



Vivek Bharadwaj
Secretary
Government of India
Ministry of Panchayati Raj

Shailesh Kumar Singh,
Secretary,
Government of India
D/o Rural Development
M/o Rural Development,

Ashok K. K. Meena
Secretary
Government of India
D/o Drinking Water & Sanitation
Ministry of Jal Shakti

D.O. No. S-16011/5/2025-SBM-IV-DDWS-Part (1); Dated: 12th September 2025

Dear Madam/Sir,

To strengthen voluntarism and collective action for Swachhata, a fortnight of 'Swachhata Hi Seva' (SHS) has been observed since 2017. This annual campaign has been exemplifying the 'Whole of Society' and 'Whole of Government' approach bringing together citizens, institutions, and leadership at all levels. Over the years, this campaign has grown in its scale and impact.

2. The SHS – 2025 is being organized by the Department of Drinking Water and Sanitation (DDWS), Ministry of Jal Shakti under Swachh Bharat Mission – Grameen in rural areas of the country. Aligning with the essence of festivities, the campaign will be observed on theme of 'Swachhotsav' from 17th Sept - 2nd Oct. 2025.

3. The key focus areas of the SHS- 2025 campaign are:

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

4. Like previous years, when crores of people have voluntarily joined at lakhs of sites to contribute one hour of voluntary swachhata service, this year, the simultaneous nationwide shramdaan, '**Ek Din, Ek Ghanta, Ek Saath**' is proposed on **25th September, 2025** with a call to action to citizens for joining hands for the nation's cleanliness.

5. In view of the same, States/UTs/Districts/local bodies following are requested to:

- i. **Ensure maximum participation, mobilize** local bodies/ regional departments/ offices. Political leadership, celebrities, brand ambassadors, influencers, spiritual leaders, etc. to be engaged for better citizen participation,
- ii. **Organize State Level Roll Out programmes** on 17th September, 2025,
- iii. **Promote partnerships** with private sector organizations, NGOs/ CSOs/ and other related stakeholders etc.
- iv. **Engage with local puja committees/ associations** for observing clean green festivities,
- v. **Plan an effective advocacy strategy,**
- vi. **Effective Campaign Monitoring and IT Reporting:**
 - **Constitute State/UT Level Co-ordination Committee (SLCC);**

- Daily reporting of activities during SHS-2025 are to be uploaded on daily basis on the specially curated IT Portal for SHS-2025 (<https://swachhatahiseva.gov.in/>). Details and login credentials will be shared subsequently, followed by IT trainings for local bodies, PSUs and Central Ministries and other stakeholders.

6. The Panchayati Raj department plays a crucial role in galvanizing local participation and ensuring sustained impact through regular sanitation activities. Further, to make a meaningful contribution to the **Swachhta Hi Sewa (SHS) 2025** campaign, the Rural Development Departments of States/ UTs are also encouraged to leverage their extensive network of functionaries and Self-Help Groups (SHGs) which operates at grassroot level.

During the SHS campaign, Gram Panchayats should organise Gram Sabha or Special Gram Sabha for declaration of ODF Plus Model Villages and Swachh Sujal Gaon. The Villages which are yet to achieve ODF Plus Model and Swachh Sujal Gaon status, the plan and timeline for achieving the same may be discussed in Gram Sabha. Also, this forum should be utilized for awareness on Water, Sanitation and Hygiene issues followed by swachhata/ shramdan drive.

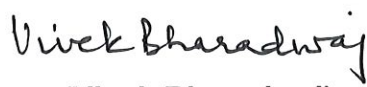
Gram Panchayats should undertake declarations and update in the SBM(G) IMIS portal at the following link (<https://sbm.gov.in/sbmphase2/Secure/Entry/UserMenu.aspx>) by district users of SBM(G). SOP on declaration of ODF Plus Model Villages and Swachh Sujal Gaon is enclosed at **Annexure I**. Additionally, Gram Sabha details must be uploaded on the e-Gram Swaraj portal in the following link (<https://gdpd.nic.in/>).

