पेयजल एवं स्वच्छता विभाग
जल शक्ति मंत्रालय
भारत सरकार

सत्यमेव जयते

स्वच्छ भारत
एक कदम स्वच्छता की ओर

Swachhata Chronicles

Volume-3

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सी आर पाटील
C R Paatil

सत्यमेव जयते

जल शक्ति मंत्री
भारत सरकार
Minister of Jal Shakti
Government of India

आमुख

सार्वभौमिक स्वच्छता और सतत अपशिष्ट प्रबंधन की दिशा में भारत की यात्रा वर्तमान समय के सबसे परिवर्तनकारी आंदोलनों में से एक है। माननीय प्रधानमंत्री श्री नरेन्द्र मोदी के प्रगतिशील और दूरदर्शी नेतृत्व में, स्वच्छ भारत मिशन (ग्रामीण) सिर्फ एक सरकारी पहल न होकर एक जन आंदोलन बन गया है। मिशन ने यह सुनिश्चित करते हुए कि स्वच्छता और साफ-सफाई को अब केवल कुछ लोगों का कर्तव्य न मानकर, प्रत्येक नागरिक की साझा प्रतिबद्धता के रूप में सामूहिक जिम्मेदारी की भावना पैदा की है। आज, ग्रामीण भारत ने न केवल खुले में शौच मुक्त (ODF) का दर्जा हासिल कर लिया है, बल्कि यह अब ODF प्लस मॉडल की ओर बढ़ रहा है, जहां गांव ठोस और तरल अपशिष्ट प्रबंधन, प्लास्टिक अपशिष्ट निपटान तथा समग्र पर्यावरणीय स्थिरता के बारे में सक्रिय कदम उठाए जा रहे हैं।

प्रस्तुत सार-संग्रह ग्राम पंचायतों, स्थानीय समुदायों, स्वयं सहायता समूहों और स्वच्छता कार्यकर्ताओं के समर्पण और नवाचार को प्रदर्शित करता है, ताकि यह सुनिश्चित किया जा सके कि स्वच्छ भारत मिशन के तहत प्राप्त की गई प्रगति निरंतर और सकारात्मक हो। इस प्रेरणादायी सार-संग्रह में इस बात को उजागर किया गया है कि कैसे ग्रामीण भारत अपशिष्ट प्रबंधन के वैज्ञानिक समाधानों को अपना रहा है, प्रौद्योगिकी और व्यवहारवादी परिवर्तन का लाभ उठा रहा है तथा स्वच्छता और साफ-सफाई के आत्मनिर्भर मॉडल बना रहा है।

ऐसी ही एक उत्कृष्ट सफलता की कहानी कर्नाटक के उडुपी जिले में वारंगा ग्राम पंचायत (GP) से आती है, जो मजबूत संस्थागत तंत्र, कुशल वित्तीय नियोजन और मजबूत सामुदायिक भागीदारी का निर्माण करके ठोस अपशिष्ट प्रबंधन में उत्कृष्टता के प्रतीक के रूप में उभरी है। ग्राम पंचायत ने एक आत्मनिर्भर ठोस एवं तरल अपशिष्ट प्रबंधन (SLWM) प्रणाली सुनिश्चित की है, जो स्वयं सहायता समूह (SHG) के सदस्यों को नियोजित करती है और पूरे भारत में अन्य गांवों को अपनाने के लिए एक मापनीय और प्रतिकृति फ्रेमवर्क प्रदान करती है।

मैं समुदाय के उन सभी नेताओं, पंचायती राज संस्थाओं, फ्रंटलाइन स्वच्छता कार्यकर्ताओं तथा व्यक्तियों की हृदय से सराहना करता हूँ, जिन्होंने अपने गाँवों को स्वच्छ और स्वस्थ बनाने में निरंतर अथक प्रयास किए हैं। इस अभियान में जैसे-जैसे हम आगे बढ़ रहे हैं, उनका यह योगदान 'आत्मनिर्भर भारत' की सच्ची भावना को दर्शाता है, जहाँ स्थानीय समाधान ही राष्ट्रीय प्रगति के पथप्रदर्शक बन रहे हैं। आइए हम सभी भारत के प्रत्येक गांव को ODF प्लस मॉडल और ग्रामीण स्वच्छता तथा स्थिरता के लिए एक वैश्विक मॉडल बनाने के लिए स्वयं को प्रतिबद्ध करें।

(सी आर पाटील)

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Vision Statement by
Minister of State

India's remarkable journey in sanitation and rural cleanliness stands as one of the most transformative governance successes in recent times. Under the visionary leadership of Hon'ble Prime Minister Shri Narendra Modi, the Swachh Bharat Mission (Grameen) has evolved into a nationwide movement, redefining the role of governance in public health, environmental sustainability, and community-led development -- Jan Andolan. Led by the Hon'ble Prime Minister's directions, the country increased its sanitation coverage from 39 per cent in 2014 to 100 per cent in 2019 across all States/UTs, which then achieved ODF status.

What began as an ambitious mission to eliminate open defecation transitioned into the broader goal of ODF Plus Model and Sampoorna Swachhata, wherein villages sustain ODF status, have arrangements for solid and liquid waste management, observe visual cleanliness and displays IEC messages.

This progress is a testament to the 4P's of political leadership, public financing, partnerships, and people's participation that have been hallmarks of this government's governance model. By empowering Gram Panchayats, strengthening local institutions, and ensuring financial sustainability, the mission has fostered a bottom-up approach to rural sanitation. Today, villages across India are not just beneficiaries but active participants in their own development, proving that true governance lies in enabling communities to take ownership of their progress. The unwavering commitment of state governments, district administrations, and village-level functionaries has been instrumental in making sanitation a political, social, and developmental priority.

Swachhata Chronicles presents a collection of inspiring stories that showcase how strong leadership, participatory governance, and innovative solutions are driving sustainable sanitation models in rural India. These stories highlight on ground action where groups and individuals are driving waste management, behavioural change initiatives, and self-sustaining cleanliness models. India's governance model under the Hon'ble Prime Minister has demonstrated that true transformation only happens when policy meets people's participation and SBM is a true example of that.

As we move forward, the Government of India remains committed to accelerating this momentum, ensuring that every village not only achieves ODF Plus status but also becomes a model of environmental sustainability and economic self-reliance. This volume of Swachhata Chronicles serves as both an inspiration and a roadmap, showcasing how political leadership and community action can work hand in hand to create a Swachh, Swasth, and Samriddh Bharat.

V. Somanna
Hon'ble Minister of State
Ministry of Jal Shakti, Government of India

Message from
Secretary

It gives me immense joy to present this compendium of inspiring stories and best practices from across India's States and Union Territories under the aegis of the Swachh Bharat Mission Grameen (SBMG). Since its inception, SBMG has always been a true Jan Andolan—a people's movement—where communities are at the center of transformative change. Over the years, this people led movement has propelled India's rural sanitation and water initiatives toward remarkable progress, reinforcing the belief that meaningful development is possible only when it is driven by the people themselves.

The varied contexts and trajectories of our States/UTs, as showcased in this volume, are a testament to the diverse ways in which communities have embraced ownership of these interventions. Despite their unique challenges and geographies, they share a unifying goal of Sampoorna Swachhata and of ensuring every village becomes both Swachh (clean) and Sujal (adequately supplied with water). The stories shared here highlight the impact of collaborative efforts—drawing on the strengths of inter-departmental partnerships, local governance, civil society and development partners—to address the complex issues surrounding rural sanitation. At the heart of these efforts, Village Water and Sanitation Committees (VWSCs) and District Water and Sanitation Missions (DWSMs) have played an indispensable role in local planning, implementation, and sustained community engagement.

This compendium serves as both a chronicle of success and a platform for collective learning. By documenting the journeys of different regions, the publication underscores the power of shared experiences: we learn not only from what went right, but also from the challenges that shaped each initiative. With the assistance of RWPF partners, the Department of Drinking Water and Sanitation (DDWS) remains committed to fostering an environment where States and UTs can come together, exchange solutions, and build on each other's strengths—ultimately reinforcing a culture of convergence and cooperation across multiple sectors.

I congratulate all those who contributed their stories, experiences, and insights to this effort. May these narratives inspire more communities and stakeholders to join hands with renewed dedication. Working together, with people at the core of every initiative, we can ensure that the vision of a Swachh and Sujal rural India becomes a lasting reality.

Ashok KK Meena
Secretary,
Department of Drinking Water and Sanitation
Ministry of Jal Shakti, Government of India

Insights from
Additional Secretary & Mission Director

The Swachhata Chronicles - Volume 3, is a compendium of real-world stories showcasing the remarkable strides made on ground in our pursuit of sustainable sanitation and waste management across rural India. This volume is a celebration of the journey that continues to be tread with perseverance, innovation, and community-driven change.

Over the past decade, India has witnessed an unparalleled transformation in rural sanitation, achieving milestones that were once deemed unattainable. The journey from achieving Open Defecation Free (ODF) status to sustaining these gains and advancing towards holistic waste management under the ODF Plus Model is an ongoing mission that requires unwavering commitment. This volume captures this essence—highlighting the challenges faced, the solutions pioneered, and the impact created by communities, local governments, and partners.

The stories compiled in this volume showcase a diverse range of interventions—from innovative greywater and plastic waste management models to women-led sanitation movements, from community-driven IEC efforts to technological innovations in tracking progress. Each case study stands as a testament to the power of collaboration, behavioural change, and localized solutions in achieving lasting impact.

One of the most remarkable aspects of the Swachh Bharat journey has been the active participation of people from all walks of life. Whether it is SHGs leading ODF Plus Model initiatives, GPs spearheading waste-to-wealth projects or young changemakers driving digital communication efforts, these stories reaffirm that true progress is achieved when communities take ownership of their development.

As we move forward, our collective focus must remain on sustaining the gains achieved so far and pushing the boundaries of innovation to ensure comprehensive waste management, enhanced hygiene practices, and environmental sustainability. The stories featured in here remind us that sanitation is more than just infrastructure—it is about dignity, health, and a better quality of life for all.

