

भारत सरकार
वाणिज्य और उद्योग मंत्रालय
विकास आयुक्त का कार्यालय
सीपज़ विशेष आर्थिक क्षेत्र
अंधेरी (पूर्व), मुंबई - 400096



Government of India
Ministry of Commerce & Industry
Office of the Development Commissioner
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CIRCULAR No. 39 / 2026

Sub.: Observance of Swachhata Hi Seva (SHS) – 2026 Campaign in SEZs under the jurisdiction of SEEPZ – reg

As part of the nationwide initiative led by the Department of Urban Development, Ministry of Housing & Urban Affairs (MoHUA) and the Department of Drinking Water & Sanitation (DDWS), Ministry of Jal Shakti, the *Swachhata Hi Seva (SHS) – 2026* campaign is scheduled from 17th September, 2026 to 2nd October, 2026, culminating on Swachh Bharat Diwas. The theme of this year's campaign is "Swachhata Mein Sahbhag, Swachh Bharat, Viksit Bharat", emphasizing the collective role and responsibility of every individual in achieving the vision of a Swachh and Viksit Bharat.

2. The campaign aims to strengthen voluntarism and collective action for Swachhata through a "Whole of Society" and "Whole of Government" approach, bringing together citizens, institutions and leadership at all levels. All SEZs under the jurisdiction of the Development Commissioner, SEEPZ-SEZ are hereby requested to actively participate in the fortnight-long campaign.

3. Focus Areas / Pillars of SHS-2026:

- **Transformation of Cleanliness Target Units (CTUs) & Clean Public Places:** Identification, mapping and time-bound clearance of difficult/dirty spots and cleanliness of high-footfall public places.
- **Swachh Paathshala – Yuva for Swachhata:** Sensitization and engagement of students and youth through activities relating to Swachhata, Solid Waste Management, rainwater harvesting and water management.
- **SafaiMitra Suraksha Evam Samman Shivar:** Organising camps for SafaiMitras, Swachhagrahis and sanitation workers for welfare-scheme linkages, preventive health check-ups, distribution of PPE kits/safety gear and recognition of their contribution towards Swachhata.
- **Jan Bhagidari for Swachhata:** Door-to-door awareness and citizen engagement activities, awareness regarding SWM Rules, 2026, source segregation and composting, sports activities, eco-friendly celebrations, plantation drives under "Ek Ped Maa Ke Naam", and other activities promoting Swachhata as a way of life.
- **Swachhata se Samridhi:** Promotion of circular economy through initiatives such as "Kabaad se Jugaad – Waste to Wealth", "Kabaad se Kala – Waste to Art", donation drives, RRR initiatives and Plastic Recycling

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4. Special Nationwide Activity:

- > 17th September, 2025 – Campaign Roll-out with large-scale cleanliness drives.
- > 1st October, 2026 – “Ek Din, Ek Ghanta, Ek Saath”: A simultaneous nationwide *Shramdaan* activity will be undertaken, wherein officers, staff, unit holders, industry associations and other stakeholders may participate by contributing one hour of voluntary Swachhata service.
- > 2nd October, 2026 – Swachh Bharat Diwas: The campaign will culminate with appropriate cleanliness and awareness activities and reporting of activities undertaken during the campaign.

5. Action Points for SEZs under SEEPZ Jurisdiction:

- > Nominate a Nodal Officer to coordinate and report the SHS-2026 activities.
 - > Identify and undertake cleanliness activities at Cleanliness Target Units (CTUs) and other identified locations within the SEZ premises.
 - > Organise cleanliness drives within SEZ premises, common facilities and surrounding public areas.
 - > Conduct SafaiMitra Suraksha Evam Samman activities for sanitation/outsourced/contractual workers, wherever feasible.
 - > Undertake public awareness and advocacy activities in collaboration with industry associations, unit holders and other stakeholders.
 - > Promote participation of private sector organisations, NGOs, CSOs, corporates and other stakeholders in the campaign.
 - > Ensure maximum participation of officers, staff, unit holders, industry associations and other stakeholders in the campaign.
 - > Maintain proper documentation of activities, including photographs and other relevant details, and ensure daily reporting/uploading of activities on the designated SHS-2026 portal, as applicable.

6. All SEZs under the jurisdiction of SEEPZ are requested to ensure maximum participation and active involvement in the SHS-2026 campaign and to undertake meaningful cleanliness and awareness activities during the campaign period.

This issues with the approval of the Competent Authority, SEEPZ-SEZ.

(Dr. Sandip Bhosale)
Deputy Development Commissioner
SEEPZ-SEZ

F. No. SEEPZ-SEZ/ADMN/SSA/428/2014-15/V-III/

Date: 17.09.2026

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To,

1. All Developers
2. DCO/JDCO/DDC/SO
3. All Officers/Officials/Outsourced Staff of SEEPZ
4. SEEPZ Website
5. Notice Board
6. All Units of SEEPZ
7. SGJMA, GJEPC and SEEMA