



## Swachhata Hi Seva 2025

**Source: PIB**

The Government of India launched the **Swachhata Hi Seva (SHS) 2025 campaign**, conducting cleanliness drives nationwide.

- Swachhata Hi Seva (SHS) 2025 continues the momentum of the [Swachh Bharat Mission \(2014\)](#), reinforcing India's commitment to sanitation and hygiene.
- SHS 2025 theme, "**Swachhotsav**", blends the spirit of festive celebrations with the responsibility of cleanliness.
- The campaign focuses on **voluntarism, collective action, and public participation**, promoting the **three R's - Reduce, Reuse, Recycle** to engage citizens in maintaining clean surroundings.

## Swachh Bharat Mission(SBM)

- **Launch & Objective:** [SBM \(Grameen\)](#) and [SBM \(Urban\)](#) were launched in **2014** to eliminate open defecation and improve sanitation in rural and urban India.
- **SBM-Grameen:**
  - **Phase I (2014-2019):** Achieved **100% sanitation coverage**, over **10 crore household toilets**, and declared **all villages ODF**.
  - **Phase II (2020-2025/26):** Focuses on **sustaining ODF, solid and liquid waste management**, and transforming villages to **ODF Plus Model**.
- **SBM-Urban (SBM-U):**
  - **Phase I (2014-2021):** Targeted **ODF cities** and **100% scientific management of municipal solid waste** across **4,041 statutory towns**.
  - **Phase II / SBM-U 2.0 (2021-2026):** Aims for **"Garbage Free" cities, institutionalizing Swachh behavior**, and contributing to [Sustainable Development Goals \(SDGs\) 2030](#).
- **Impact:** SBM has significantly improved sanitation, hygiene, and waste management infrastructure, contributing to **public health, quality of life, and urban-rural transformation**.

**Read more:** [Making Swachh Bharat Mission A Reality](#)