I convey my sincere gratitude to all RWPF partners for their support in documenting these inspiring stories and practices that can be adapted by many others.

I encourage all stakeholders to draw inspiration from these stories and work towards scaling and replicating these best practices. Together, we can build a cleaner, healthier, and more sustainable future for rural India.

Kamal Kishore Soan
Additional Secretary & Mission Director (NJJM)
Department of Drinking Water & Sanition

Table of Contents

ODF SUSTAINABILITY

Jharkhand

Parule Bazar: A Model Village in Sindhudurg

Nature of intervention: Community ownership

Parule Bazar is a Gram Panchayat located in Vegarla Taluka of Sindhudurg District, Maharashtra. Nestled in the lap of nature, it is bordered by a bottomless sea on one side and the Sindhudurg Airstrip on the other. This village Panchayat has the distinction of receiving the maximum number of awards at the central, state, and district levels during the Amrit Mahotsav year of Independence. The community's participation in Parule Bazar has gained recognition in the district and also in the state. The Panchayat includes three revenue villages, with Parule Bazar village having 574 houses and a population of 2,233.

Under the Swachh Bharat Mission (Grameen), individual toilets have been constructed in every household in the village. Additionally, a public toilet has been constructed for migrant families coming from outside. In total, 310 families have built individual septic tank toilets, 66 families have constructed individual biogas units, and 51 individual and 11 public soak pits have been created in the village. Compost pits have also been set up in public places to ensure the proper disposal of organic waste. Compost is produced through women Self-Help Groups (SHGs), and the resulting compost is used in the betel nut and coconut plantations located within the Gram Panchayat.

A significant emphasis has been placed on setting up an industry to process kathya through the Coir Board to manage the waste generated from arecanut and coconut groves. SHGs in the village manufacture footings, decorative items, cockpits, and more. This initiative has created considerable self-employment opportunities for the women of the village. The Panchayat has earned approximately Rs. 1.50 crore from the awards received, a testament to the impact of these initiatives.

This holistic approach to rural development, which encompasses sanitation, waste management, water conservation, and community empowerment, has made Parule Bazar a beacon of sustainable living in Sindhudurg District.

Empowering Women Self Help Groups for ODF Plus in Dudhad Village, Aurangabad

Nature of intervention: Community awareness

Dudhad village, located in Maharashtra's Aurangabad, with a population of 2,661 and 537 households, has set an example of remarkable work for others to follow. Within this close-knit community, 30 Self-Help Groups (SHGs) have emerged as a formidable force, taking on leadership roles. These women-led SHGs have been instrumental in driving various impactful initiatives, going beyond regular activities to engage deeply in village-level sanitation and cleanliness efforts.

The efforts of the women SHGs in Dudhad have been exemplary. The women began a tireless campaign to emphasize the importance of maintaining a clean environment and personal hygiene. They conducted a door-to-door educational drive, explaining the principles of Swachh Bharat Mission and ODF Plus, and introducing the community to effective waste disposal techniques. In addition, these women visited local schools to spread awareness about sanitation and waste management, particularly targeting the schoolchildren.

Adopting a cyclical approach, the SHGs tirelessly advocated for cleanliness and raised awareness across the village. They focused on educating adolescent girls about menstrual hygiene management. Working with the entire community, they launched campaigns to clean and beautify the village, hosting rallies and cleaning public spaces meticulously. Furthermore, the SHGs took proactive steps to raise awareness about the ban on single-use plastics, leading to a collective pledge from the villagers to abandon such products. In an eco-conscious initiative, the women began manufacturing cloth bags as a sustainable alternative to plastic, promoting environmental responsibility. The efforts extended to cleaning village drains, roads, maintaining the community sanitary complex, and organizing cleanliness rallies. These activities have yielded meaningful results, thanks to the active participation of the local public. Today, Dudhad village is not only clean but also beautiful, thanks to the tireless work of these women, who have contributed to maintaining the pristine and aesthetically pleasing environment of their village.

GREYWATER MANAGEMENT

Karnataka

Grey Water Treatment through Soil Bio-Technology in Serivelpuru, Krishna, AP

Nature of intervention: Greywater treatment
Approximate cost of implementation: Rs 12 lakh

This grey water management initiative in Serivelpuru, Krishna district, Andhra Pradesh, aligns with the Swachh Bharat Mission (SBM) in addressing the challenge of inadequate clean water access in rural India. It introduces an innovative Grey Water Treatment method known as Soil Bio-Technology (SBT). SBT utilizes a 'trickling filter' mechanism, harnessing natural biological and chemical reactions within the soil to purify water by removing suspended solids, organic, and inorganic content. This pilot SBT project, with a 30 KLD capacity, is supported by the Rural Water Supply & Sanitation Department, Government of Andhra Pradesh.

With SBT, 100% of greywater can be treated and recycled, significantly reducing dependence on freshwater. The operational costs are minimal and will be covered by the Gram Panchayat, making it an economically viable solution. Additionally, SBT has low energy consumption and relies entirely on naturally available materials such as sand, red bricks, gravel, and microorganisms, ensuring a zero carbon-emission process. If scaled up, SBT could even generate carbon credits over time.

Recognizing the importance of community participation, the Vijayavahini Charitable Foundation, Tata Trusts, and the District Project Management Unit (DPMU) conducted awareness programs to educate Serivelpuru residents. They trained them to manage and maintain the system, ensuring its sustainability. The active involvement of the community, along with continuous follow-up by the Rural Water Supply & Sanitation Department, VCF, Tata Trusts, and DPMU, has transformed Serivelpuru into a self-sufficient model village.

This technology is highly scalable and can be easily replicated across rural India, offering a sustainable water management model for other regions.

Revolutionizing Liquid Waste Management: The Success Story of Sonmai Gram Panchayat

Nature of intervention: Liquid waste management

Approximate cost of implementation: Rs 15 lakh

Sonmai Gram Panchayat in Bihar has emerged as a shining example of sustainable liquid waste management, showcasing how innovative solutions can uplift rural communities. As an ODF Plus – Model Gram Panchayat, the village implemented a state-of- the-art Waste Stabilization Pond (WSP), a unique and efficient system that channels and treats greywater.

Located strategically near the school, the WSP processes liquid waste from households, transforming it into treated water for agricultural use.

This initiative not only improved hygiene and cleanliness but also added to the village's appeal as a role model for surrounding communities. Under the visionary leadership of Mukhiya Mrs. Saroj Devi, Sonmai has plans to develop a park near the WSP, turning the area into a potential tourist attraction and fostering pride among the villagers.

Sonmai Gram Panchayat's journey began with a commitment to ensure cleanliness and hygiene for its 250 families. With guidance from Swachh Bharat Mission experts, the village implemented the WSP to address liquid waste in an eco-friendly manner. This two-stage system channels greywater into ponds for treatment, resulting in a clean and sustainable environment. The success of this initiative has inspired nearby villages to adopt similar models.

Sonmai Gram Panchayat's Waste Stabilization Pond exemplifies how innovative, community-led efforts can transform sanitation challenges into sustainable solutions. By creating a cleaner and more vibrant village environment, the initiative highlights the potential of rural development to inspire broader change.

Nature-based Community Grey Water Management at Kodiyala, Haveri

Nature of intervention: Greywater management

Approximate cost of implementation: Rs 26 lakh

Situated on the banks of the Tungabhadra River in Karnataka, Kodiyala Gram Panchayat embarked on an innovative journey to manage greywater sustainably. Recognizing the environmental and health impacts of untreated greywater polluting the river, the Zilla Panchayat Haveri launched the "Nirmala Haveri" campaign to address this issue.

The pilot project employs a two-stage sedimentation pond followed by a constructed wetland for inline treatment, alongside a bypass drain for managing wet weather flow. This nature-based, cost-effective system not only treats greywater efficiently before it reaches the river but also integrates seamlessly with the natural environment. Extensive community involvement, awareness campaigns, and convergence with MGNREGA for civil works ensured the project's success.

Local authorities and engineers conducted detailed surveys, analyzed drainage networks, and prepared designs for suitable sites. The initiative also included constructing household-level soak pits and educating residents on solid waste segregation, creating a cleaner and healthier environment.

Kodiyala faced significant greywater management challenges that directly affected the Tungabhadra River and village hygiene. To tackle these, the Grama Panchayat, in collaboration with state experts and the community, conceptualized and executed a pilot greywater treatment project. The system channels greywater into sedimentation ponds for initial treatment, followed by wetlands that further purify the water, making it suitable for safe disposal or agricultural use. This initiative highlights the effectiveness of community-led, nature-based solutions in addressing rural sanitation challenges.

The greywater management initiative at Kodiyala Gram Panchayat demonstrates how simple, nature-based solutions can yield transformative results. By significantly reducing pollutants entering the river and improving overall hygiene, the project underscores the potential for replicating such sustainable models in other rural areas.

PLASTIC WASTE MANAGEMENT

Kerala

Transformative Plastic Waste Management in Waranga Gram Panchayat, Udupi

Nature of intervention: Plastic waste management

Approximate cost of implementation: Rs 14 lakh

Waranga Gram Panchayat (GP), in Hebri Taluk of Udupi district, Karnataka, has undergone a remarkable transformation in waste management. Since 2017, the GP has taken significant steps to ensure the scientific handling of solid waste. Being a Grade-I Gram Panchayat with 1,847 households and 220 commercial centres, its journey serves as an inspiration for other GPs in solid waste management (SWM).

When the Udupi District Administration launched an initiative to make all GPs SWM-compliant, Waranga GP began conducting training, selected the site for an SWM unit, and planned its implementation. An 18-member governing body, three government officials, and six GP staff led IEC activities to encourage households to segregate waste and adopt wet waste composting.