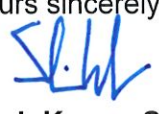
7. You may direct concerned official to spread the message of Swachhata through ground level functionaries (Block Development officers, Self Help Groups, Gramin Rozgar Sevaks, Community Resource Persons, Mates etc). The Elected Panchayat Representatives will anchor these activities in their areas. The functionaries will help in organizing Swachhta Pledge, cleanliness drives, transformation of CTUs, Clean Public Places and activities for Clean Green Festivities as suggested. Tree plantation and its maintenance under MGNREGA along roadside and public places can converge with voluntary efforts and Shramdaan to have clean and green spaces in the rural areas. The State Rural Roads Development Agencies may ensure proper roadside shoulder maintenance and cleanliness along PMGSY roads. Self-Help Groups (SHGs) with their Cluster Level Federations (CLFs) may be mobilized for leading mega cleanliness drives, involving voluntary shramdaan, with a focus on general sanitation in rural areas. Welfare benefits under Rural Development schemes may be extended to Safai Mitras and sanitation workers in recognition of their crucial contribution.

8. In the States/ UTs, the areas that are affected by flooding/ natural calamities, may take up SHS activities based on ground conditions. Care may be taken to club swachhata, sanitation and hygiene with flood relief and rehabilitation measures.

We look forward to your personal leadership and support in making this campaign a resounding success.

With regards,


(Vivek Bharadwaj)
Secretary

Yours sincerely,

(Shailesh Kumar Singh)
Secretary


(Ashok K. K. Meena)
Secretary

Chief Secretaries

All States/ UTs and Administrators of UTs

Standard Operating Procedure (SOP)

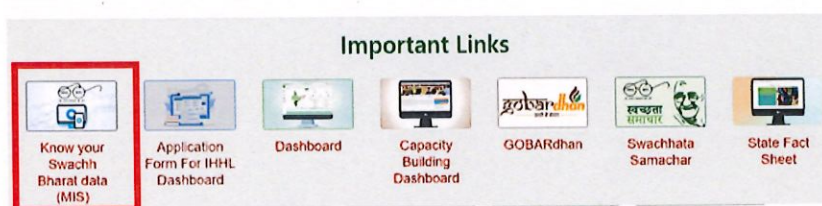
1. ODF Plus Model Declaration:

ODF Plus Model villages are those villages that sustain their ODF status, have arrangements of solid and liquid waste management and are visually clean

