

Brief Campaign Report – Safai Apnao Bimaari Bhagao 2025

Swachh Bharat campaign to combat monsoon risks: Hygiene training for 3 million school children, over 5 million citizens engaged

The Ministry of Housing and Urban Affairs (MoHUA), under the flagship Swachh Bharat Mission–Urban (SBM-U), led a nationwide sanitation drive through the July 2025 campaign, *Safai Apnao, Bimaari Bhagao* (SABB). Held from 1st to 31st July, the campaign focused on preventive drain cleaning, eliminating garbage hotspots, and reducing water- and vector-borne diseases through targeted actions, public participation, and behavioural change. It was carried out in line with "Stop Diarrhoea Campaign" in alignment with Ministry of Health & Family Welfare (MoHFW).



MoHUA introduced the six cleanliness mantras this year: **Clean Hands, Clean Homes, Clean Toilets, Clean Neighbourhoods, Clean Drains & Water Bodies**, and **Clean Public Spaces**. Aligned with the Mission's motto 'Swabhav Swachhata, Sanskaar Swachhata', the campaign continued its two-pronged approach - mobilizing citizens and ULBs to adopt Swachhata and implement preventive cleanliness and awareness measures to curb disease outbreaks. The Ministry focused on reducing public health risks by tackling clogged drains, garbage hotspots, water stagnation, and ensuring access to sanitation and safe drinking water. It promoted hygiene and handwashing, especially in slums, schools, and high-footfall areas, through surveillance and awareness.



Under the Clean Hands Mantra, schools and communities across India took proactive steps to instil hygiene habits among students. In Belagavi, Karnataka, over 50,000 students across 120 schools participated in hand hygiene activities, while over 500 children in Chhattisgarh learnt disease prevention methods and pledged for swachhata in schools. Srinagar conducted an

impactful *Clean Hands Art Making* initiative to promote hygiene amongst students. In Delhi, a 3-km 'Pinkathon' involved 400 NCC cadets. The campaign also included handwashing drives in 255 schools. For Clean Homes, the emphasis has been on building community resilience from the household level. Assam's Sivasagar, launched a student-led internship program focused on source segregation and home composting through D2D awareness program. SHGs in Pandariya, Chhattisgarh, were trained on the Swachhata App and sanitation



practices to support sustainable household cleanliness. In Navi Mumbai, intensive cleanliness drives were conducted in housing societies and backlanes to maintain monsoon cleanliness. MCD conducted 206 cleaning drives, including back lanes and GVPs.

In Patna, an intensive drive was undertaken to clean community toilets, while Udaipur Municipal Council focused on toilet maintenance to ensure safe, clean, and disease-free public spaces for all under the Clean Toilets mantra. Gorakhpur conducted a week-long CT/PT cleanliness driving to nudge proper toilet user behaviour, under the Clean Toilets mantra. MCD organized massive 469 sanitation drives in Community and Public Toilets.



ULBs tackled Garbage Vulnerable Points and revitalized neighbourhoods. Ghaziabad cleaned the Kanwar Yatra route, boosted sanitation staff, waste management, and provided clean water and toilets. Patna used rangoli art for Clean Neighbourhood awareness, while Dhubri signed an MoU to turn a neighbourhood school into a Zero Waste Institution. Nearly 13 lakh households were covered in door-to-door waste segregation outreach in Telangana, waste segregation drives held in Kyathanapally, and anti-larvae operations were conducted in Armur. Around 2.5 lakh houses were sanitized, 500+ overhead tanks cleaned, 8,500+ frontline workers benefited from health camps, and 140 compost pits were set up in Telangana schools.