To establish a structured system, the GP appointed sanitation workers, hired a waste collection vehicle, and initially operated from an old building. Now, a new SWM unit has been set up with an investment of Rs 10 lakh, along with a Rs 4 lakh vehicle. The GP partnered with a self-help group (SHG) to manage the SWM unit sustainably, allowing it to operate through an independent bank account.

To streamline collection and transportation, blue-coloured bore bags were distributed to every household for dry waste. A route map guides the collection vehicle's daily rounds across different wards. Once a week, dry waste is collected from each household and transported to the SWM unit, while commercial establishments generating wet waste, such as hotels and fruit and vegetable shops, have their waste collected daily for two hours and disposed of in farmers' fields at no cost. Given the scattered nature of houses and the prevalence of traditional wet waste management methods at the household level, the focus is primarily on dry waste collection. At the SWM unit, waste undergoes semi-sorting before it is packed and stored.

The GP has established strong forward linkages for waste disposal. Every Saturday, a collection vehicle from the Nitte MRF centre arrives to collect sorted dry waste. At the centre, the waste is further sorted into different categories, baled and sold to authorized recyclers, while non-recyclable waste is sent to cement factories.

To ensure financial sustainability, Waranga GP has implemented the SWM byelaw, mandating a user fee of Rs 30 per household and Rs 50 per commercial center per month. This user fee is the primary revenue source, generating an annual collection of Rs 3.52 lakh, managed by the SHG. The SWM unit has successfully achieved financial viability, generating yearly revenue of Rs 1.64 lakh, while expenditure stands at Rs 1.55 lakh. Additional revenue is generated through the sale of recyclables, user fee collection, and commercial waste collection fees.

Monthly expenditures for operating the SWM unit include Rs 14,000 for the driver cum supervisor, Rs

10,000 for collection staff, Rs 4,000 for fuel, and Rs 2,000 for miscellaneous expenses, totaling Rs 30,000 per month. Additionally, two sweepers from the Panchayat assist with packing and loading, earning Rs 12,000 each per month, which is covered by Panchayat funds.

Waranga GP's structured approach to waste management has led to a significant reduction in littering, enhancing overall cleanliness. The Panchayat has been recognized by the state government and Zilla Panchayat for its efficient waste management efforts, and the initiative has also contributed to employment generation and income sustainability. The success of Waranga GP highlights the potential of community-led, financially sustainable waste management models and serves as a replicable blueprint for other Gram Panchayats aiming to enhance their SWM systems.

Litter-Free Movement: Rangamati Village's Path to Cleanliness and Responsibility

Nature of intervention: Plastic waste collection

Approximate cost of implementation:
Rs 300-500 per bin

Rangamati Village in Nawagarh Panchayat, Ranchi, Jharkhand, has undergone a transformative journey in plastic waste management, aligning with the goals of the Swachh Bharat Mission. Just months ago, the village struggled with severe plastic littering, but proactive efforts led by the Village Health Committee have turned it into a model of cleanliness and responsibility. Today, recyclable plastic waste is systematically collected and directed to nearby Kabadiwalas for recycling, ensuring proper waste management.

A pivotal step in this transformation has been the strategic placement of waste containers at every shop and pole across the village. This initiative has encouraged and motivated the community to dispose of recyclable plastic waste responsibly. The combined efforts of Swasthya Sahiyas, Jal Sahiyas, and community education programs have played a crucial role in this success. These dedicated individuals have worked tirelessly to educate villagers on the health risks of indiscriminate littering and improper plastic disposal.

Another key focus of this initiative has been educating women on the dangers of burning plastic for cooking purposes. This hazardous practice not only poses severe health risks to those engaged in cooking but also endangers their families. Through targeted outreach and awareness campaigns, a positive behavioural shift has taken root in the village. Residents now actively use designated waste containers, ensuring responsible disposal of plastic and dry waste.

The collection and recycling cycle established through this initiative has led to improved cleanliness and environmental sustainability. By redirecting plastic waste to Kabadiwalas, the village has created a sustainable waste management system while minimizing environmental harm.

Through these cohesive efforts, Rangamati village now stands as an example of effective plastic waste management. The collective determination of its residents, guided by the Village Health Committee and community workers, has transformed it into a beacon of cleanliness and responsible waste disposal.

Swachch, Swasth, Sunder, Aaplo Vasind: A Model for Sustainable Plastic Waste Management

Nature of intervention:

Plastic waste management

Approximate cost of implementation:

Rs 22-25 lakh

The *"Swachch, Swasth, Sunder, Aaplo Vasind"* initiative addresses challenges posed by plastic waste in Maharashtra's Vasind GP, a peri-urban area along the Mumbai-Nashik highway with a JSW steel plant nearby. The proximity to the highway and the presence of industries have led to a significant floating population in the GP. Earlier, in the absence of a plastic waste processing system, plastic was often dumped openly and burning plastic was a common practice, resulting in unhygienic surroundings and health risks.

To tackle these challenges, the adoption of appropriate measures and the creation of essential facilities became imperative. However, the GP initially struggled to manage funds for infrastructure development, and awareness among villagers about plastic waste management was low. The initiative, which began as a pilot project in a residential area known as JSW Colony, has now led to the establishment of a robust Plastic Waste Management (PWM) system, aligning with the objectives of the Swachh Bharat Mission.

As part of the drive, residents conducted mass plastic collection drives while school going students from the Jindal Vidya Mandir were engaged in awareness-generation activities on waste segregation and plastic channelization. Involving children and youth in the activities proved to be an effective strategy to encourage households to adopt waste segregation practices.

Recognizing that segregation at source is the foundation of a strong solid waste management system, ward-wise awareness sessions were held. These included practical demonstrations of two-way waste segregation. Once substantial awareness was raised, a ward-wise route plan was developed for waste collection.

The intervention, initiated by the JSW Foundation and the Lahs Pratisthan CSR, led to the procurement of assets, including four collection vehicles, Organic Waste Compost Machine (OWC), baling machine and a shed. Approximately 4-4.5 tons of waste is collected per day which includes 150-200 kg plastic, 2-2.15 tons of wet waste and reject. Plastic waste is baled and sold to recyclers. Six people are deployed for the work and the responsibility for operations and maintenance (O&M) is undertaken by the Mumbai Sustainability Centre (MSC) and JSW Foundation. A community-level rotary drum composting unit has also been set up to process biodegradable waste.

All these measures together have strengthened the waste management system in the GP, ensuring the safe disposal of solid waste and significantly improving environmental cleanliness and community well-being. The combination of community sensitization and practical waste management solutions has led to a reduction in open dumping and the creation of local employment opportunities. This initiative stands as a replicable model for other peri-urban areas facing similar challenges.

Waste to Resource - Empowering Rural Women in Kachchh

Nature of intervention:

Recycling and upcycling

Approximate cost of implementation:

Rs 2.65 lakh

Residing in a small village called Awadhnagar in Bhuj block of Gujarat's Kachchh, Rajiben Vankar's creativity and determination tells a story of how innovative ideas coupled with community involvement and support from government schemes can address pressing environmental issues. Faced with rampant plastic waste in the village, Rajiben's innovation centres around upcycling this plastic waste into marketable products using hand-weaving techniques to craft items like shopping and school bags, travel bags, totes, cosmetic and pencil pouches, spectacle cases and trays.

The idea dawned on Rajiben when she met a designer who had brought a bag woven out of plastic to show some weavers. A glance at the bag set Rajiben thinking about all the discarded plastic waste in the village, and she sensed the potential in recycling and upcycling plastic waste.

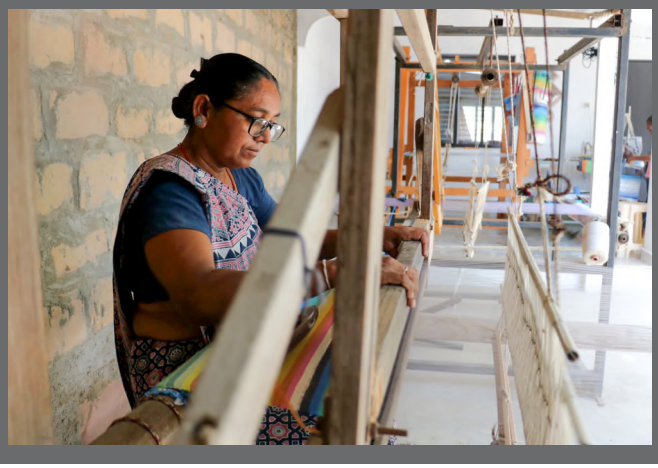
Rajiben meticulously devised a process to convert plastic waste into useful products. She collected plastic waste from every house in the village and put her creativity to use, weaving the collected plastic waste into attractive and functional products. The process involved collecting, cleaning and sorting plastic bags, cutting them into long strips; and thereafter, hand-weaving the strips on a traditional loom. The process took more time and energy than it takes to weave cotton yarn but is an eco-friendly initiative through which 70 single-use plastic bags were woven into a metre of plastic sheet, which were transformed into useful products and led to improved cleanliness of the village.

A state-level MoU between the Gujarat Livelihood Promotion Company and the Gujarat Energy Development Authority provides monetary incentives (Rs 10/kg of plastic waste collected), encouraging both informal ragpickers and entrepreneurs to participate. Rajiben

scaled her efforts by training 15 women artisans, turning her eco-friendly venture into a sustainable livelihood model.

A total of 10 women are now associated with her Kuldevi Sakhimandal, and a total of 60 other women work with her. The women of Kuldevi SHG earn a monthly income of Rs. 7,000 to Rs. 8,000 each through this. Together, they collect an estimated 5,000 kg of plastic waste annually. They generate an estimated annual revenue of up to Rs 15 lakh through the sale, and even export, of upcycled products.

Rajiben has not only addressed plastic pollution but also created employment for women artisans in her village. Her story highlights the power of community-driven, sustainable solutions in tackling environmental challenges. The women also generate awareness about the need to use alternatives to plastic, cut down on the use of single-use products and reuse their by-products. By empowering women artisans and reducing plastic waste, Rajiben's efforts have achieved the dual goals of environmental sustainability and economic upliftment.



