

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
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SEEPZ Special Economic Zone
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CIRCULAR No. 43/2025

Sub.:- Observance of *Swachhata Hi Seva (SHS)* – 2025 Campaign in SEZs under the jurisdiction of SEEPZ – reg.

As part of the nation-wide initiative led by the Ministry of Housing & Urban Affairs (MoHUA) and the Department of Drinking Water & Sanitation (DDWS), Ministry of Jal Shakti, the *Swachhata Hi Seva (SHS)* – 2025 campaign is scheduled from 17th September to 2nd October, 2025 culminating on *Swachh Bharat Diwas*. The theme for this year is “*Swachhotsav – Clean & Green Festivities and Zero-Waste Celebrations*”

2. The campaign aims to strengthen voluntarism and collective action for *Swachhata* and will be observed across all Central Government establishments, States/UTs, PSUs, local bodies, and institutions. 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-2025:

- **Transformation of Cleanliness Target Units (CTUs):** Identify and clear neglected garbage/black spots.
- **Clean Public Spaces:** Offices, markets, institutions, transport hubs, and high-footfall areas.
- **Clean Green Festivities:** Eco-friendly celebrations, avoiding single-use plastics, ensuring post-event cleanliness.
- **SafaiMitra Suraksha Shivirs:** Health checkups, PPE distribution, and welfare linkages for sanitation workers.
- **Advocacy for Swachhata:** Awareness drives, *Swachh Sujal Gaon* declarations, plastic waste reduction campaigns, *Swachhata* rallies, competitions, waste-to-art installations, and *Swachh Food Streets*.

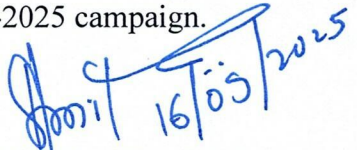
4. Special Nationwide Activities:

- **17th September 2025:** Campaign Roll-out with large-scale cleanliness drives.
- **25th September 2025 – “Ek Din, Ek Ghanta, Ek Saath”:** Simultaneous *shramdaan* drives at SEZ locations with maximum participation of officers, staff, unit holders, industry associations, and local stakeholders.
- **2nd October 2025 – Swachh Bharat Diwas:** Conclusion of campaign with reporting of all activities.

5. **Action Points for SEZs under SEEPZ Jurisdiction:**

- Nominate a **Nodal Officer** to coordinate and report SHS-2025 activities.
- Identify **CTUs**.
- Organise **cleanliness drives** within SEZ premises, common facilities, and surrounding public areas.
- Conduct **Safai Mitra Suraksha Shivirs** for outsourced/contractual sanitation workers.
- Ensure **public awareness & advocacy** activities in collaboration with industry associations and unit holders.
- Share **daily progress and reporting** of activities.

6. All SEZs under the jurisdiction of SEEPZ are requested to ensure maximum participation of units, industry associations, and stakeholders for the success of SHS-2025 campaign.

 16/09/2025

(Smitha Nambiar)

Deputy Development Commissioner,
SEEPZ-SEZ

F. No. SEEPZ-SEZ/ADMN/SSA/428/2014-15/V-III/11491

Date:- 16.09.2025

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