

**To**  
**All GGMs/GMs, Corporate Office, DFCCIL**  
**All CGMs, DFCCIL**

**Sub: Swachhata Hi Seva Campaign (SHS – 2024) from 14<sup>th</sup> September to 01<sup>st</sup> October, 2024 over Indian Railways.**

Ref: Railway Board Letter No. 2024/EnHM/08/01/SHS dated 30.08.2024 (Copy enclosed).

Vide letter referred above, Railway Board has instructed that this year Swachhata Hi Seva (SHS) Campaign 2024 will be observed from 14<sup>th</sup> September to 01<sup>st</sup> October, 2024 to commemorate the 10<sup>th</sup> anniversary of the launch of Swachh Bharat Mission with the theme of '**Swabhav Swachhata – Sanskaar Swachhata**' (स्वभाव स्वच्छता - संस्कार स्वच्छता) with Swachh Bharat Diwas celebration on 2nd October.

In view of the above, it is requested to celebrate SHS 2024 majorly by :-

- i. Planning for intensive cleaning drives through Shramdaan during SHS 2024.
- ii. Conducting Swachh Bharat Cultural Fest.
- iii. Identification and mapping and eventual transformation of 'Cleanliness Target Units' by 1<sup>st</sup> October 2024.
- iv. Mobilizing partnerships subordinate organizations, NGOs, CSOs, CSR funds philanthropies etc. for SHS 2024.
- v. Planning innovative advocacy activities to promote स्वभाव स्वच्छता - संस्कार स्वच्छता.

It is hereby advised that necessary action may be taken and information regarding the same may kindly be sent Corporate office on daily basis. A google spreadsheet is being shared for submission for requisite information :-

<https://docs.google.com/spreadsheets/d/1NnQJOP1XP2 ITEYII6t97fBazw6PfiXQvIJSjWnG-to/edit?usp=sharing>

It is also requested to assign the nodal officer as per instructions contained in the Railway Board letter referred above.

This has the approval of the competent authority.

  
(Ashok Kumar Agarwal)  
JGM/Admin.

D/A: As above.

Copy to :

- 1) Secy. To MD for Kind information of MD.
- 2) Director/PP, Director/OP&BD, Director/Finance & CVO.
- 3) All ED/EDFC & WDFC



सत्यमेव जयते

अध्यक्ष एवं मुख्य कार्यकारी अधिकारी,  
रेलवे बोर्ड  
पदेन प्रमुख सचिव, भारत सरकार  
रेल मंत्रालय

CHAIRMAN & CHIEF EXECUTIVE OFFICER,  
RAILWAY BOARD  
EX OFFICIO PRINCIPAL SECRETARY  
GOVERNMENT OF INDIA  
MINISTRY OF RAILWAYS

DO No. 2024/EnHM/08/01/SHS

30<sup>th</sup> August, 2024

Dear General Manager,

**Sub: Swachhata Hi Sewa Campaign (SHS - 2024) from 14<sup>th</sup> September to 01<sup>st</sup> October, 2024 over Indian Railways.**

2<sup>nd</sup> October is observed as Swachh Bharat Diwas as a tribute to the Father of the Nation, on his Jayanti. As a prelude, a fortnight of 'Swachhata Hi Sewa' (SHS) has been observed since 2017 to strengthen voluntarism and collective action for swachhata. This year, to commemorate the 10<sup>th</sup> anniversary of the launch of Swachh Bharat Mission, SHS-2024 campaign will be observed from 14<sup>th</sup> September to 01<sup>st</sup> October with the theme of 'Swabhav Swachhata - Sanskaar Swachhata' (स्वभाव स्वच्छता - संस्कार स्वच्छता) with Swachh Bharat Diwas celebration on 2<sup>nd</sup> October.