Transforming Trash into Treasure: Women Lead Sundargarh's Waste Revolution

Nature of intervention:

Plastic waste management

Sundargarh District in northern Odisha is the state's second-largest district, accounting for 6.23% of its total area. In this remote, tribal-dominated, and mining-affected district, a group of determined women is spearheading a transformative initiative. By managing a district-level plastic waste management unit under the Swachh Bharat Mission Gramin (SBM-G), they not only combat plastic waste but also create sustainable livelihoods.

The Swacchta Sathis initially underwent a 3-day residential training, following which they focused on awareness campaigns on source segregation for the next few months and once satisfied that people segregate their waste at the household level, the collection process was initiated. The waste management initiative began in 2022 as a collaborative effort between the Sundargarh District Administration and UNICEF, with a vision to establish the district as a model for plastic waste management and women-led cleanliness. This program now operates across all 279 GPs in the district, generating a ripple effect of positive change. The uniqueness of the program is blending and integration of management practices through innovative technology, community participation and environmental sustainability. Belonging to various self-help groups (SHGs), these women play critical roles in waste management. At the Gram Panchayat level, their responsibilities include door-to-door waste collection and educating communities about waste segregation and handover practices. The collected non-biodegradable waste is transported to the district-level plastic waste management unit, where it undergoes rigorous segregation and processing for recycling. Equipped with machinery such as shredders, bailers, air blowers, and conveyor belts, the unit operates sustainably, generating enough revenue to cover maintenance costs and pay the sanitation workers.

The recycling unit is spread across 6,000 square ft. It has a maximum operational capacity of 5 TPD. Its per day input of waste is approximately 1.5 mt to 1.7 mt and per day output of waste is approximately 900 kg to 1.2 mt. The operation receives technical support from UNICEF Odisha.

By 2024, the Sundargarh ASSS expanded to cover over 17 Blocks, 279 GPs, 1,682 villages, and 3.12 lakh households, reaching 70% of the rural population of the district. It has managed over 360 metric tons of plastic waste and generated approximately Rs 17 lakh in revenue.

Currently, 470 Swacchta Sathis are working in the 279 GPs. The PR&DW department recently updated the O&M policy and remuneration structure. By next year, it is expected that over 700 Swacchta Sathis will be part of 'Aama Sundargarh Swachh Sundargarh'.

For the 'Aama Sundargarh Swachh Sundargarh' initiative, Sundargarh district received recognition at various levels, including being acknowledged as the best practices district for Solid Waste Management by the Government of Odisha, PR & DW Department.

The project has achieved significant environmental and economic benefits. It has mitigated nearly 770 metric tons of CO2 emissions and recycled plastic effectively, with each tonne saving an average of 3114 litres of oil, equivalent to Rs 3 lakhs. The project has preserved approximately 6,026 cubic metres of land by reducing waste destined for landfills.

It has led to systematic waste collection and segregation, resulting in visibly cleaner villages, with reduced littering and elimination of dumping sites. Previously, dumping sites were a common sight, but the intervention has introduced systematic waste management practices. The establishment of Material Recovery Facilities (MRFs) and segregation sheds has ensured efficient handling of dry and plastic waste.

Looking ahead, Aama Sundargarh Swachh Sundargarh aims to scale up the construction of a new product-making unit using Waste Plastic Items, implement customized GPS-enabled electric vehicles all over the district for door-to-door dry waste collection and the Swachh Sundargarh application for monitoring the whole operation, including GPS tracking, grievance redressal, and citizen feedback, Partner with more new recyclers to expand market opportunities for processed waste.

The success of Aama Sundargarh Swachh Sundargarh demonstrates the transformative power of women-driven initiatives in tackling global challenges like plastic pollution. By combining grassroots participation with administrative support, Sundargarh is not only achieving its cleanliness goals but also setting a benchmark for other districts in Odisha.

Implementation Cost

Sr No	Details	Unit	Cost (Lakh)	Schemes	Total
Capital cost					
A.	GP Level Segregation Shed	262	3.2	SBM G & CFC	838.40
	Tri Cycle	260	0.4	SBM G & CFC	104.00
	Safety Kit for sanitation workers	470	0.05	CFC	23.50
B	Block level PWMU	16	10	DMF	160.00
C	District level PWMU (Building, Machines, Tools & equipment, and electricity	1	110	RURBAN	110.00
O&M cost (Yearly)					
D	GP level shed	262	0.25	CFC	65.50
	Tri Cycle	260	0.05	CFC	13.00
	Sanitation workers payment	470	1.1	CFC	517.00
	MRF Unit Workers	7	1.1	Revenue	7.7
	Block level shed	16	0.4	CFC	6.40
Total					**1845.50**

Supaul emerges as a beacon of success in Plastic Waste Management

Nature of intervention:
Plastic waste management unit

Approximate cost of implementation:
Rs 16 lakh per unit

In a significant step towards environmental sustainability and alignment with the goals of Swachh Bharat Mission-Grameen, Supaul district in Bihar has established five Plastic Waste Management Units (PWMUs) in Pipra, Supaul, Basantpur, Chhatapur, and Kishanpur blocks, where plastic waste is meticulously sorted for appropriate processing.

This journey began with efficient planning where Block Development Officers (BDOs) and Coordinators underwent orientation sessions on the Mission's objectives. In pursuance of established guidelines, the BDOs identified suitable locations, obtained necessary approvals and prepared Detailed Project Reports (DPRs). After scrutiny and approval by the District Water and Sanitation Committee (DWSC), funds were transferred to designated blocks to procure three essential machines -- Dust Remover, Shredding, and Compressing -- for efficient plastic waste management.

This initiative has successfully converted plastic waste into resource, leading to both environmental and economic benefits. To date, 42 tons of plastic waste have been processed out of 56 tons of plastic waste collected.

The impact of these PWMUs extends far beyond revenue generation. Before their establishment, Gram Panchayats struggled to secure fair prices for plastic waste, often having to sell to local scrap dealers at low rates. The creation of the PWMUs has ensured that Gram Panchayats receive fair prices for all types of plastics, while also fostering a sustainable and revenue-generating plastic waste management model.

In Supaul district, there are 174 Gram Panchayats, out of which 168 have established Waste Processing Units (WPU), while the remaining six are linked to nearby WPUs. At these WPUs, plastic waste is sorted according to specific guidelines, including single-use plastic such as chip wrappers, fast-food packaging, PET bottles, and milk pouches.

At the PWMUs, plastic waste is classified into more than 10 categories based on its nature. So far, the initiative has generated a revenue of Rs. 2.12 lakh in Supaul district.

All five PWMUs are linked to the plastic product industry in Patna. According to Sonam Kumari, the district coordinator of SBMG Supaul, efforts have been made to further enhance the value of processed plastic by establishing a private startup-supported unit. In response to a request from a start-up enterprise, the district administration facilitated a ₹50 lakh loan under the PMEGP scheme to set up a Plastic Granule

Name of Block	Black Single-use plastic (kg)	Total Amount (Rs.)	White Single-use plastic (kg)	Total Amount (Rs.)	Wrapper (Kg)	Total Amount (Rs.)	PET Bottles (kg)	Total Amount (Rs.)	Milk Pouch (Kg)	Total Amount (Rs.)
Basantpur	3330	19980	2910	23280	2320	2320	1560	31200	0	0
Chhatapur	2836	21947	1892	12220	8821	8821	345	6900	0	0
Kishanpur	1837	11022	2128	10466	0	0	157	3140	0	0
Pipra	1647	11529	1292	7414	1230	1845	535	10700	30	360
Supaul	1015	3045	1193	3969	5442	4082	1480	17760	0	0
Total	10665	67523	9415	57349	17813	4077	4077	69700	30	360

Manufacturing Plant at the PWMU, Chhatapur. This plant now produces plastic granules, which have the highest market demand, using processed plastic collected from all five PWMUs in the district. This initiative eliminates the issue of selling plastic waste while also expanding the sourcing of plastic waste from PWMUs in neighbouring districts and local scrap dealers. The success of Supaul's plastic waste management initiative has received official recognition, with the Block Development Officer of Basantpur being honoured by the District Magistrate for achieving significant revenue through PWMU Basantpur.

Supaul district's commitment to strategic planning, community engagement, and innovative waste solutions stands as a beacon of progress, demonstrating how sustainable plastic waste management can lead to a cleaner, greener, and economically vibrant environment.

Enhancing Sustainability: Materials Recovery Facility at Nitte Gram Panchayat

Nature of intervention: Material recovery facility

Approximate cost of implementation: Rs 3 crore

A Material Recovery Facility (MRF) established at Nitte Gram Panchayat exemplifies sustainable waste management in Karkala, Udupi. This facility follows a structured approach to recycling, waste segregation, and resource recovery. Dry waste is collected from households in various Gram Panchayats and transported to the Solid Waste Management (SWM) centre for weighing and packaging. The MRF station's vehicle collects the waste weekly and transfers it to the MRF centre, where it is sorted into 25-30 categories using conveyor belts and compacted using a baling machine. Recyclables are sold to authorized companies, while non-recyclables are sent to cement factories for co-processing.

The facility operates with about 30 personnel, including waste sorters, baling operators, and staff handling accounting, security, and supervision. The MRF has a processing capacity of 10 tonnes per day and is equipped with storage areas, baling units, office spaces, security provisions, fire safety measures, CCTV systems, and transportation infrastructure.

The NGO responsible for operating the facility follows a zero-money policy, meaning it does not receive financial support from the department for operation and maintenance. This ensures financial independence and sustainability.

The MRF Operator plays a crucial role in facility operations. Responsibilities include obtaining statutory approvals, ensuring that only segregated dry waste is processed, and maintaining hygiene through cleaning supplies and regular upkeep. The operator oversees equipment maintenance, prohibits illegal dumping, and ensures compliance with waste management regulations. Worker safety is prioritized with protective gear, while detailed records of waste quantities, financial transactions, and reports are maintained. Security measures prevent theft, and government officials are allowed to inspect the facility. The operator manages operational costs and ensures smooth coordination with Gram Panchayats.

