

जितेन्द्र श्रीवास्तव, आई.ए.एस.  
संयुक्त सचिव  
**Jitendra Srivastava, IAS**  
Joint Secretary



सत्यमेव जयते



भारत सरकार  
जल शक्ति मंत्रालय  
पेयजल एवं स्वच्छता विभाग  
बी-2 विंग, चौथी मंजिल, पं. दीनदयाल अंत्योदया भवन  
सी.जी.ओ. काम्प्लेक्स, लोधी रोड, नई दिल्ली - 110003  
Government of India  
Ministry of Jal Shakti  
Department of Drinking Water and Sanitation  
B-2 Wing, 4th Floor, Pt. Deendayal Antyodaya Bhawan  
CGO Complex, Lodhi Road, New Delhi - 110003  
Tel. : 011-24362192 e-mail : js-sbm@gov.in  
Website: <https://jalshakti-ddws.gov.in>

D.O.No.S-13015/39/2024-SBM-IV DDWS

Date:6<sup>th</sup> September, 2024

Respected Sir,

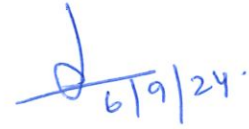
As you are aware, 2<sup>nd</sup> October is observed every year as Swachh Bharat Diwas as a tribute to the Father of the Nation, on his Jayanti. This year, we are also commemorating the 10<sup>th</sup> anniversary of the Swachh Bharat Mission. Accordingly, **Swachhata-Hi-Seva (SHS) 2024 campaign will be observed from 17<sup>th</sup> September to 1<sup>st</sup> October with the theme of 'Swabhav Swachhata - Sanskaar Swachhata' (स्वभाव स्वच्छता - संस्कार स्वच्छता) and thereafter Swachh Bharat Diwas (SBD) will be celebrated on the 2<sup>nd</sup> of October,2024 (Copy of guidelines enclosed).**

2. The Swachhata Hi Seva campaign is being celebrated with the idea of making 'Sanitation everyone's Business', and is aimed at ensuring the participation of citizens from all the sections of our society. The focus of this year's campaign will be on the transformation of designated dirty spots/ Cleanliness Target Units (CTUs) as well as the organization of SafaiMitra Suraksha Shivirs apart from Shramdaan and advocacy activities. Focus will also be centered on making people aware of the transformations that have happened in Swachhata in our society and the historic milestones in this regard. In this context, we would like to request you to actively participate in the Swachhata Hi Seva 2024 campaign and amplify the campaign's reach among the trainee officers by engaging them in the Swachhata Hi Seva, 2024 campaign and organizing events at the institutional level in accordance with the circulated guidelines (copy attached).

3. You are also requested to display the SHS 2024 logo prominently on your premises, website, and include the logo as email signatures in all the office correspondence. SHS 2024 logo along with SBMG Handles, Hashtag may be accessed at **Annexure 1**.

4. We look forward to your enthusiastic support and personal leadership to make this campaign a resounding success.

With Regards,

A handwritten signature in blue ink, appearing to be 'J' followed by a horizontal line and the date '6/9/24'.

**(Jitendra Srivastava)**  
**Joint Secretary & Mission Director, SBM(G)**

**Dr. G Narendra Kumar,**  
Director General,  
NIRD&PR, Hyderabad,  
**Telangana.**

**SHS 2024 logo along with SBMG Handles, Hashtag**

a. SHG 2023 Logo-

<https://drive.google.com/drive/folders/1g0tZieBkPkiJjagXP83YbeHPJgYotVRH?usp=sharing>

b. Hashtag –

#SBMG  
#ODFPlus  
#SHS2024  
#SwachhataHiSeva2024  
#SwabhaavSwachhata  
#SanskaarSwachhata

c. SBM-G Social Media Account Handles

SBM-G Twitter:

Account User Name - @swachhbharat

Link- <https://twitter.com/swachhbharat>

DDWS Twitter:

Account User Name- @MoJSDDWS

Link- <https://twitter.com/MoJSDDWS>

Facebook:

Account User Name- Swachh Bharat Mission, India

Link- <https://www.facebook.com/SBMGramin>

Instagram:

Account User Name- @swachhbharatgrameen

Link- <https://www.instagram.com/swachhbharatgrameen/>

Koo:

Account User Name- @swachh\_bharat

Link- [https://www.kooapp.com/profile/swachh\\_bharat](https://www.kooapp.com/profile/swachh_bharat)

YouTube:

Account User Name- @SwachhBharatMissionGramin

Link- <https://www.youtube.com/channel/UCoItwq5Oyfq7Jk4Soik-UA>

d. For SHS 2024 IT portal - <https://swachhatahiseva.gov.in/>  
for appropriate data entry against all parameters by all concerned stakeholders.