



Swabhav Swachhata Sanskaar Swachhata (4S)

[Source: PIB](#)

Recently, **Swabhav Swachhata Sanskaar Swachhata (4S) 2024** campaign was initiated in New Delhi as the theme of [Swachh Bharat Mission \(SBM\) 2024](#).

- Under this, the Central Government is aiming for the time-bound and **targeted transformation of highly challenging and unsanitary locations**.
 - A key highlight of the campaign is the **introduction of Cleanliness Target Units (CTUs)** which entails the identification and mapping of these units through a dedicated portal.
 - **Three Pillars of 4S 2024 Campaign:**
 - **Swachhata Ki Bhaagidari:** Public participation, awareness, and advocacy for Swachh Bharat.
 - **Sampoorna Swachhata:** Mega cleanliness drives targeting difficult and dirty spots (Cleanliness Target Units).
 - **SafaiMitra Suraksha Shivar:** Single-window service, safety, and recognition camps for sanitation workers' welfare and health.
- **Swachh Bharat Mission (SBM): The initiative aspires to engender a transformative shift towards fostering sustainable behavioral change, embedding cleanliness into daily routines, and promoting widespread public participation in upholding a clean and healthy environment.**

Read More: [Swachh Bharat Mission](#)

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