



Phone: 080 – 2656 3530

Email Ids:

nssrcbangalore@gmail.com

nssrc.blr-ka@gov.in



भारत सरकार

Government of India

युवा कार्यक्रम और खेल मंत्रालय

Ministry of Youth Affairs & Sports



क्षेत्रीय निदेशालय राष्ट्रीय सेवा योजना

REGIONAL DIRECTORATE OF N.S.S.

#57/190, R.V. Road, Basavanagudi
BANGALORE - 560 004

No.22/NSS/RD-BLR/SAP/2026-27/1305 - 1376

Date:15-07-2026

To

All the NSS Programme Coordinators of
Karnataka.

Sub: Observance of Swachhata Pakhwada 2026 and Implementation of Swachhata Action Plan (SAP) 2026-27 – reg.

Sir/Madam,

This is to inform you that the Department of Youth Affairs has directed all subordinate offices to observe **Swachhata Pakhwada 2026 from 1st to 15th August 2026**. In this regard, all NSS Programme Coordinators are requested to instruct all affiliated NSS units under their jurisdiction to organize various **Swachhata Pakhwada activities** during the aforementioned period in educational institutions, adopted villages, public places, and surrounding communities, as per the enclosed Swachhata Action Plan (SAP) 2026-27.

The activities may include cleanliness drives, plantation drives, awareness rallies, waste segregation and plastic waste management campaigns, cleanliness of water bodies, sanitation and hygiene awareness programmes, community participation activities, and other Swachhata initiatives, as per the enclosed Swachhata Action Plan (SAP) 2026-27 and **the list of suggested activities**.

Further, as per the **Swachhata Pakhwada Awards** Guidelines issued by the Department of Drinking Water and Sanitation (DDWS), each Ministry/Department has been instructed to identify and nominate three outstanding Swachhata Pakhwada initiatives undertaken during the Pakhwada period. Accordingly, Programme Coordinators are requested to instruct all affiliated NSS Units/Institutions to nominations if any, based on the following criteria for onward submission to this office.

The nominations should be evaluated based on:

- Innovative and creative Swachhata activities and initiatives.
- Mass mobilization and community participation.
- Sustainable impact on sanitation and cleanliness.
- Engagement of educational institutions, adopted villages, and the local community.
- Overall quality and effectiveness of the activities conducted during the Swachhata Pakhwada.
- **Action Taken Report (ATR)** covering all activities conducted, along with geo-tagged photographs.
- A brief note highlighting the rationale for the nomination and relevant media coverage, if any.

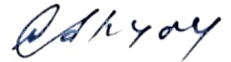
The nominations for the **Swachhata Pakhwada Awards, if any**, along with the Action Taken Report (ATR) and supporting documents, may kindly be submitted directly to the Ministry of Youth Affairs & Sports at pacnss@gmail.com after the conclusion of the Swachhata Pakhwada & same may also be intimated to this office.

The Swachhata Pakhwada Awards Guidelines, Swachhata Action Plan (SAP) 2026-27, and the suggested list of activities to be undertaken by NSS Units during the observance of Swachhata Pakhwada from 01st to 15th August 2026 are enclosed for reference and necessary action.

You are requested to ensure the active participation of all affiliated NSS Units/Institutions and give wide publicity to the programme during the observance of Swachhata Pakhwada from 01st to 15th August 2026. Your cooperation in ensuring the successful observance of Swachhata Pakhwada 2026 and the timely submission of nominations, if any, is highly appreciated.

Encl.: As above

Yours faithfully,



(GIRDHAR UPADHYAY)

Regional Director

Copy to:

Dr. Prathap Lingaiah, State NSS Officer, GOK, Bangalore- for kind information

No. J-17011/267/2023-CDN
Government of India
Ministry of Youth Affairs and Sports
Department of Youth Affairs

Dated the July, 2026

OFFICE MEMORANDUM

Subject: Observance of Swachhta Pakhwada in the year 2026-27.

The undersigned is directed to refer to this Division's email dated 12.01.2026 and reminder dated 19.01.2026 forwarding herewith the D.O. Letter No. 561/2/1/2026-CA dated 08.01.2026 (copy enclosed) of Cabinet Secretary containing the Swachhata Pakhwada (2026) Consolidated Guidelines, Swachhata Pakhwada Awards – Guidelines and Suggestive Activities to be conducted during Swachhta Pakhwada 2026.

2. As per the calendar, the Ministry of Youth Affairs and Sports is scheduled to observe Swachhata Pakhwada from **1st to 15th August 2026**. **In this connection, the Swachhata Action Plan (SAP) 2026-27 approved in respect of DoYA is enclosed herewith.**

3. All the concerned Divisions / subordinate offices/ Autonomous organizations and the Administration Division under this Department are requested to take necessary action for implementation of the Swachhata Action Plan(SAP), participate and undertake various Swachhata Programmes and drives at a large scale, including during the Swachhata Pakhwada. The photo/videos of the activities/programmes may also be uploaded on the portal of Department of Drinking Water and Sanitation (DDWS).