For operations, Nitte Gram Panchayat maintains a separate bank account where multiple Gram Panchayats deposit monthly service charges. The Chairperson of the Joint Committee or the Secretary authorizes transactions. The MRF Operator submits invoices to the Joint Committee and Gram Panchayats by the 5th of each month, and Gram Panchayats deposit service fees within seven days.

The success of the MRF scheme relies on the coordinated efforts of Gram Panchayats. They must ensure waste is segregated at the source, notify the MRF Operator in advance for bulk waste collection, and pack waste properly. Timely payment of service fees is essential, and if waste collection falls below expected levels, Panchayats still pay 50% of the fee.

Currently, the MRF Centre handles dry waste from 41 Panchayats in Karkala, Hebri, and Kapu taluks. Plans are underway to establish four new Plastic Waste Management Units (PWMUs) in Badagabettu, Kedur, Thrasi, and Hebri to support waste management efforts across 144 more Gram Panchayats.

Monitoring & Measurability for Transparent and Sustainable Plastic Waste Management in Bastar

Nature of intervention:

Community-led plastic waste management

Agdalpur, a remote tribal city in Chhattisgarh's Bastar district, focusses on collaborative efforts between the local district authorities and the local community, particularly women Self-Help Groups (SHGs) to overcome challenges faced in managing plastic waste. The intervention introduced a structured system in which SHG members play a pivotal role. SHG members collect and segregate waste from the village and store it at the village sorting sheds. A waste collection vehicle with electronic weighing scales is used which weighs the segregated waste and generates an instant receipt. The waste is further verified and sorted to remove any unwanted material at the block-level Material Recovery Facility (MRF).

The SHG members are informed about the weight difference, if any, after scanning and verification to ensure transparency. The amount thus generated from the sale of the collected recyclables and other waste is transferred to the bank account of the SHG within a week. The project ensures a transparent payment mechanism by ensuring mutual decisions on rates that are agreed upon by the nominated SHG group, Panchayat, and the team. The standardized reporting and monitoring system ensures a transparent payment mechanism for the SHG members, thereby promoting a sustainable business model. This decentralized model emphasizes both sustainability and financial viability.

This plastic waste collection system has been established in 29 Panchayats successfully with the involvement of women SHGs with support from the local DC office and the District Rural Development Agency (DRDA). Village community members have started segregating their waste now and as a result, 100% segregated waste is collected from the households.

The intervention has given SHG members an alternative and sustainable source of livelihood. Members can earn up to Rs 500-1,000 per day from segregating, cleaning and sale of dry waste. Almost 3 tons of dry waste is collected from the Panchayats and Solid Liquid Resource Management (SLRM) units daily. Informal safai-mitras linked with the MRF centres have also reported improved earnings, saving Rs 200-300 per day.

More than 18 kabadiwalas, bulk waste generators and recyclers have been linked through the project, earning improved wages, better insurance and health check-ups. Plastic/polythene bags are being collected and recycled, purchased/sold for recycling to recyclers/manufacturers, thereby improving livelihoods and contributing to a better circular economy approach. The project has empowered about 14 SHG members, who are dedicatedly involved in waste sorting and cleaning and the sale and purchase of recyclables at the MRF.

This project in Bastar exemplifies a successful model of community-led plastic waste management, blending simplicity with efficiency. Transparent monitoring systems, empowered women SHGs, and active community involvement have not only transformed waste management but also created sustainable livelihoods.

SOLID WASTE MANAGEMENT

Madhya Pradesh

Waste to Wealth: Transforming Solid Waste Management in Chamakhandi Gram Panchayat

Nature of intervention:

Solid waste management

Approximate cost of implementation:

Rs 25000 per month

Chamakhandi Gram Panchayat under the Chhatarpur block in Ganjam district of Odisha has transformed its solid waste management through sustainable functioning of a Mini Micro Composting Centre and Material Recovery Facility, which was developed through a hybrid funding with usage of a combination of SBM funds, MGNERA funds, and unspent balance funds from CFCs and SFCs. Later the project also started generating revenue (stated as Rs 16,000 monthly) through integration of SHGs for collection of user charges and all dry waste is sold to kabadiwalas except low-density plastics – for which rural-urban convergence is established and the low-density plastics are sent to Chhatarpur MRF for further processing.

The Chamakhandi Gram Panchayat's initiative now serves 1,430 households and has saved approximately 3050 quintals of waste from getting disposed in the open. The Panchayat has established linkages with rag-pickers and scrap dealers for effective management of waste.

Before the Solid Waste Management intervention, the situation in Chamakhandi Gram Panchayat was critical. Garbage was disposed or burnt on vacant land and roadside. Bad odour emanated from the decomposing waste and created an unpleasant environment for residents. Moreover, people living nearby used to suffer from ailments like fever, cough, diarrhoea, etc. due to flies and bear the stench caused by taccumulated waste. Solid waste accumulated near the drainage pipes clogged the outlets as well.

Hence the Ganjam District Administration established a Rural Mini Micro Composting Centre & Material Recovery Facility in Chamakhandi Gram Panchayat, with support from UNICEF and the Centre for Policy Research as technical and knowledge partners, under the tagline "Mo Swabhimaan Swachh Ganjam".

Rural MMCCs and MRFs consist of a receiving yard, sterilization chamber, tubs for storing wet waste, restrooms for workers, toilets, and separate tanks for storing segregated dry waste. MMCC/MRFs of Chamakhandi Gram Panchayat have been linked with Urban MRFs of nearby Chhatarpur NACs (Notified Area Council) for Managing Faecal Sludge and Plastic Waste Management. SHG members are managing the facility, creating awareness among people and collecting monthly fees from households.

The Waste to Wealth project exemplifies a replicable and sustainable model for solid waste management in rural areas. Through innovative approaches, community engagement, and effective partnerships, the initiative not only addresses immediate waste management challenges but also creates economic opportunities, contributing to the larger goals of Swachh Bharat Abhiyan.

“Unleashing a Sustainable Revolution: Innovating SLWM for a Better Future” - Bagda GP, West Bengal

Nature of intervention:

Solid waste management

Approximate cost of implementation:

Rs 30.62 lakh

Driven by the vision of preserving environmental quality for future generations, Bagda GP, situated in West Bengal near the Bangladesh border, has developed an innovative model for self-sustainable Solid Waste Management (SWM). The GP comprises 10 villages with 5,720 households and a total population of 33,527.

The establishment of a functional Solid Waste Management (SWM) unit is highly desirable for robust SWM systems. While there are several successful examples of sustainable SWM units in rural areas, the SWM unit in Bagda GP stands out for its innovative technologies that focus on upcycling and recycling waste products.

Prior to the establishment of the SWM unit, the primary focus was on creating awareness about waste segregation through door-to-door campaigns. Several surveys were conducted to assess the extent of intervention required for achieving self-sustainability of the unit. Initially, a pilot project was implemented, involving the collection of waste from 2,800 HHs according to planned route maps and collection frequencies.

To cover the operational costs, a monthly collection fee of Rs. 20 per household was charged, and pedal e-rickshaws were used for waste collection. Subsequently, waste collection was expanded to encompass all HHs, and the responsibility was entrusted to 10 Self-Help Group (SHG) units comprising 120 waste collectors. Each SHG was assigned a village to manage waste collection.

The distinguishing feature of the SWM unit is its ability to convert all collected waste, including thermocol, plastic, hyacinth, etc., into reusable products. Through regular service fee collections, such as Rs. 100 from hotels and Rs. 20 from shops and households monthly, the SWM unit has achieved self-sustainability. Overall, the efforts of Bagda GP are yielding remarkable results.

Bagda GP's SWM unit stands as a shining example of innovative waste management and self-sustainability. The conversion of various waste materials into reusable products showcases the potential for creating a circular economy at the grassroots level. This model can serve as an inspiration for other rural areas aiming for effective and sustainable waste management practices.

Scaling Rural-Urban Convergent Efforts for Solid Waste Management in Jamnagar District, Gujarat

Nature of intervention:

Solid waste management

Approximate cost of implementation:

Rs 70 lakh

Solid waste management in villages located in peri-urban areas has become a challenge due to population growth and urbanization. Also, in the absence of required manpower, illegal disposal of household solid waste harms the environment. To overcome the lack of manpower and funds for door-to-door waste collection in 35 peri-urban villages around Jamnagar, Gujarat, the Jamnagar Area Development Authority allocated an amount of Rs. 70 Lakh as per a request from the District Rural Development Agency (DRDA). An e-tender was floated, and an agency appointed with approval of the district level committee.

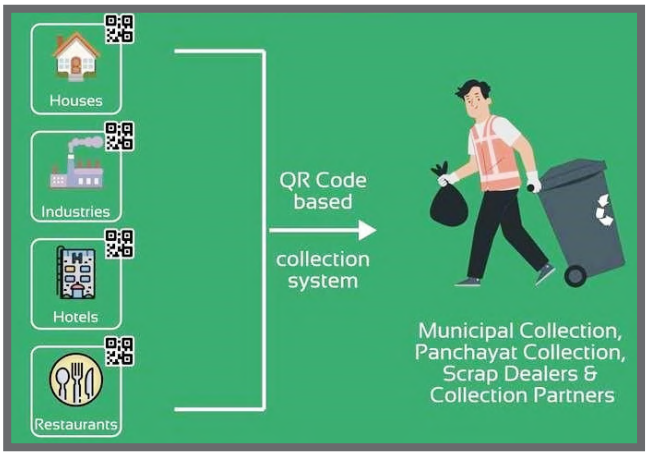
The agency was appointed for door-to-door collection of waste from all the wards under JADA along with the finalized 35 villages. For extending these services, a fixed tariff per ton of legacy waste is being paid to the agency by JADA through the sanctioned funds from the annual budget. The waste collection agency provides garbage collection tipper/tractor of capacity 1 ton on each route. The collected solid waste is transported to a landfill site of JADA where it is segregated along with municipal waste for further processing.

