



BACKGROUNDERS
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Swachhata Hi Seva 2025: Powering Swachh Bharat Mission

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"Swachh Bharat is the world's largest and most successful people-led, people-driven public movement of this century."

— Prime Minister Narendra Modi

Key Takeaways

- Under the **Swachh Bharat Mission**, **12 crore toilets have been built**, cutting open defecation and marking a major stride in public health and sanitation.
- **Swachhata Hi Seva 2025** with the theme of **Swachhotsav** is steering India towards a sustainable, inclusive, and developed Bharat by 2047.
- Out of a massive **2,492 lakh tonnes** of legacy waste, **1,437 lakh tonnes (58%)** have already been remediated, helping regenerate degraded lands.
- More than **8 lakh Cleanliness Target Units** were transformed in 2024, turning garbage dumps and neglected corners into clean, usable spaces.

When Cleanliness Becomes a National Pledge

On the morning of **October 2, 2014**, brooms swept across dusty lanes, plastic bottles were hauled from the drains, and the clatter of determination echoed in towns and villages alike. It was not just another cleanliness drive, it was the beginning of a national awakening. Launched by **Prime Minister Narendra Modi** on the birth anniversary of Mahatma Gandhi, **Swachh Bharat Mission (SBM)** sought to revamp more than just streets and sewers; it aimed to cleanse habits, reshape mindsets, and stitch dignity back into the fabric of daily life. As the nation gears up with renewed zeal, the wait is finally over for **Swachhata Hi Seva (SHS) 2025**, a drive that transforms cleanliness into a collective celebration of citizenship.

Swachhata Hi Seva – The Spirit of Swachhotsav

Launched in 2017, Swachhata Hi Seva has emerged as a cornerstone of the Swachh Bharat Mission (SBM). Held annually, the campaign rallies citizens across the country to step out and take ownership of their surroundings. **Swachhata Hi Seva 2025**, themed around **Swachhotsav**, blends the joy of celebration with the seriousness of responsibility. Beginning on **17th September** and culminating on **2nd October**, this 15-day movement is uniting millions of hands and hearts across India in high-impact swachhata drives. At the heart, it embodies the principle of “**Antyodaya se Sarvodaya**” — progress for the nation begins with dignity and well-being for the most marginalized. The campaign places a strong emphasis on **last-mile inclusion**, ensuring that villages and towns across India move forward with dignity, health, and sustainability.



Shramdaan: One Nation, One Hour of Service

As part of **Swachhata Hi Seva 2025**, the massive nationwide voluntary **Shramdaan Drive**, “**Ek Din, Ek Ghanta, Ek Saath**”, is taking place on 25th September 2025. Across cities and villages, people are coming together in large numbers to participate in shramdaan and plogging activities, reinforcing their commitment to transforming Cleanliness Target Units (CTUs). Residents, political leaders, SBM ambassadors, youth groups, NGOs, civil society organizations, partner institutions, and social influencers are actively joining the movement on the ground. Adding to the momentum, local sanitation workers, the unsung heroes of the mission, are being honored in dedicated shivirs, acknowledging their vital contribution to keeping India clean.

Key Pillars of Swachhotsav

At the heart of Swachhotsav lie its key pillars, the focused initiatives that turn the vision of a cleaner, greener India into on-ground action by uniting people, places, and purpose.

Building Blocks of Swachhotsav

Swachhotsav has been built around 5 Key Pillars



01 Transformation of Cleanliness Target Units (CTUs)

Eliminating difficult, dark and neglected spots.

02 Clean Public Spaces

General cleanliness and swachhata activities across public places.

03 SafaiMitra Suraksha Shivar

Single-window Seva, Suraksha and Samman camps for health checkups and welfare of sanitation workers.

04 Clean Green Festivities

Eco-friendly and zero-waste celebrations.

05 Advocacy for Swachhata

Disseminating the message of Swachhata with a focus on Gram Sabha for the declaration of Open Defecation Free Plus Model and Swachh Sujal Gaon in rural India.

Source: Ministry of Housing & Urban Affairs

Clean Revolution 2025: Turning Waste into Opportunity

Effective waste management is at the heart of Swachh Bharat Mission, transforming how India collects, processes, and reclaims waste to build cleaner, healthier, and sustainable communities.

Waste Management Under Swachh Bharat Mission- Urban

India's Solid Waste Management Rules, 2016, aim for "zero waste to landfill" by mandating recycling, reuse, and the reclamation of old dumpsites through biomining and bioremediation. Building on this framework, Urban India now processes **1,29,206.87 ton per day (TPD)** of solid waste out of the **1,59,109.02 TPD** generated. This is a remarkable leap from just **16%** waste processing in **2014** to over **81% today**, powered by a growing network of Waste Processing Facilities such as Material Recovery Facilities (MRFs), Transfer Stations, Composting Plants, Construction and Demolition (C&D), and Waste to Energy Plants, including Waste to Electricity, Bio-Methanation plants, etc. Together, these efforts mark a decisive shift towards a cleaner, circular economy where waste is no longer a burden, but a resource for the future.

