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E.S.I.C.

कर्मचारी राज्य बीमा निगम
(श्रम एवं रोजगार मंत्रालय, भारत सरकार)
EMPLOYEES' STATE INSURANCE CORPORATION
(Ministry of Labour & Employment, Govt. of India)



सत्यमेव जयते

मुख्यालय/HEADQUARTERS

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Date-11-09-2025

To,

1. All Insurance Commissioners and Medical Commissioners,
2. All Additional Commissioners & Regional Directors/Joint Directors(I/c.),
Regional offices/Sub-Regional Offices,
3. D(M)Delhi, D(M) Noida,
4. All Deans, ESIC Medical Educational Institutions,
5. All Medical Superintendents, ESIC Hospital.

Subject- Swachhata Hi Seva campaign 2025-reg.

Madam/Sir,

In persuasion of directions issued by DDWS and MoHUA, Govt. of India, it is informed that Swachhata Hi Seva Campaign will begin from 17th Sep, culminating on 2nd Oct, 2025, being observed as Swachh Bharat Diwas. The competent authority has approved following activities to be observed during the campaign.

1. The key focus area of the SHS-2025 campaign are-
 - Transformation of Cleanliness Target Units (CTUs) wherein difficult and dirty spots will be identified, mapped and cleared in the time bound manner.
 - Clean Public Spaces: General cleanliness of establishments/institutions and high footfall spaces.
 - Safai Mitra Suraksha Shivirs: Single Window camps for preventive health check-up and linking with welfare schemes.
 - Advocacy: Swachh Sujal Gaon, Waste to Art, Clean Street Food, RRR centres etc
2. 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 Sept, 2025** with a call to action citizens for joining hands for

the nation's cleanliness.

3. Following activities may be done-

- i. Swachhata Pledges in offices, educational institutions, public spaces & before events
 - ii. 'Ek Ped Maa Ke Naam' plantation drives across local bodies alongside beautification
 - iii. Educational Public Demonstrations: Interactive sessions and demonstrations for source segregation, recycling techniques, and composting for citizens.
 - iv. Zero Waste Events: Highlight and share events like zero waste initiatives at RRR (Reduce, Reuse, Recycle) Centres and tourist spots through digital platforms.
 - v. NGO and SHG Mobilization: Engage NGOs, CSOs & SHGs to connect with RWAs, local communities for widespread awareness & participation in local swachhata events.
 - vi. Swachhata runs, cyclathons & marathons to promote fitness and cleanliness simultaneously by encouraging broad community participation.
 - vii. Waste to Art at Sanitation Parks: Creative initiatives transforming waste into art and promoting community pride
 - viii. 'Reduce, Reuse, recycle' activities aligned to Mission LiFE (Lifestyle for Environment)
 - ix. Identification and transformation of Cleanliness Target units.
 - x. Emphasis will be given for timebound transformation of difficult and dirty spots (Cleanliness Target Units (CTU). Each of the cities will also be transformed with beautification, plantation, waste to art installations by communities etc.
 - ii. Single-window health and welfare camps for SafaiMitras for preventive health care treatment and linkages with various welfare schemes of Central and State Government.
4. Each RO/SRO/Hospital shall designate a Nodal Officer for the Special Campaign (Preferable Senior most officer). The Nodal officers will coordinate the campaign in their Offices.
5. The progress report must be furnished on daily basis via email to general branch i.e. general-hq@esic.nic.in and also to PR branch i.e. pr.branch-hq@esic.nic.in.
6. An effective 360-degree media plan that effectively utilizes digital, social as well as mainstream media will be the other major activities.
7. **In the States/UTs/Constituencies where the areas 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.

This is issued with the approval of competent authority.

Your Sincerely,

Amresh Kumar Jha
Assistant Director (General)