Before the initiation of the project, a pilot study was taken up in one cluster of six villages for understanding the solid waste collection mechanism in a better manner. It was observed that it took 3-4 hours for collecting waste in villages with population more than 5,000 and 1-2 hours in villages with population less than 5,000. As per route plan, the number of community-level waste collection points varied between 12 and 25 and it takes approximately 5-10 mins at each collection point.

The door-to-door waste collection initiative includes government office complexes, non-government offices, authorized colonies, unauthorized regularized colonies, all market/ commercial/ institutional places, slums and even from undesignated points using suitable vehicles. This also includes by-lanes, lanes, and streets along with roadside litterbins and waste heaps created by road sweeping.

The rural-urban convergence initiative for door-to-door solid waste collection in Jamnagar directly benefits 1.16 lakh villagers in 32,714 households daily. Since the initiative has started, approximately 6.89 tons of solid waste is being collected daily from the 35 designated villages. Considering the amount of solid waste being generated, a legacy waste monitoring committee comprising the District Solid Waste Management consultant, Block Coordinator, Cluster Coordinator, Block level Engineer, Sarpanch and Talati has been formed to keep a check on the amount of legacy waste collected for processing by the agency. Also, the before-after situation of legacy waste sites in the targeted 35 villages is monitored on a regular basis. To catalyze the ongoing initiative, the Development Commissioner (DC) office has sanctioned an additional Rs. 2 crore for each of the 8 municipal corporations for such rural – urban convergence initiatives aimed at solid waste collection.

Transformative Journey: Goa's Integrated Waste Management Program



Nature of intervention:

Waste management programme

Approximate cost of implementation:

Rs 2.4 crore

As part of the Swachh Bharat Mission, the Integrated Waste Management Program in Goa addresses the growing waste management crisis through a multi-stakeholder approach. The program is designed to create a holistic waste management system focusing on Information, Education, and Communication (IEC), social support, and plastic recycling. By implementing these three pillars, the initiative aims to achieve zero landfilling, uplift informal waste workers, and establish a sustainable plastic waste stream.

The program has been recognized by NITI Aayog in its Waste Wise Cities 2021 report for best waste management practices. To deepen and sustain these efforts, Bicholim and Sattari Talukas have been chosen as focus areas, covering three municipalities and 30 panchayats. The initiative ensures 100% waste collection, at least 80% segregation at source, and the formalization of waste workers engaged in collection, segregation, and processing. Additionally, efforts have been made to increase the recycling of soft plastics generated within these targeted areas.

The program has achieved significant success in improving waste management efficiency and employment generation:

- Waste recovery at Bicholim MRF: 60%
- Total waste handled: 2,340 MT
- Low-value plastics recycled: 260 MT
- Refuse-derived fuel (RDF) sent to cement factories: 266 MT
- Direct employment generated: 100+ people (>80% local employment)
- Indirect employment supported: 280 people

This initiative is the result of a collaborative effort between Godrej Consumer Products Pvt. Ltd., Goa State Pollution Control Board (GSPCB), Goa Waste Management Corporation (GWMC), Sampurn(e)arth Environment Solutions Pvt. Ltd., and Mineral Foundation of Goa (MFG). The financial structure is a blend of public and private contributions, ensuring long-term sustainability and operational efficiency.

The multi-stakeholder model and three-pillar approach of the program make it a replicable model for waste management initiatives in other regions. By effectively engaging stakeholders, uplifting informal workers, and implementing efficient waste recovery systems, the Goa Integrated Waste Management Program sets a benchmark for sustainable and collaborative waste management solutions.

Sripura GP's Transformation: A Sustainable Odyssey in Solid Waste Management

Nature of intervention:
Solid waste management

Approximate cost of implementation:
Rs 25000

As part of the Swachh Bharat Mission, Sripura Gram Panchayat in Odisha embarked on a transformational journey to improve sanitation, hygiene, and solid waste management. Prior to this intervention, the village faced severe challenges, including scattered litter and widespread open defecation. To address these issues, a comprehensive WaSH project was launched, focusing on achieving Open Defecation Free (ODF) status, enhancing the drinking water supply, and establishing a sustainable solid waste management (SWM) system.

The project followed a structured approach, beginning with ODF-focused initiatives, followed by waste management interventions, community-led waste disposal systems, composting innovation, and the development of market linkages for economic sustainability. Active community participation played a crucial role, with residents leading efforts to eliminate old garbage vulnerable points (GVPs) and monitor littering activities. This shift in mindset and behavior fostered a strong sense of responsibility towards sustainable waste management practices.

The initiative also demonstrated financial viability, with revenue generated through compost and dry waste sales within a short span of five months:

- Revenue from compost and dry waste sales: Rs 13,500
- Initial financial assistance: Provided by Feedback Foundation to support the transition until self-sustainability

This remarkable transformation was made possible through strategic collaborations with JSW Foundation and Feedback Foundation, whose financial and technical support accelerated the adoption of efficient waste management practices. Their contributions enabled the community to mobilize resources, implement innovative solutions, and foster long-term sustainability.

The success of Sripura Gram Panchayat reflects the power of community engagement, structured waste management, and public-private partnerships in achieving Swachh Bharat Mission goals. The community-led approach to source segregation, composting, and financial sustainability makes this project a replicable model for other rural areas facing similar challenges.

Bio-Enzymes for People, Planet, and Profits

Nature of intervention:

Bio-enzymes from citrus fruit peels

This case study delves into the transformative impact of bio-enzymes in 11 villages of Orohalli Gram Panchayat, Karnataka. Traditional chemical-based cleaning products pose threats to human and environmental health. Bio-enzymes made from citrus fruit peels as an eco-friendly alternative. The initiative empowered a women-led Self-Help Group (SHG) to produce these bio-enzymes, addressing waste management challenges, creating livelihood opportunities, and promoting a circular economy. The success of this endeavour highlights its potential for replication in similar settings.

This initiative had multiple impacts:

- Environment-friendly: reduction in usage of chemical-based cleaners. In 32 months of being in the operation, 600 litres of bio-enzyme was produced, of which 280 litres was sold.
- Waste Management: helped in managing citrus peels, that are difficult to compost. 315 Kgs of citrus peels have been used in production of bio-enzyme.
- Livelihood: 12 women have been involved in this initiative, and they earned additional income of Rs. 20 per litre.
- Capacity building: 12 women are involved in the production of bio-enzymes and other SHGs are also being trained by the beneficiaries of this initiative leading to a snowball effect.
- Reduction in plastic packaging: The bio enzyme is sold in reused PET bottles thus preventing many single use plastic packaging items getting dumped burnt.
- Local production and consumption: The bio enzyme is produced using local citrus peels and is supplied to areas around thus minimising transportation related GHG and also generating local jobs.
- Creating Women Entrepreneurs: As the women are producing and selling their own produce it creates an example for the village on women entrepreneurship.

The bio-enzyme production model can be replicated in other regions facing similar solid waste and livelihood challenges. SHGs or community groups can adopt this sustainable practice, fostering local economies and environmental well-being. A simple solution with multipronged benefits, bio-enzymes tick all the boxes of being a triple bottom line alternative to chemical-based cleaners. Village women often face resistance and discouragement from their families for pursuing work and employment outside of their homes. SHGs involved in waste collection and management, in particular, can be incentivized through such initiatives, that also help in empowering communities to adopt eco-friendly practises while generating additional livelihood opportunities. Recently after a visit from the rural state department officials, the department is considering placing an order for their own office clearing requirement. This kind of support from the state can be a big boost for promoting green, local economy.

Empowering Nagoa:
A Model for Sustainable Waste Management

Nature of intervention:

Plastic and dry waste management

The Village Panchayat of Nagoa in Goa faced a growing waste management crisis due to a surge in population. Determined to address this challenge, the Panchayat embarked on a transformative journey under the Swachh Bharat Mission. Through a structured and systematic approach, they established a comprehensive waste management system that today efficiently handles various types of waste while promoting sustainability and economic empowerment.

Currently, the Panchayat manages nearly one tonne of plastic and dry waste on a regular basis, ensuring it is bailed and processed systematically. Additionally, they treat approximately one tonne of wet waste every alternate day, preventing organic waste from accumulating and contributing to environmental degradation. The waste management facility is equipped to handle a diverse range of waste materials, including thermocol and even biomedical waste, ensuring responsible disposal and minimizing ecological harm.

One important aspect of the Panchayat's initiative is the integration of a biogas plant, which not only processes organic waste but also generates electricity to power the waste management facility. This self-sustaining energy solution reduces dependency on external power sources and exemplifies the village's commitment to clean energy. Furthermore, the by-product of waste processing, the slurry, is treated responsibly, minimizing environment harm.

Beyond waste management, the Panchayat has extended its efforts to the agricultural sector. Organic waste is repurposed to support paddy cultivation, a venture managed by a dedicated Agricultural Committee. This initiative not only promotes sustainable farming but also reinforces the circular economy by converting waste into a valuable resource.

The project has also contributed to local employment, with eight individuals actively engaged in waste management operations. Their wages are funded by the Panchayat, providing a source of livelihood while strengthening the community's commitment to environmental responsibility.

Through these concerted efforts, the Village Panchayat of Nagoa has emerged as a model for sustainable waste management. Their initiative highlights the power of community-driven solutions, the significance of government support, and the tangible benefits of an integrated approach to waste processing. By prioritizing cleanliness, environmental sustainability, and economic empowerment, Nagoa sets a commendable example for villages across the nation, demonstrating that effective waste management is not just a necessity but an opportunity for growth and sustainability.