India | Status of Solid Waste Management

** as per the MIS data filled by cities in the Swachhatam Portal*



Total no of
Wards

96,020



Wards with 100%
Door to Door Collection

93,953 (98%)



Remediated Waste
Qty

**1,437 Lakh Tonne
(58%)**



Generation
(TPD)

1,59,109.02



Processed
(TPD)

1,29,206.87

Waste management has emerged as a central pillar of the Swachh Bharat Mission, marking a paradigm shift from mere disposal to sustainable utilization of resources. Under SBM-Urban, India has scaled its waste processing capacity. Simultaneously, the dumpsite remediation has converted legacy landfills into eco-friendly and productive spaces. India's war against legacy waste is slowly but surely rewriting the story of its landscapes. Out of a massive **2,492 lakh tonnes** of accumulated garbage, **1,437 lakh tonnes (58%)** have already been remediated, breathing new life into choked lands. This effort has not only cleared waste but also reclaimed over **7,646 acres** of land, spaces that once groaned under mountains of refuse now hold the promise of green cover, public amenities, and renewed urban life.

Dumpsite Redemption Drive: From Landfill to Livelihood:

Across India, towering landfills are giving way to cleaner, greener spaces as SHS 2025 accelerates the nationwide drive for dumpsite remediation. As of now Of **2,476** dumpsites identified nationwide under SBM- Urban, **1,041 have been remediated**, while work is approved or underway at another **1,020**.

- Intensifying its mission to reclaim mountains of waste, **Delhi's Bhalswa landfill**, extending across 70 acres, is emerging as a beacon of **waste-to-wealth** innovation. Under the **Swachhata Hi Seva 2025** campaign, the site has been adopted for its remediation and transformation into a cleaner, more sustainable urban space. **25 acres** of legacy waste at this site have already been remediated, including **5 acres** now flourishing with **bamboo plantations** and **20 acres** set aside for sanitation facilities and waste-processing units.
- Rajkot has transformed a **16 lakh tonne** legacy dumpsite into a thriving **20-acre urban forest**, a striking example of how Swachh Bharat Mission-Urban is turning waste-choked landfills into green lungs for the city.

These milestones reflect Swachh Bharat Mission's larger push to turn dumpsites into clean, liveable spaces across the country.

Swachhata at Work: Ministries Join Hands

Across India, various ministries and their organizations are stepping out of boardrooms and into the streets, turning policy into practice under Swachhata Hi Sewa 2025. Key efforts include the following:

- **The Ministry of Commerce & Industry** and its organizations nationwide joined SHS 2025 with cleanliness drives across offices, schools, and public spaces, showcasing collective action from Vanijya Bhawan in Delhi to Special Economic Zones in Kochi, Indore, and beyond.

- **The Ministry of Agriculture & Farmers Welfare** launched the campaign with a Swachhta Pledge at Krishi Bhawan, inspections, and cleanliness drives across its nationwide institutions, alongside special initiatives for Safai Mitras, including a drawing competition for their wards and a health check-up camp.
- **The Ministry of Cooperation** took part in tree plantation under “Ek Ped Maa Ke Naam,” an initiative connected with Swachh Bharat Mission, alongside CTU clean-ups, Safai Karmachari health camps, and eco-friendly festivals.
- **The Ministry of Parliamentary Affairs** undertook a series of activities under the campaign, like green initiative for Swachh Air, employee activities, community shramdaan, and health camps, reaffirming its commitment to cleanliness, dignity of labour, and the vision of Swachh Bharat.
- **The Ministry of Ports, Shipping & Waterways** rolled out the theme of Swacchotsav with the Swachhata Pledge and cleanliness drives across ports, dockyards, and coastal areas, encouraging active involvement from employees, students, civil society groups, and local communities.

SHS 2024: Achievements That Shaped Progress

Swachhata Hi Seva 2024 has left an inevitable mark with exceptional citizen participation. The achievements of SHS 2024 stand as a testament and prove that more than just a cleanliness drive, SHS has become a nationwide call for civic participation, reinforcing the idea that a cleaner, healthier India can only be achieved when every individual joins the mission.

Riding the wave of success, Swachhata Hi Seva (SHS) 2025 puts the spotlight on **Cleanliness Target Units (CTUs)**, the dark spots, and waste-ridden patches that shape how cities look and feel. In 2024 alone, more than **8 lakh CTUs** were transformed into usable public spaces, proving that visible change begins where neglect once thrived. This year, the drive is set to move faster, with **identification, cleaning, and beautification** of neglected corners and dump sites, continuing not just during the campaign but well beyond it.

