

भारत सरकार / GOVERNMENT OF INDIA  
रेल मंत्रालय / MINISTRY OF RAILWAYS  
रेलवे बोर्ड / (RAILWAY BOARD)

No.2024/EnHM/08/01/SHS

New Delhi, dated. 21.09.2024

The General Managers,  
All Zonal Railways.


**Sub: Swachhata Hi Seva Campaign (SHS – 2024) over Indian Railways.**

**Ref:** i) This office's letter of even number dated 14.09.2024.  
ii) Joint Secretary, Department of Drinking Water & Sanitation/Ministry of Jal Shakti's DO letter No.13015/37-SBMVI-DDWS dated 20.09.2024 (copy enclosed).

Joint Secretary, Department of Drinking Water & Sanitation/MoJS, vide DO letter under reference (ii) has provided two, 45 second and 90 second, audio jingles on SHS campaign to popularize through announcement at all railway stations and in trains for better dissemination of SHS 2024 campaign. A google drive link and QR code has also been provided to access the aforesaid audio jingles.

2. In view of above, it is requested to make arrangements for popularizing these audio jingles on SHS campaign through announcement at all railway stations and in trains including Vande Bharat express trains with immediate effect.

**Encl:** As above (01 page)

  
(Shailendra Singh)  
Principal Executive Director/ ME(EnHM & Proj.)  
Railway Board

**Copy to:** DRMs/All Divisions and PCMEs/All ZRs for necessary action.

जितेन्द्र श्रीवास्तव, आई.ए.एस.  
संयुक्त सचिव  
**Jitendra Srivastava, IAS**  
Joint Secretary



सत्यमेव जयते  
आजादी का  
अमृत महोत्सव

भारत सरकार  
जल शक्ति मंत्रालय  
पेयजल एवं स्वच्छता विभाग  
बी-2 विंग, चौथी मंजिल, पं. दीनदयाल अंत्योदया भवन  
सी.जी.ओ. कामप्लेक्स, लोधी रोड, नई दिल्ली - 110003  
Government of India  
Ministry of Jal Shakti  
Department of Drinking Water and Sanitation  
B-2 Wing, 4th Floor, Pt. Deendayal Antyodaya Bhawan  
CGO Complex, Lodhi Road, New Delhi - 110003  
Tel. : 011-24362192 e-mail : js-sbm@gov.in  
Website: https://jalshakti-ddws.gov.in

**D.O.No. 13015/37-SBM-VI-DDWS**

**Date: 20<sup>th</sup> Sept, 2024**

Dear *Shailendra Singh ji,*

As you are aware that Swachhata-Hi-Seva (SHS) 2024 campaign is being observed from 17th September to 1st October with the theme of 'Swabhav Swachhata - Sanskaar Swachhata' (स्वभाव स्वच्छता - संस्कार स्वच्छता) and thereafter Swachh Bharat Diwas (SBD) will be celebrated on the 2nd of October.

2. In this connection, a 45 sec and 90 sec audio jingle has been prepared to popularize the SHS campaign. Audio jingle may accessed at the QR code/ link as below:

[https://drive.google.com/file/d/1POitgORnY-Glo3g8NDn2\\_UTxi\\_1zmREq/view?usp=sharing](https://drive.google.com/file/d/1POitgORnY-Glo3g8NDn2_UTxi_1zmREq/view?usp=sharing)



3. I would be grateful if the audio jingle may be popularized by announcement at all the railway stations and in trains for better dissemination of SHS 2024 campaign.

With Regards

Yours sincerely,

*(Jitendra Srivastava)*

**Shri Shailendra Singh**  
Principal executive Director,  
Rail Bhawan,  
Ministry of Railways (Railway Board) \,  
New Delhi.

Copy to:-

PPS to Secretary, DDWS.