GOBARdhan

Bihar

Biogas plant in UP's Kanpur Nagar meets fuel needs of households

Nature of intervention: Bio-gas plant

Approximate cost of implementation:
Rs 24.51 lakh

The Itarra Gram Panchayat (GP), in Patara Block of Kanpur Nagar District in Uttar Pradesh, which has a population of 7,026, started a Community Bio-gas plant under the GOBARdhan initiative of the Swachh Bharat Mission Grameen (SBM-G) campaign. Cow dung required for the operation of the 45 cubic metre biogas plant is sourced from a nearby Goshala, which houses around 105 cattle. The estimated cost of the plant spread across an area of 10 X 15 metres, featuring a floating dome is Rs 24.51 lakh.

The Bio-gas plant in Itarra GP was functional soon after the construction was completed in 2023-24. In addition to the cow dung secured from the Goshala, around 10 families of the village have consented to provide cow dung on a daily basis in return for slurry.

The plant which is fully operational now supplies cooking gas to 25 vulnerable families in the village. Earlier it was agreed that during the first 3 months, gas will be supplied to the families for free, and thereafter, a fee of Rs. 250 would be charged per household per month.

The amount collected would be used to pay the wages of the two caretakers and for meeting the maintenance expenses of the plant.

In a conversation with team SBM-G, Ms. Sonika, daughter of Ram Babu, expressed her satisfaction over receiving biogas. “Supply of bio-gas to my house has made our life easy. We do not have to use firewood for cooking and inhale the harmful smoke,” she said. Further, with the biogas being supplied to her house twice a day, she need not buy gas cylinders from the market any longer.

The biogas plant in Itarra provides two-fold benefits for the community – converting cattle and organic waste into wealth and making the village environmentally clean and the village energy secure.

Nirmala Das' GOBARdhan Success Story: Empowering Communities for Sustainable Living

Nature of intervention: Biogas plant

Approximate cost of implementation:
Rs 45,000 assistance from SBM(G)

Abhanga, a serene Gram Panchayat, situated 38 km from the district headquarters of Dhalai District in Tripura, is home to 276 households and a population of 2,813. Nirmala Das, a dedicated community member actively involved in village development, cleanliness, and awareness programs, emerged as a key figure in the implementation of the Swachh Bharat Mission-Grameen (SBM-G). She received Rs 45,000 fund assistance from Swachh Bharat Mission (Grameen) for an individual biogas plant.

Initial reluctance faced from other households, who still preferred to use gobar as traditional fuel or crop fertilizer, led to inefficient functioning of the system. Crucially, Nirmala Das emerged as a catalyst for change. Her relentless efforts and the visible improvements in her family's life inspired many other households to embrace the installation of similar biogas plants. Dung from cattle, kitchen waste, and agricultural residues became valuable resources, feeding into the biogas plant that produced a clean and renewable source of energy for cooking. No longer burdened by the search for firewood, they gained precious time for other pursuits and be it education or income generation.

Crucially, Nirmala Das emerged as a catalyst for change. Her relentless efforts and the visible improvements in her family's life inspired many other households to embrace the installation of similar biogas plants. The ripple effect of this sustainable choice transformed the fabric of daily life. The shift to biogas not only reduced indoor air pollution but also saved valuable time and effort, enhancing the overall health and well-being of the community.

Nirmala Das' GOBARdhan success story is a testament to the transformative power of community-driven initiatives. The success lies not just in the technology, but also in the collective spirit of a community determined to build a better, cleaner, and more sustainable future.

Transforming Bihar through GOBARdhan Yojana: A Sustainable Revolution

Nature of intervention: Bio-gas plant

Approximate cost of implementation:
Rs 45 lakh per district

The GOBARdhan Yojana in Bihar addresses multiple objectives, including providing sustainable fuel, illuminating village streets, improving environmental cleanliness, and reducing germ-borne diseases. The initiative has established operational units in 31 districts, contributing to sustainable development by producing biogas, electricity, and manure.

In Giriyak block of Nalanda district, the Gobardhan unit in Ghazipur Gram Panchayat is supplying Biogas to Kasturba Girls Residential School. This not only serves as a cleaner and sustainable fuel source but also contributes to the efficient management of cow dung and other kitchen organic waste.

The GOBARdhan unit in Balesara Gram Panchayat, located in Uchka village block of Gopalganj district, is supplying biogas for fuel to Jawahar Navodaya Vidyalaya. This ensures the preparation of meals for 200-250 students, fostering a green and ecofriendly environment.

GOBARdhan units in Barauni-I Gram Panchayat of Teghra block in Begusarai district are supplying biogas to local cowsheds, restaurants, and homes.

Similarly, in other districts, biogas is being distributed to homes, providing a sustainable and ecofriendly alternative for cooking fuel.

The GOBARdhan initiative not only addresses the immediate need for sustainable fuel but also fosters a circular economy by promoting the use of organic fertilizers in agriculture. This holistic approach aligns with the state's commitment to environmental stewardship and rural development.

The GOBARdhan initiative represents a sustainable revolution in Bihar, showcasing the effective management of organic waste for renewable energy generation and agricultural enhancement. By promoting the use of biogas, electricity, and organic fertilizers, the initiative contributes to environmental sustainability, rural development, and improved quality of life for communities. Its success underscores the potential for innovative solutions to address complex challenges while fostering a circular economy.

IEC – BCC

Odisha

Innovative IEC Initiatives: Wall Painting & Writing Designs

Nature of intervention: Community awareness

The Swachh Bharat Mission has been recognized as the largest behaviour change programme in the world. As part of SBM(G) and Jal Jeevan Mission, innovative strategies were utilized to disseminate key messages. These strategies were employed at multiple levels to foster an enabling environment for an effective and informed community engagement to achieve Swachhata.

One such initiative was the use wall paintings. The designs were tailored to address specific SBM(G) and JJM components, including promoting soak pits for greywater, safe waste disposal, and the use of toilets. These efforts led to a remarkable shift, with many households adopting these practices independently using their own resources. This is impacting the lives of villagers on all the above-mentioned components. The themes include:

- Clean Toilets: Promoting usage and maintenance of toilets to eradicate open defecation.
- Safe Disposal of Liquid Waste: Educating communities on greywater management via soak pits.
- Plastic Waste Management: Encouraging proper disposal and recycling of plastic waste.
- Functioning Household Tap Connections: Highlighting the benefits and awareness of water tariff systems.

These visually engaging designs sparked behaviour change, resulting in cleaner environments and enhanced community awareness. Recognizing the need for creative approaches to achieve swachhata, the Himmothan Society's collaboration with TATA Trusts in developing innovative IEC materials, particularly wall paintings, has been instrumental in driving positive behaviour change in Uttarakhand communities.

Digital Communication Monitoring System (DCMS): Digital highway of ODF Plus message dissemination

Nature of intervention:
Digital communication monitoring system

Approximate cost of implementation: Rs 21 lakh

The Digital Communication Monitoring System (DCMS) is a digital initiative implemented under the Swachh Bharat Mission in Bihar to disseminate ODF Plus messages and promote sanitation practices in rural communities. It involves a web portal and a mobile application for sanitation supervisors, facilitating household data collection, messaging, follow-up calls, and in-person visits. DCMS has been recognized with the ISC-FICCI Sanitation Award for its outstanding digital communication intervention.

Over 5.2 lakh households registered and reached, with more than 9.81 lakh WhatsApp messages disseminated. The initiative has engaged 5560 sanitation supervisors at the Gram Panchayat level.

The DCMS model can be replicated in other states and regions facing similar sanitation challenges. Its use of digital technology makes it scalable and adaptable to different contexts. With proper adaptation and support, it can be replicated in other parts of India.

Key Components of DCMS:

- DCMS Web Portal (Backend): The web portal is the central command for assigning and monitoring activities. It acts as the backbone, facilitating seamless coordination and oversight of the entire DCMS framework.
- DCMS Mobile Application (Frontend): The mobile application, designed for users, serves as the frontline interface for executing activities. Sanitation Supervisors, assigned at Gram Panchayat level engage with the application to carry out essential tasks.
- Activity Reporting: The platform allows users to view comprehensive reports summarizing all activities performed through the application.

Key Activities Facilitated by DCMS:

- Household data collection
- Send WhatsApp messages to the registered Households (Hhs)
- Send text and multimedia messages to the registered HH members
- Make follow-up calls from the list
- Conduct follow-up through in person household visit.
- View comprehensive reports of all activities conducted on the app.

DCMS holds the promise of becoming a cornerstone in Bihar's journey towards a digitally empowered, cleaner, and healthier future. Currently, 5560 Sanitation supervisors at the Gram Panchayat level are associated with this innovative digital intervention. Over 5.2 lakh households have been registered and contacted, and more than 9.8 Lakh WhatsApp messages have been disseminated to raise awareness.

It represents a pioneering effort in leveraging digital technology for sanitation promotion in rural Bihar. Its success highlights the effectiveness of digital interventions in driving behaviour change and promoting community engagement. With continued support and expansion, DCMS has the potential to significantly contribute to the Swachh Bharat Mission's objectives and serve as a model for similar initiatives nationwide.

A Community-Driven Cleanliness Initiative in Rajasthan's Veerwara

Nature of intervention:

Community ownership, awareness generation

Veerwara village, facing severe cleanliness issues, underwent a transformative change through the Light House Initiative under Phase 2 of the Swachh Bharat Mission. Led by Village Sarpanch Shri Yogesh Rawal, the community addressed challenges through extensive public awareness campaigns, sanitation plans, and community mobilization. The initiative included triggering exercises, meetings, rallies, and involvement of women, children, and sanitation workers. The innovative approach of storing plastic waste in bottles until door-to-door collection became a reality. To combat post-collection challenges, the Gram Panchayat arranged for garbage collection vehicles, showcasing community ownership. Veerwara's success exemplifies the power of local engagement, commitment, and collaboration.