4. Furthermore, as per the Guidelines for Swachhata Awards for the year 2026 circulated by DDWS, each Ministry/Department shall select three Swachhata Pakhwada Awardees based on innovative / creative activities / initiatives, mass mobilization for Swachhata and sustainable impact. The selection process is to be overseen by the concerned Secretary, who shall finalize the First, Second and Third awardees and intimate DDWS within two days of the conclusion of the Pakhwada. The awards are to be presented to the winning sections/ attached offices/field formations/ institutions/ PSUs/ organizations at the end of Pakhwada Press Conference or similar events by the Secretary and/or Head of Ministry/Department in a formal ceremony at their level.

5. Accordingly, all the Divisions / subordinate office / Autonomous Bodies and their field offices are requested to participate for the Swachhata Awards by sending the nominations to this Department along with the Action Taken Report in the matter immediately after conclusion of the Swachhata Pakhwada 2026.

Digitally signed by
Khalid Ansari
Date: 14-07-2026
15:23:42

Enclosure: As above.

(Khalid Ansari)
Under Secretary to the Govt. of India

To,

1. All Divisions/ Sections of D/o Youth Affairs
2. CEO, MY Bharat,
3. Director, Directorate of NSS
4. Director RGNIYD, Sriperumbudur Tamil Nādu.

Copy to: PPS to Secretary YA

PPS to AS YA

PA to JS YA

Swachhata Pakhwada-2026

Consolidated Guidelines

- Every Ministry/Department should nominate a Joint Secretary level officer as nodal officer for Swachhata Pakhwada related activities, if not already nominated. Details of Nodal Officer may be verified and duly entered on the portal. These are also to be conveyed to JS&MD, SBM(G) (js-sbm@gov.in) and copied to Director, DDWS (sanjay.sinha67@nic.in) via email.
- The Swachhata Pakhwada Action Plan of the Ministry/Department must be communicated to the DDWS ideally **two months** prior to the commencement of their Pakhwada and the same is to be uploaded on Swachhata Samiksha Portal (<http://swachhbharatmission.gov.in/SwachhSamiksha/Home.aspx?Ty=se>). For the months of January and February, 2026 the same can be done by 10th January, 2026.
- Swachhata Pakhwada Action Plans are required to contain detailed date-wise activities as per the Swachhata Pakhwada of the Ministries/Departments.
- Every Ministry/Department to ensure that all their field formations, PSUs, subordinate/attached offices, and Institutions under them should plan and duly observe the Swachhata Pakhwada.
- Secretary of the Ministry/Department concerned may organise a VC/meeting with their field formations for the dissemination of information and to review the preparedness, before the Pakhwada begins. Senior Officers in the Ministry/Department may provide leadership in implementing Swachhata Pakhwada activities effectively.
- Ministries/Departments should duly involve Hon'ble Union Ministers, Hon'ble Union MoSs, Hon'ble MPs and other dignitaries in their Swachhata Pakhwada activities.
- Ministries/Departments may take steps to undertake innovative initiatives during the campaigns and spread information of the same through their social media handles.
- Availability and functionality of Divyang-friendly toilets may be specifically reviewed and ensured in the Central and State offices of Ministries/Departments during Pakhwada.
- Ministries/Departments may consider setting up a permanent mechanism through new programmes and Schemes for the sustainability of Swachhata, in addition to cleanliness drives during the Pakhwada.
- Messaging and awareness generation regarding curbing Single Use Plastic (SUP), efficient plastic waste management and overall solid waste management and liquid waste management.
- There needs to be a daily reporting of the activities during the Pakhwada on Swachhata Samiksha portal (<http://swachhbharatmission.gov.in/SwachhSamiksha/Home.aspx?Ty=se>) and myGov portals.
- Activity pictures of High Resolution of 2mb-5mb to be uploaded on the portal.
- During the Pakhwada Ministries/Departments may initiate Swachhata Awards/ranking among organisations under their fold (detailed guidelines are mentioned as **Annexure-I**).
- Ministries/Departments are advised to encourage communities for active involvement in Pakhwada activities and to ensure cleanliness and awareness drives in their locality along with cleanliness of their premises/attached offices. Some suggestive community engagement activities are given in the **Annexure-II**.
- Ministries/Departments should ensure proper branding and publicity of Swachhata Pakhwada activities in electronic and print media platforms at both field and Central level. Their social media handles and myGov platform may be used extensively for this purpose.

- Ministries/Departments in coordination with MoI&B, will ensure that adequate publicity is received by the Swachhata Pakhwada initiatives in both electronic and print media. MoI&B to also broadcast inspiring Swachhata initiatives on their coverage.
- A press release to be issued at the end of Pakhwada highlighting major outcomes of Swachhata Pakhwada for the Ministry/Department. This is to be shared with DDWS, once issued.
- A press conference may be organised by the Ministry/Department at the culmination of their Pakhwada to highlight the activities and initiatives undertaken. This may be addressed at the level of the Hon'ble Union Minister/ hon'ble MoS and Secretaries, as deemed appropriate.
- At the conclusion of the Swachhata Pakhwada the Ministries/Departments are required to submit the following to DDWS for onward submission to Cabinet Secretary and PMO:
 1. Report containing a detailed account of activities undertaken during Pakhwada;
 2. Related picture album, newspaper clippings, press notes, audio-visual clips;
 3. Any special document that Ministry/Department may have issued during Pakhwada; and
 4. Name and details of the three Swachhata Pakhwada awardees.