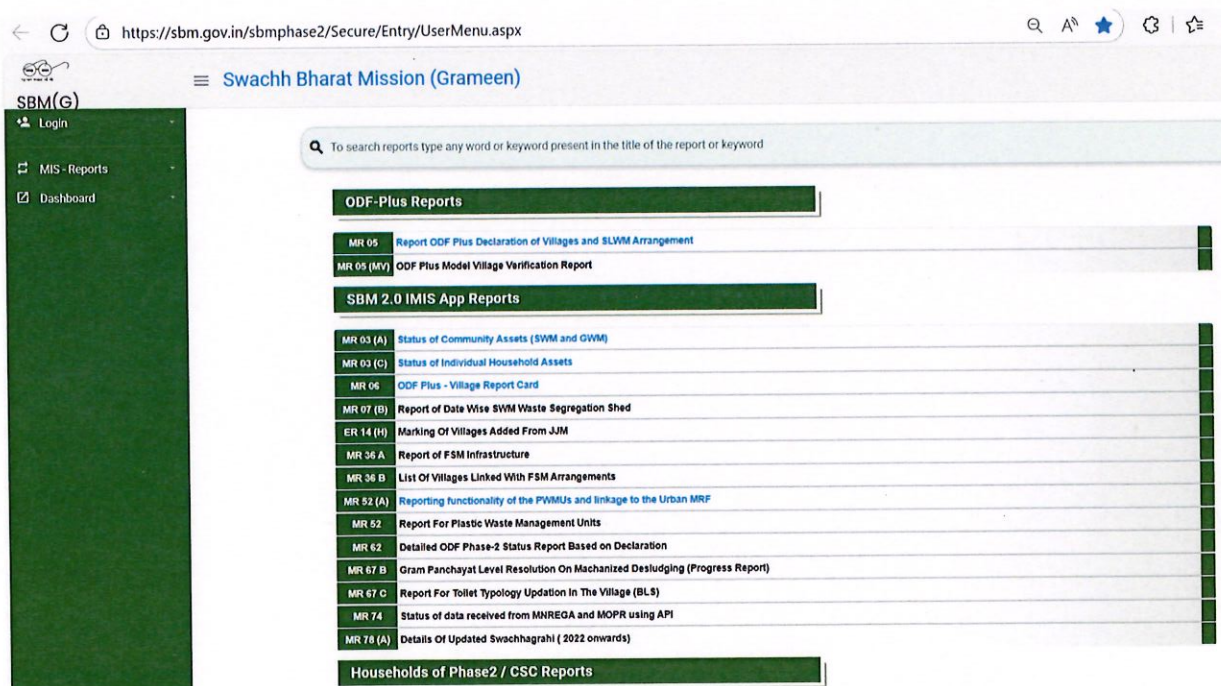
Step by Step process:

Step1: Go to Swachh Bharat Mission Grameen portal <https://swachhbharatmission.ddws.gov.in/> in any browser.

Go to the bottom of the page, and within the 'Important Links' tab click on "Know your Swachh Bharat Data (MIS)"



Following screen will be visible:



Step 2: Click on login, and provide login credential of SBM-G IMIS:

Sign In

User Id

uttar_pradesh

Password

.....

Security Code

5859



5859

Sign-In

Step 3: Click on get OTP and provide OTP sent to mapped mobile number in SBM-G IMIS:

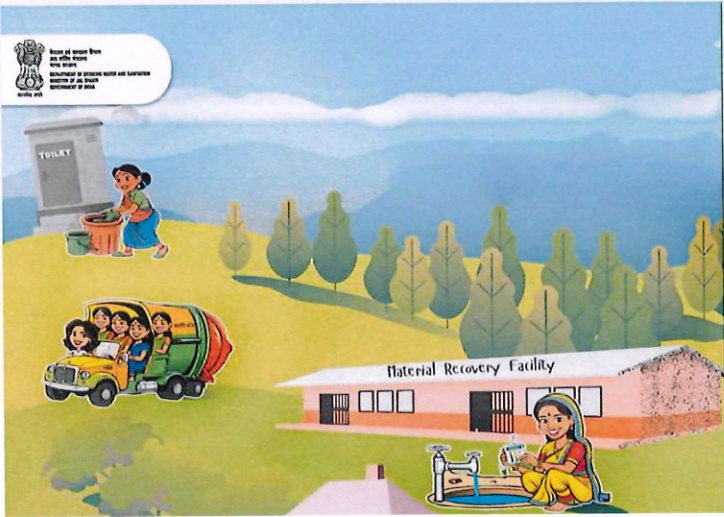
← ↻ https://sbm.gov.in/sbmphase2/Secure/Entry/SBMPhase2_LoginWithOtpAuthentication.aspx 🔍 A ☆ ⚙ ⚙ ⌚ 👤 ...