To tackle monsoon health risks, 14,210 km of drains were desilted and 4,343 km of roadside bushes were cleared in Telangana under the Clean Drains and Water Bodies mantra. SafaiMitras



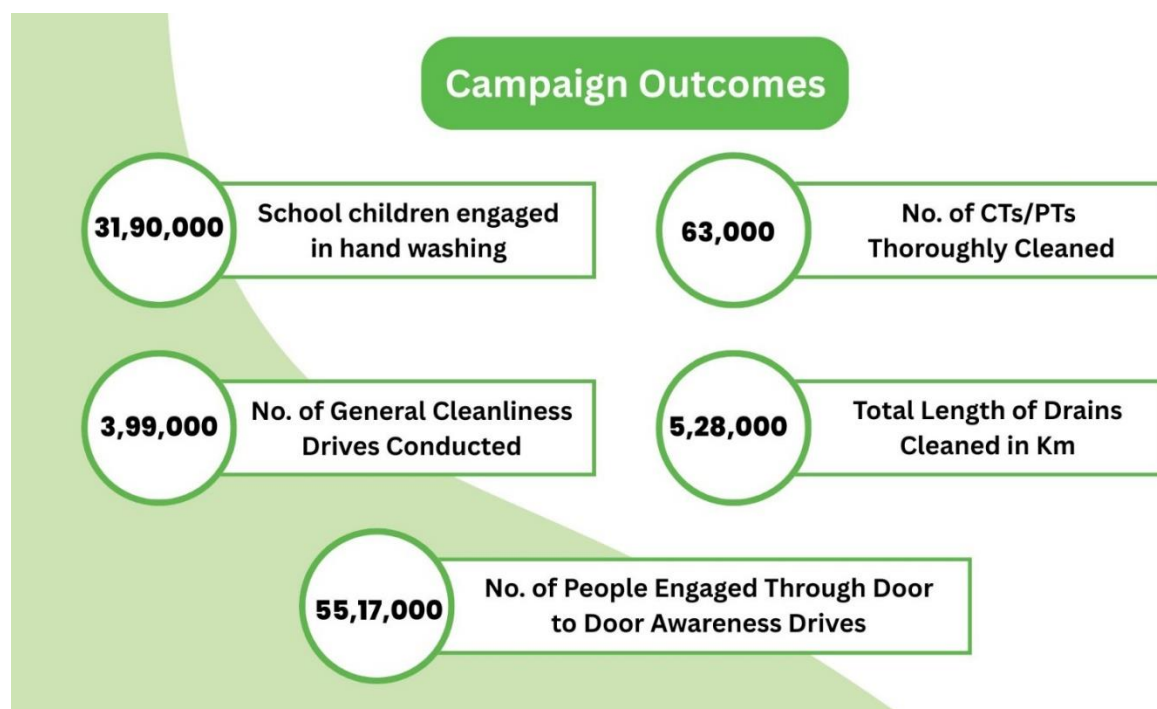
cleaned up plastic waste at Gadisar Lake as part of Jaisalmer's special cleanliness drive.

In line with the Clean Public Spaces mantra, special cleanliness drive held at Belapur Temple, Navi Mumbai, with support from citizens and Swachhata Doots, whereas NDMC carried out intensive vector and water-borne disease inspections, along with fogging operations at Parliament House.

Indore's ICSI Chapter and Municipal Corporation held a cleanliness drive at Rajwada Circle, spreading awareness and administering the Swachhata pledge.

In some unique initiatives, Patna launched Manhole Ambulances for rapid repairs with central monitoring. Agra's SMART Health Centre offered free checkups and medicines for SafaiMitras, while 30 Bhubaneswar schools started Zero Waste drives with composting and student-led efforts. Meanwhile, 52 health camps across 26 Urban Primary Health Centres reached over 22,000 citizens, focusing on malaria and dengue prevention in Navi Mumbai.

This year's SABB campaign saw record participation and impactful urban sanitation efforts nationwide.



Social Media Insights (1st – 31st July, 2025)



Posts done: 500

Views: Over 2.5 Lakh



Posts done: 250

Views: 3 Lakh



Posts done: 250

Views: 2.5 Lakh