



केन्द्रीय माध्यमिक शिक्षा बोर्ड

(शिक्षा मंत्रालय, भारत सरकार के अधीन एक स्वायत्त संगठन)

CENTRAL BOARD OF SECONDARY EDUCATION

(An Autonomous Organisation Under the Ministry of Education, Govt. of India)



CBSE/ACAD/JS(AHA)/2025

Date: 17.09.2025

Circular No: Acad-67/2025

All the Heads of Schools affiliated to CBSE

Subject: Swachhata Hi Sewa (SHS) Campaign 2025 - reg.

Swachh Bharat Diwas (SBD) is being observed on 2nd October, 2025 as a tribute to the Father of Nation, on his Jayanti. The Swachhata Hi Sewa (SHS) campaign will be observed from 17th September, 2025. The theme of SHS -2025 is 'Swachhotsav'.

The key focus areas of the SHS 2025 campaign are:

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

Considering the significance of Swachhata in schools and to sensitize the children and community members about the cleanliness through school and community-based initiatives, it has been decided to observe Swachh Bharat Diwas (SBD) in all the schools across the country by organizing an intensive Swachhata Hi Sewa (SHS) campaign - 2025 from 17th September to 2nd October wherein the schools will conduct the following suggestive activities **with the focus on the key areas as mentioned in SHS 2025** campaign:

- Swachhta Shapath by the students and teachers.
- Cleanliness drive in the schools, hostels and educational institutions to remove the garbage/ waste with the help of teachers;
- Essay/ Poem/ Debate/ Slogan writing/ Quiz and Painting on '**swachhotsav**', Importance of Waste Management and Elimination of Single Use plastic etc.
- A selfie point may be installed at entry points of schools on the theme of Swachhata Hi Seva encouraging engagement of students/ teachers/ school staff/ parents to take pride in cleanliness through interactive photo opportunities;
- Human chain event may be organized where students/ teachers/ people from community join hands to raise awareness and demonstrate commitment to cleanliness and sanitation;
- Street play/ Nukkad natak may be performed in schools or nearby areas to educate and entertain while promoting cleanliness initiatives;

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- vii. Plantation of saplings in schools, hostels and educational institutions' areas;
- viii. Awareness rallies/ Prabhat Pheri with students/ teachers/ school staff with slogans on Swachhata Hi Seva and 'Swachhotsav' theme to create awareness in the community;
- ix. School level Cultural events promoting the sanitation journey of the country;
- x. Swachhata Classes/ Swachhata ki Pathshaala/ Swachhata Samvad/ Educational sessions/ workshops for students/ teachers about cleanliness, sanitation and hygiene practices;
- xi. Health check-up camps may be organized for SafaiMitra/ Sanitation workers and their dependents at Block/ District level.
- xii. Further, in order to give adequate social media outreach to the Swachhata Hi Seva (SHS) 2025 campaign, including Shramdaan activity, it must be well documented and with high resolution photography and videography. Like previous year, this year also nationwide shramdaan, **Ek Din, Ek Ghanta, Ek Saath'** is proposed on 25.09.2025 with a call to action to citizens for joining hands for the nation's cleanliness.

A brief report on the above activities may be provided at the link <https://forms.gle/c21BwEG4LTRRqRUZA> latest by 3rd October, 2025

All the schools are requested to proactively participate in the Swachhata Hi Seva (SHS) 2025 campaign and turn it into a huge success.

With best wishes!

(Dr. Praggya M. Singh)
Director (Academics)

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Copy to the respective Heads of Directorates, Organisations and Institutions with a request to disseminate the information to all the schools under their jurisdiction:

1. The Commissioner, Kendriya Vidyalaya Sangathan, 18 Institutional Area, Shaheed Jeet Singh Marg, New Delhi-16
2. The Commissioner, Navodaya Vidyalaya Samiti, B-15, Sector-62, Institutional Area, Noida-201309
3. The Secretary, Eklaya Model Residential Schools (EMRS), Ministry of Tribal Affairs, Government of India.
4. The Secretary, Sainik Schools Society, Room No. 101, D-1 Wing, Sena Bhawan, New Delhi-110001
5. The Chairman, Odisha Adarsha Vidyalaya Sangathan, N-1/9, Near Doordarshan Kendra, PO Sainik School Nayapalli, Bhubaneswar, Odisha-751005
6. The Director of Education, Directorate of Education, Govt. of NCT of Delhi, Old Secretariat, Delhi-110054
7. The Director of Public Instructions (Schools), Union Territory Secretariat, Sector 9, Chandigarh-160017
8. The Director of Education, Govt. of Sikkim, Gangtok, Sikkim –737101
9. The Director of School Education, Govt. of Arunachal Pradesh, Itanagar –791111
10. The Director of Education, Govt. of A&N Islands, Port Blair – 744101
11. The Director of School Education, Ladakh, Room No.101-102, Ground Floor, Council Secretariat, Kurbathang, Kargil – Ladakh
12. The Director of School Education, Andhra Pradesh, 3rd Floor, B block, Anjaneya Towers, VTPS Rd, Bhimaraju Gutta, Ibrahimpatnam, Andhra Pradesh – 521 456
13. The Director, Jharkhand Education Project Council, Old HEC High School, JSCA Stadium Road, Jagannathpur, Sector-III, Dhurwa, Ranchi – 834004 (Jharkhand)
14. Navy Education Society, Dte of Naval Education, Naval Headquarters, Ministry of Defence, West Block-V, RK Puram, New Delhi-110066
15. The Additional Director General of Army Education, A –Wing, Sena Bhawan, DHQ, PO, New Delhi-110001
16. The Secretary AWES, Integrated Headquarters of MoD (Army), FDRC Building No. 202, Shankar Vihar (Near APS), Delhi Cantt-110010
17. DS to Chairperson, CBSE
18. Secretary/ Controller of Examinations/ All Directors, CBSE
19. All Regional Directors/ Regional Officers of CBSE with the request to send this circular to all the Heads of the affiliated schools of the Board in their respective regions
20. All Joint Secretary/ Deputy Secretary/ PPS/SPS/Under Secretary/ Assistant Secretary, CBSE
21. All Head(s)/ In-Charge(s), Centre of Excellence, CBSE
22. In charge IT Unit with the request to put this Circular on the CBSE Academic Website
23. In-Charge, Library
24. Record File

Director (Academics)

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