



# 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/AP&AD/2025**

**Date: 17.09.2025**

**Circular No: Acad-67/2025**

**All the Heads of Schools affiliated to CBSE**

**Subject: Swachhata Pakhwada and 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 and Swachhata Pakhwada will be celebrated till 30<sup>th</sup> Sept., 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 17<sup>th</sup> September to 2<sup>nd</sup> 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 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;

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- vi. Street play/ Nukkad natak may be performed in schools or nearby areas to educate and entertain while promoting cleanliness initiatives;
- 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. The details of the activities to be conducted under **Swachhata Pakhwada 2025 is available in the Annexure.**
- xiii. Further, in order to give adequate social media outreach to the Swachhata Hi Seva (SHS) 2025 campaign, including Shramdaan activity, must be well documented and with high resolution photography and videography.
- xiv. 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.

The details of the activities conducted under **Swachhata Pakhwada 2025 and Swachhata Hi Seva (SHS) Campaign 2025** may be provided at the link <https://forms.gle/c21BwEG4LTRRqRUZA> after conduct of the activities daily.

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

With best wishes!

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

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