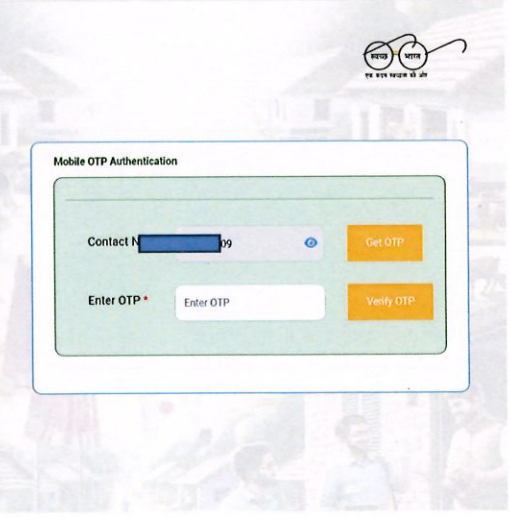
SBM(G) Swachh Bharat Mission (Grameen)





Swachh Bharat Mission
Grameen





Mobile OTP Authentication

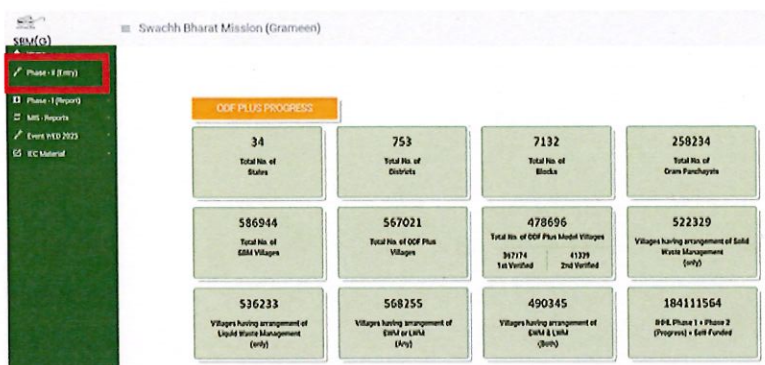
Contact N 

Get OTP

Enter OTP *

Verify OTP

Step 4: Click on Phase - II (entry)



Step 5: Click on Module PM-05B for declaring a village in ODF Plus Model. Following screen will be visible

← ↻ 🔒 https://sbm.gov.in/SBMPhase2/Secure/Entry/UserMenu.aspx

Swachh Bharat Mission (Grameen)

SBM(G)

- Home
- Phase - II (Entry)
- Phase - I (Report)
- MIS - Reports
- Event WED 2025
- ITC Material

New Households of Phase2

- PM 11 AP-BHL Target in Current Financial Year
- PM 05 (A) Marking of Arrangements for Solid Liquid Waste Management
- PM 05 (B) Declaration of ODF Plus Villages
- PM 05 (C) Entry of Households Covered (Data reported through API for MGNREGA and MGNREGS and ODF Plus Model Villages)
- PM 05 (D) Entry Treatment of Termination Point of Drains (For Declaration of ODF Plus Model Villages)
- PM 05 (E) ODF Plus Model Verification Module
- PM 05 (F) Marking of Villages/Blocks/Districts For Priority Areas (Ganga / Sagar / Vibhava / Samhara / Aspirational / Tribal)
- PM 12 (I) Entry Form For Self Funded BHL
- PM 14 Entry/Update Physical and Financial Progress of New Phase B BHLs
- PM 15 Approval of MPR (Physical and Financial) of New Phase B BHLs by District
- PM 15(A) Upload Annual Implementation Plan of state for 2025-2026
- PM 67 (G) Gram Panchayat Level Resolution On Mechanized Doodhling
- PM 78 Entry Form for Uploading Certificate for Social Audit
- PM 15 (H) Release of Institutional Detail (Panchayat Chart)

← ↻ 🔒 https://sbm.gov.in/SBMPhase2/Secure/Entry/SBMPhase2_InsertUpdateODFPlusDeclarationStarRating_CoveredHH.aspx

Swachh Bharat Mission (Grameen)

[PM 05 B] Module For Marking Of Villages Being Declared As ODF Plus (Aspiring/Rising/Model)

Declaration Type: ☆ ODF PLUS Declaration

StateName: ☆ Uttar Pradesh

Block Name: [Blue Box]

Village Name: [Blue Box]

District Name: ☆ BANDA

Panchayat Name: [Blue Box] JRD

Note: The village has been declared as ODF Plus - Aspiring category and will be reflected on ODF Plus dashboard. No further edits to approved data for Village basic, Institutional details and SLWM will be permitted.

