिस भारत का सपना देखा था उसमें सिर्फ राजनैतिक आज़ादी ही नहीं थी, बल्कि एक स्वच्छ एवं विकसित देश की कल्पना भी थी।

महात्मा गांधी ने गुलामी की जंजीरों को तोड़कर माँ भारती को आज़ाद कराया।

अब हमारा कर्तव्य है कि गंदगी को दूर करके भारत माता की सेवा करें।

मैं शपथ लेता हूँ कि मैं स्वयं स्वच्छता के प्रति सजग रहूँगा और उसके लिए समय दूँगा।

हर वर्ष 100 घंटे यानी हर सप्ताह 2 घंटे श्रमदान करके स्वच्छता के इस संकल्प को चरितार्थ करूँगा।

मैं न गंदगी करूँगा न किसी और को करने दूँगा।

सबसे पहले मैं स्वयं से, मेरे परिवार से, मेरे मुहल्ले से, मेरे गाँव से एवं मेरे कार्यस्थल से शुरुआत करूँगा।

मैं यह मानता हूँ कि दुनिया के जो भी देश स्वच्छ दिखते हैं उसका कारण यह है कि वहां के नागरिक गंदगी नहीं करते और न ही होने देते हैं।

इस विचार के साथ मैं गांव-गांव और गली-गली स्वच्छ भारत मिशन का प्रचार करूँगा।

मैं आज जो शपथ ले रहा हूँ, वह अन्य 100 व्यक्तियों से भी करवाऊँगा। वे भी मेरी तरह स्वच्छता के लिए 100 घंटे दें, इसके लिए प्रयास करूँगा।

मुझे मालूम है कि स्वच्छता की तरफ बढ़ाया गया मेरा एक कदम पूरे भारत देश को स्वच्छ बनाने में मदद करेगा।



एक कदम स्वच्छता की ओर

SWACHHATA PLEDGE

Mahatma Gandhi dreamt of an India which was not only free but also clean and developed.

Mahatma Gandhi secured freedom for Mother India.

Now it is our duty to serve Mother India by keeping the country neat and clean.

I take this pledge that I will remain committed towards cleanliness and devote time for this.

I will devote 100 hours per year, that is two hours per week, to voluntarily work for cleanliness.

I will neither litter nor let others litter.

I will initiate the quest for cleanliness with myself, my family, my locality, my village and my work place.

I believe that the countries of the world that appear clean are so because their citizens don't indulge in littering nor do they allow it to happen.

With this firm belief, I will propagate the message of Swachh Bharat Mission in villages and towns.

I will encourage 100 other persons to take this pledge which I am taking today.

I will endeavour to make them devote their 100 hours for cleanliness.

I am confident that every step I take towards cleanliness will help in making my country clean.