A Snapshot of Swachhata Hi Sewa 2024

Cleanliness Target Units 8,42,391	Swachhata Mein Jan Bhaagidari 18,30,026	SafaiMitra Suraksha Shivirs 1,65,823
CTUs Transformed 8,31,259	Total Events Conducted 17,81,804	SafaiMitra Suraksha Shivirs organized 1,60,251
Volunteers Participate in CTU Work 3,29,37,817	Volunteers participate in Bhagidari events 24,61,88,372	SafaiMitras benefitted 92,37,707

Stories of Change: Swachh Bharat in Action

Launched as a people's movement, the Swachh Bharat Mission has grown into a landmark campaign that redefined India's approach to sanitation and public health. Its impact is reflected in the transformative changes witnessed across the country. As of **September 2025**, over **12 crore toilets** have been constructed across the country, driving a sharp reduction in **open defecation** and enhancing the safety and dignity of women. According to a World Health Report, this shift has helped save nearly **3 lakh children** under the age of five from diseases linked to poor sanitation marking a major stride in public health and quality of life.

Across India, different states are writing their own chapters of change. Among many others are these success stories of Swachh Bharat Mission, showcasing innovation and community spirit.

Jammu & Kashmir: Amarnath Yatra 2025 makes Faith Meet Swachhata



The Amarnath Yatra 2025 was not only a spiritual journey but also a model of sustainability. With over **four lakh devotees** trekking to the holy cave in the Himalayas, the pilgrimage turned into a **zero-landfill, plastic-free mission**, echoing the goals of **Swachh Bharat Mission–Urban (SBM-U) 2.0**. A robust waste management system processed nearly **11.67 metric tons of waste daily**. Over **1,000 twin-bin stations**, **65 garbage collection vehicles**, and **1,300 SafaiMitras** kept the route clean round the clock. Single-use plastics were eliminated from langars, replaced by cloth and jute bags. Pilgrims also experienced improved sanitation with **1,600 mobile toilets**, QR-based feedback, and 100% faecal sludge treatment. More than **70,000 yatris took the Green Pledge**, turning personal devotion into civic responsibility. By marrying faith with sustainability, the 2025 Amarnath Yatra proved that large-scale religious gatherings can set the benchmark for **eco-conscious, zero-waste pilgrimages**, a true success story under Swachh Bharat.

Assam Leads a Green Swachhata Drive

In Assam's flood-prone Morigaon district, 60 women from Borchila village have turned the problem of excess water hyacinth into opportunity, crafting eco-friendly handicrafts that now earn them at least **₹10,000** a month each. What was once an invasive weed, choking rivers and hampering activities like fishing, transportation and recreation, making these water sources less viable is now a source of livelihood and dignity. Meanwhile in Guwahati, two young innovators, Rupankar Bhattacharjee and Aniket Dhar, launched **Kumbhi Kagaz**, a venture producing **100% biodegradable, chemical-free paper from the same plant**. Their startup, which now employs nearly 40 women, won the Zero Waste Cities Challenge for offering a scalable, green solution to waste management. Together, these initiatives show how Northeastern states are redefining Swachhata and circular economy by turning ecological challenges into sustainable livelihoods.



SHG women from Borchila weaving products out of water hyacinth



Kumbhi Kagaz Initiative

Uttar Pradesh: Turning Agra's Toxic Dumpsite to Eco-Hub

Agra has scripted a remarkable transformation by turning its sprawling Kuberpur dumpsite into the **Integrated Waste Management City of Agra**, setting a national benchmark under SBM-U. Once home to nearly **1.9 million metric tons of accumulated waste**, the site was fully remediated by **December 2024** through large-scale biomining and bioremediation, reclaiming **47 acres of land** at an estimated cost of **₹320 crore**. The reclaimed space has been repurposed into a **10-acre** greenery using the Miyawaki afforestation technique, a **5-acre modern sanitary landfill**, and an **eco-friendly zone**, with work underway on another **10-acre urban forest**. In **January 2025**, the city added a 65 tons per day **Material Recovery Facility** and **Plastic Waste Processing Plant**, where discarded plastic is recycled into affordable water pipes for farmers, linking waste management with livelihood benefits. Beyond infrastructure, the center has emerged as an **educational hub**, drawing students, researchers, and innovators from across the country to study sustainable practices. Agra's bold initiative showcases how technology, governance, and citizen awareness can converge to reclaim land, cut pollution, and build a green, resilient urban future.



Kuberpur functioned as a typical landfill site in 2007



Kuberpur transformed into an eco-friendly zone

From Campaign to Culture

Swachh Bharat Mission has moved far beyond its early symbolism. What began as a call to clean streets is now shaping how India approaches public health, women's dignity, and environmental responsibility. From garbage dumps and back lanes to crowded railway stations, riverbanks, and degraded lands, cities are mapping and tackling the very spaces that most visibly affect urban life. The message is clear: cleanliness is not only about removing waste, it is about reclaiming beauty in everyday surroundings. As Swachhata Hi Seva 2025 rallies millions under the banner of Swachhotsav, the campaign reminds us that cleanliness is not a seasonal activity but a **national culture in the making**, and if sustained with the same spirit, it may well become one of independent India's most enduring legacies, laying the foundation of a truly **Viksit Bharat 2047**.

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