The campaign will facilitate large-scale advocacy and citizen participation for swachhata, mega cleanliness drives with focus on clearing of dirty and difficult garbage spots (black spots), recognize the contribution of sanitation workers, celebrate the achievements over the past decade, and also reaffirm our commitment to Sampoorna Swachhata. As advised by Ministry of Housing & Urban Affairs and Department of Drinking Water & Sanitation, the SHS 2024 campaign will have following three main pillars of activities-

- **Swachhata Ki Bhaagidari** - Widespread engagement with citizens, communities, and organizations to raise awareness and trigger involvement through various activities like pledges, competitions, walkathons, plantation drives etc. During the campaign, innovative activities like clean street food challenge, waste to art, sale of recycled products, Swachh Bharat Cultural Fests may be organized. Events would include engagement of influencers and brand ambassadors to drive the campaign message, etc.
- **Sampoorna Swachhata through Shramdaan including including Swachhata Lakshit Ekayi** - Mega cleanliness drives with peoples' shramdaan focusing on general cleanliness across urban and rural areas with focus on community assets like water bodies, roads, railway stations, garbage dumps, nallahs, etc. As a special initiative this year, emphasis will be given for time bound transformation of difficult and dirty spots (Cleanliness Target Units (CTU) स्वच्छता लक्षित एकाई) through partnerships. Each of the cities will also be transformed with beautification, plantation, waste to art installations by communities etc.
- **SafaiMitra Suraksha Shivirs** - Single-window health and welfare camps for SafaiMitras for preventive health care treatment and linkages with various welfare schemes of Central and State Government.

3. In view of the above, it is requested to celebrate SHS 2024 majorly by:
- i. **planning for intensive cleanliness drives through Shramdaan during SHS 2024,**
  - ii. **conducting Swachh Bharat Cultural Fest**
  - iii. **identification and mapping and eventual transformation of 'Cleanliness Target Units' by 1<sup>st</sup> October 2024,**
  - iv. **mobilizing partnerships** subordinate organizations, NGOs, CSOs, CSR funds, philanthropies etc. for SHS 2024
  - v. **planning innovative advocacy activities to promote स्वभाव स्वच्छता संस्कार स्वच्छता**
4. National launch of SHS 2024 will be on the 14<sup>th</sup> September, 2024 with participation of Hon'ble Union Ministers of Housing and Urban Affairs, Jal Shakti and Panchayati Raj in a hybrid mode with States, districts, partner organizations etc. Detailed guidelines for SHS, as received from Department of Drinking Water & Sanitation and Ministry of Housing and Urban Affairs for SHS - 2024, are also enclosed with this letter, these should be followed by Railway Field Units in true spirit. all activities during SHS-2024 are to be uploaded on the specially curated IT Portal for SHS 2024. Details and login credentials will be shared subsequently, followed by IT trainings.
5. It is also requested to assign a nodal officer of the rank of Selection Grade (SG) and equivalent to coordinate efforts of your Unit. The contact details of the nodal officer should be communicated by 30<sup>th</sup> August 2024 to Shri Jitendra Srivastava, JS&MD SBM-Grameen ([js-sbm@gov.in](mailto:js-sbm@gov.in)) & Ms. Roopa Mishra, JS& MD SBM-Urban ([js.sbm-mohua@gov.in](mailto:js.sbm-mohua@gov.in)) under intimation to this office (on email id: [advenhm@rb.railnet.gov.in](mailto:advenhm@rb.railnet.gov.in)). Shri Shailendra Singh, Principal Executive Director/ME (EnHM & Project)/Railway Board is nominated on behalf of Railway Board.
6. As every year, Indian Railway is also observing Swacchata Pakhwada, as per Cabinet Secretariat guidelines from 01<sup>st</sup> October, 2024 to 15<sup>th</sup> October, 2024. For 01<sup>st</sup> and 2<sup>nd</sup> October, 2024, where both the campaigns are to be observed, it is suggested that activities for both SHS - 2024 and SP - 2024 to be taken into account.

With regards.

Yours sincerely

DA: As above (23 pages)



(Jaya Verma Sinha)

**The General Managers,  
All Zonal Railways & PUs,  
CMDs & MDs of all PSUs,  
DGs of RDSO and NAIR,  
PCAO/COFMOW,  
Directors of all CTIs.**

**Copy to:** Secretary/Railway Board for information and launch of SHS - 2024 in Rail Bhawan.