



Dated: 24th September, 2025

BSNLCO-ADMN/62/5/2020-ADMN-Pt.6

To

All CGMs,
BSNL.

Sub.: Execution of cleaning work at the Cleaning Target units(CTU) and execution of other activities regarding observance of SHS((Swachhata Hi Seva) 2025 campaign for Swachhta from 17.09.2025 to 02.10.2025 with the theme of "Swachhotsav" aligning with the festive spirit of the period with celebration of Swachh Bharat Diwas on 2nd October, 2025- regarding.

Ref.: (1) This office letter no BSNLCO-ADMN/62/5/2020-ADMN-Pt.6 dtd 19th September, 2025.

Kindly refer to this office letter under reference(available on Intranet). Vide this letter, it was requested to take necessary action as per the guidelines as mentioned in letter from DDG(C&A), DoT and DO letter from from Secretary, Govt. of India, Department of Drinking Water & Sanitization, Ministry of Jal Shakti (enclosed with letter of this office under reference) for the successful organisation of SHS((Swachhata Hi Seva) 2025 campaign.

In response, BSNL Circles have created Cleaning target unit(CTU) events on swachhatahiseva.gov.in portal as directed by DoT. Now it is requested to execute and complete all activities related to the cleaning of CTU(Cleaning Target Event) of your respective circle before 28th September, 2025 and close Cleaning Target Unit(CTU) events on or before 28th September, 2025 for further disposal to DoT.

It is requested to execute other below mentioned activities related to SHS Campaign 2025, as per the schedule below:

Sr. No	Name of the Activity	Description	Date on which may be executed	Remarks
1	Ek Din, Ek Ghanta, Ek Saath	Sharamdaan for nationwide cleanliness alongwith plantation drive	25.09.2025 from 12:00 PM to 01:00 PM	Reports may be sent to BSNL CO
2	Clean Public Spaces	General Cleanliness of Establishments/Institutions and high football places	27.09.2025	Events may be created on swachhatahiseva.gov.in and reports may be uploaded on it
3	SafaiMitra Suraksha Shivirs	Single Window camps for preventive health checkup and linking with welfare schemes	29.09.2025	Events may be created on swachhatahiseva.gov.in and reports may be uploaded on it
4	Clean Green Utsav	Eco-friendly and Zero waste celebration	30.09.2025	Events may be created on swachhatahiseva.gov.in and reports may be uploaded on it
5	Advocacy	Swachh Sujal Gaon, Waste to Art, Clean Street Food, RRR(Reduce, Reuse, Recycle) Centers, etc	02.10.2025	Events may be created on swachhatahiseva.gov.in and reports may be uploaded on it

In this regard, it is further intimated that other type of events like Music & singing, arts exhibition, fairs, Quiz, Mass gathering, etc. may be created on swachhatahiseva.gov.in portal for celebration of Swachh Bharat Diwas on 2nd October, 2025 and reports of these events may be uploaded on swachhatahiseva.gov.in portal immediately after completion of event on 2nd October, 2025 for the closing of events (on swachhatahiseva.gov.in portal). Reports may be sent to this office on following emails:

Emails: ss18201@gmail.com & agmadmn1@bsnl.co.in

This has the approval of the Competent Authority.

Sanjiv 24/9/25
(Sanjiv Sharma)
(AGM(Admin))
Mob. No: 9416059655

Copy to:

(1) PS to DIR(HR) for kind information.