Condition 1: All Households in the village have access to a functional toilet facility

Number of households in the village	510
Number of households having access to toilets	510
Percentage of households having access to toilets	100.00%

All Households in the village has access to a functional toilet facility ☆ Yes

[Click here for To Upload Duly Signed ODF Sustainability Certificate](#)

Condition 2: All Schools/Anganwadi Centers/Panchayat Ghar in the village have access to a functional toilet, with separate toilets for male and female

Schools			Anganwadi			Panchayat Ghar					
Total Reported Entered	Total Reported Approved	Total detail Entered (from Col 2)	Total Functional Toilets (from Col 3)	Total Reported Entered	Total Reported Approved	Total detail Entered (from Col 6)	Total Functional Toilets (from Col 6)	Is Panchayat Present Entered	Is Panchayat Present Approved	Total detail Entered	Total Functional Toilets
1	2	3	4	5	6	7	8	9	10	11	12
2	2	2	2	1	1	1	1	Y	Y	1	1

Note: Village should have arrangement of SWM and LWM and declared through PM-05A module.

Step 6: 3 documents are required while declaring a village ODF Plus Model (1. GP Resolution by Gram Sabha 2. Video of GP resolution and 3. ODF Plus Model Certificate signed and stamped by Sarpanch and Panchayat Secretary)

Click on Generate PDF at the bottom of the page and a certificate will be downloaded as follows:

Swachh Bharat Mission Grameen Certificate For ODF-Plus (Model) Declaration

State Name	District Name	Block Name	GP Name	Village Name
Uttar Pradesh	AMETHI	BHADAR	AMTAHI	AMTAHI

1. All Households in the village has access to a functional toilet facility: Yes
2. All Schools/Anganwadi Centers /Panchayat Ghar in the village have access to a functional toilet : Yes
3. Marking status of village having Solid waste management arrangements : Yes
4. Marking status of village having Grey Water Management arrangements: Yes
5. Village having IEC Messages: Yes
6. Village having Visual Cleanliness: Yes
7. Treatment of Grey Water at termination point of drains: Yes

ODF Plus (Model) Certificate

I Shri/Shrimati _____, Block _____, Gram Panchayat _____, District _____, State, and I Shri/ Shrimati _____, the Block Gram Panchayat Secretary, hereby certify that our Gram Panchayat/Village is now ODF Plus (Model) and satisfies all the above mentioned criteria. The resolution was adopted in Gram Sabha meeting held on _____ the same Gram Sabha meeting has been uploaded on IMIS.

Signed _____
 Name _____
 Date _____

Signed _____
 Panchayat Secretary
 Name _____
 Date: _____

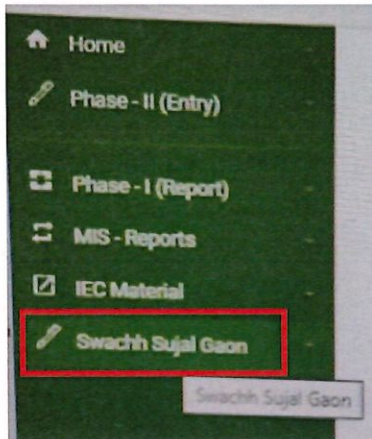
Note:- In Case of households less than 5 but more than 0 households in a village, the certificate will be signed by signed by BDO (Block Development Officer)

2. Swachh Sujal Gaon Declaration:

Swachh Sujal Gaon villages are those that are ODF Plus Model verified (second verified) under SBM-G and Har Ghar Jal certified under JJM.

Step by Step process:

Step 1: After login to SBM-G IMIS by the District user following screen will be visible:



The villages those that are ODF Plus Model verified (second verified) under SBM-G and Har Ghar Jal certified under JJM can be marked as “Swachh Sujal Gaon” through SG-01 module in SBM-G IMIS by District user.

Step 2: Click on Swachh Sujal Gaon



Step3: Fill the details in following Form:

[PM 001] Swachh Sujal Gaon Certificate Module Status

Kindly note: The data is ONLY available for ODF Plus Model and 2nd verified & Har Ghar Jal Certified Villages

Event Date *

State Name * District Name *

Block Name * Panchayat Name *

Village Name *

Sl No	ODF Plus Model Second verified (Valid from 01/04/2025)	Date of ODF Plus Model Second verified (Valid from 01/04/2025)	Har Ghar Jal Certified (Valid from 01/04/2025)	Date of Har Ghar Jal Certified (Valid from 01/04/2025)	Household have access to functional toilet (XLS Sanitability Certificate uploaded)	Village has arrangements of Solid and Liquid waste Management in place	Village is finally clean, with LSP messages displayed at public places	Household have functional household tap connection (HHC)
1	Yes	24-06-2024	Yes	26-04-2025	Yes	Yes	Yes	Yes

Gram Sabha Hold (Y/N) * ☐ Yes ☐ No Date Of Gram Sabha *

No. Of Participants In Gram Sabha * Swachh Sujal Gaon Declared (Y/N) * ☐ Yes ☐ No

Date Of Swachh Sujal Gaon Declaration *

Note: Availability of IEC

1. Any new IEC message in ODF Plus Category

2. Visual Confirmation of all these parameters should be Yes

Step 4: If eligible for Swachh Sujal Gaon then a certificate can be downloaded:

Kindly note : The data is ONLY available for ODF Plus Model and 2nd verified & Hat Ghar Jal Certified Villages

Event Date *	15-09-2025	District Name *	ARARIA
State Name *	Bihar	Panchayat Name *	ARARIA BASTI
Block Name *	ARARIA		
Village Name *	BELBARI		

Upload Swachh Sujal Gaon Certificate (Signed by Authority)

[Generate printable \(Gram Sabha Resolution Certificate\)](#) No file chosen

☐ I hereby certify that this document has been reviewed and verified to the best of my knowledge.

Kindly Note: Only pdf format and max size 50 KB.
Special character not allowed in pdf file name

Step 5: Get signed certificate by concerned officials mentioned in the Generated certificate and upload:

Swachh Bharat Mission (Grameen)

Gram Sabha Resolution No.:

Certificate for Swachh Sujal Gaon
(On Gram Panchayat Letterhead / Plain Paper with Gram Sabha Resolution No. :)

We, the undersigned representatives and residents of Village BELBARI, Gram Panchayat ARARIA BASTI, Block ARARIA, District ARARIA, State Bihar, hereby certify and undertake that our village has :

- 1. All households have access to functional toilets. : Yes**
- 2. The village has arrangements of Solid and Liquid Waste Management in place.: Yes**
- 3. The village is visually clean, with IEC messages displayed at public places.: Yes**
- 4. All households have functional household tap connection (FHTC).: Yes**

The Village Water & Sanitation Committee (VWSC) and Self-Help Groups (SHGs) will ensure collectively sustainability of Swachh Sujal Gaon status.:

Place:

Date:

Signatures:

1. Gram Pradhan / Sarpanch/Mukhiya – Name & Signature	2. Secretary, Gram Panchayat – Name & Signature
3. VWSC Chairperson – Name & Signature	4. SHG Representative (If any) – Name & Signature
5. Villagers' Representatives (at least 5–10 members) – Names & Signatures	

The reports of Swachh Sujal Gaon and ODF Plus Model declared villages can be viewed through **MSG-01** and **MSG-02** reports respectively in SBM-G IMIS.