Key achievements: -

- 100% waste collection through community and vehicle initiatives
- Community willingness to pay monthly tariffs for maintaining cleanliness
- Successful cleaning of legacy waste sites within a short timeline

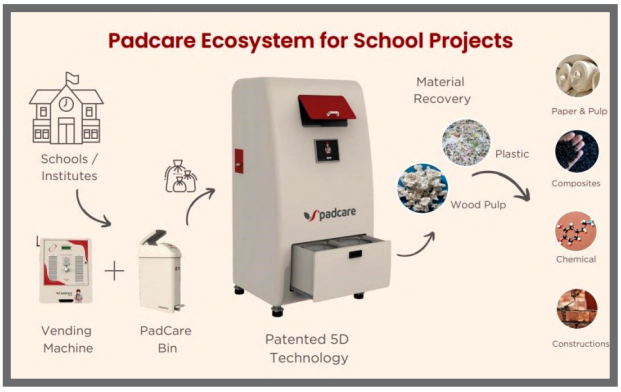
The community's commendable and exclusive efforts, made in collaboration with CmF and Tata Trusts, have become the driving force behind this transformative change. Be it the collection of waste at individual level or arranging the garbage collection vehicle at the Sarpanch level, this is a testament to the sheer determination and commitment of the community.

The success of Veerwara's community-driven approach offers a blueprint for positive change that can be adopted for other geographies too. By showcasing the effectiveness of local engagement, commitment, and collaboration, Veerwara's story has become an inspiring narrative that encourages other communities to embark on similar journeys toward cleanliness and sustainability.

MENSTRUAL HYGIENE MANAGEMENT

Jharkhand

CSR Initiatives Empowering Menstrual Hygiene



Nature of intervention:

Menstrual hygiene management through CSR

Advancing the goals of the Swachh Bharat Mission-Grameen (SBM-G), CSR projects run by some enterprises are making the use of innovative technology to transform menstrual hygiene management by enabling the recycling of used sanitary pads. Through partnerships in CSR projects, this approach is implemented in schools, communities, and housing societies to ensure proper disposal, reduce landfill waste, and minimize carbon emissions.

By integrating menstrual health awareness, infrastructure upliftment, and recycling systems, this intervention addresses both environmental and social challenges, empowering menstruators while enhancing sanitation practices. Aligning with SBM-G's emphasis on Menstrual Hygiene Management (MHM), PadCare collaborates with key foundations to promote awareness, provide innovative solutions and support the mission's objective of fostering hygiene and dignity in rural communities.

PadCare has so far positively impacted over 11,000 women by recycling more than 1,34,000 used sanitary pads, contributing to cleaner and more sustainable environments. Its scalable and replicable model offers tailored solutions for schools, communities and housing societies, making it adaptable for diverse settings. The CSR initiatives have successfully managed to save landfill space of about 67,100 litres. Approximately 3,355 kg of materials have been processed and 7,179 kg of carbon equivalents conserved. By addressing both environmental and social concerns, the model ensures dignified disposal, fosters awareness and enhances community health.

These efforts exemplify the innovative and community-driven approaches championed under the Swachh Bharat Mission-Grameen, showcasing the potential to integrate menstrual hygiene management into broader sanitation goals. The approach is a testament to the potential of innovative solutions for menstrual hygiene management in promoting social, environmental and economic sustainability.

Empowering Stakeholders through Inter-Departmental MHM Training

Nature of intervention:

Training and upskilling for MHM

The Swachh Bharat Mission (Grameen) launched a comprehensive "Training of Trainers" program in Jharkhand to institutionalize Menstrual Hygiene Management (MHM). The initiative aimed to build a robust resource pool of trainers at the state level to ensure effective implementation and monitoring of MHM initiatives. Over three days, 150 participants from various departments, including Health, School Education, Women & Child Development, Panchayati Raj and Swachh Bharat Mission (Grameen), were trained on MHM fundamentals, inclusive planning, and actionable district-level plans.

Key highlights of the initiative:

- Trained trainers actively entered district- and block-level training details on the SBM portal.
- Over 570 individuals trained at different levels in the district.
- Inclusion of schemes in the Gram Panchayat Development Plan (GPDP) for technical design and incinerator construction at the village level

The participants were primarily District programme coordinators/managers, Family Welfare Counsellors from Health Department, Assistant Teachers, Area Education Officer from the Education department, Women Supervisor from WCD, partner NGOs, PRI members representing the Department of Panchayati Raj. Participants were nominated based on several criteria, including their mandate to carry out trainings, their role in policy making, sectoral affiliation and ability to influence and drive change and local government positioning to implement on the ground.

During the training conducted in collaboration with UNICEF, several topics were covered as per the Lead Trainer and expectations shared by the participants, ice-breaking exercises and MHM games. The technique used was both interactive, lecture mode as well as experience sharing. Micro practice sessions, group work, role plays were also used for experiential learning of the training techniques and their impact. The participants were first trained on basic MHM – terminologies, myths, challenges, followed by priorities, roles, responsibility, and action plan development.

The model of inter-departmental MHM training, emphasizing collaboration and shared responsibility, is replicable in other regions aiming for comprehensive MHM program implementation.

The training Program stands as a testament to the commitment of Swachh Bharat Mission (Grameen) and its partners in fostering collaboration and inclusivity. By creating a trained resource pool of trainers, the initiative ensures a sustained focus on MHM at the grassroots level. The successful integration of training details into the SBM Portal and the inclusion of MHM initiatives in the GPDP underscore the effectiveness of this comprehensive approach. The model serves as an inspiring example for other regions to enhance MHM awareness, training, and implementation through collaborative efforts across various departments.

Mensuration Hygiene Management Lab at School Level in Jharkhand

Nature of intervention:

School-level menstrual hygiene management

Approximate cost of implementation:

Rs 1.40 lakh

The Government Middle School Jaridih, in Bokaro district's Jaridih Purvi Panchayat, has made significant strides in supporting female students' well-being. To enhance school environment and ensure greater comfort for students, Village Head Kanchan Devi spearheaded the development of a dedicated Menstrual Hygiene Management (MHM) room. The initiative is part of a larger, ongoing effort under Swachh Bharat Mission Phase II to foster a child-friendly panchayat and promote self-reliant, sustainable infrastructure.

The construction of the MHM room, funded by the 15th Finance Commission, was inspired by solutions discussed during a district-level workshop. The facility provides a safe and hygienic space for menstruating students, ensuring their comfort and dignity. Kanchan Devi, motivated by guidelines from the 15th Finance Commission, focused on creating a child-friendly panchayat. During visits to local schools, she identified menstrual hygiene challenges as a significant barrier to female student attendance. This led to the resolution to construct MHM rooms, a concept introduced during a Swachh Bharat Mission workshop.

After securing approval from the Gram Sabha, funds were allocated, and construction work began. The initiative addressed a critical gap in school infrastructure, providing a safe and dignified space for menstruating students. The efforts of Kanchan Devi not only improved school attendance but also reinforced the importance of menstrual hygiene in the broader community.

Held in collaboration with UNICEF, the initiative highlights the transformative impact of MHM on female education and community well-being. By addressing stigma and infrastructure gaps, the project has set a benchmark for child-friendly and self-reliant villages. It also demonstrates the importance of collaboration between local leadership, government programs and NGOs to achieve sustainable development goals.

Utkarsha: Empowering Menstrual Waste Management in Sindhudurg District

पुढारी

एकाच दिवशी चार लाख सॅनिटरी पॅडचे वाटप

जि. प. चा 'वाण स्वच्छतेचे' उपक्रम

सिंधुदुर्गनगरी : प्रतिनिधी

सॅनिटरी पॅड महिलांच्या आरोग्याच्या दृष्टीने फार महत्त्वाचे आहे, याचा वापर जिल्ह्यातील सर्व महिलांनी करावा, याची जनजागृती व्हावी यासाठी या हळदीकुंकू कार्यक्रमानिमित्त 'वाण स्वच्छतेचे' हा उपक्रम राबविण्यात येत असल्याचे प्रतिपादन जिल्हा परिषद अध्यक्षा संजना सावंत यांनी केले. गुरुवारी एकाच दिवशी जिल्ह्यात या कार्यक्रमांच्या माध्यमातून सुमारे ४ लाख महिलांना या सॅनिटरी पॅडचे वाटप करण्यात आल्याचे जि. प. च्या मुख्य कार्यकारी अधिकारी के. मंजुलक्ष्मी यांनी सांगितले.

जिल्हा पाणी व स्वच्छता मिशन आणि जिल्हा परिषद सिंधुदुर्ग यांच्या वतीने गुरुवारी (दि. २४) उत्कर्षा प्लसअंतर्गत जिल्ह्यात हळदीकुंकू कार्यक्रमांचे आयोजन करण्यात आले. या कार्यक्रमाचे जिल्हा परिषदेमध्येही आयोजन करण्यात आले होते.

या कार्यक्रमात जि. प. मधील महिलांना स्वच्छतेचे वाण म्हणून सॅनिटरी नॅपकिनचे वाटप करण्यात आले. यावेळी जिल्हा परिषद अध्यक्ष संजना सावंत बोलत होत्या.

पान २ वर ▸

Nature of intervention:

Comprehensive approach to menstrual hygiene management

Approximate cost of implementation:

Rs 20-25 lakh

Under Swachh Bharat Mission (Rural), Sindhudurg district implemented the 'Utkarsha' program, focusing on menstrual hygiene and waste management. Launched by the Zilla Parishad Chief Executive Officer, the initiative targeted teenage girls from 6th to 12th grades and out-of-school adolescents. By integrating departments such as Women and Child Welfare, Health, and Education, it adopted a comprehensive approach.

Key Interventions:

- Health checkups for 41,595 adolescent girls, identifying and treating 76 cases of low haemoglobin with medical intervention, nutrition support, and iron supplements.
- Nearly 1 lakh women and adolescent girls were surveyed, indicating an increase in awareness about menstrual hygiene.
- Infrastructure development, including changing rooms in schools, vending machines, and incinerators for sanitary pads in educational institutions and gram panchayats.
- Distribution of over 400,000 sanitary napkins to 66,707 women via Gram Sabhas and cultural programs like Haldikumkum.
- Bank accounts and business training for women under the District Rural Development department to ensure self-reliance.

A core group at the taluka level and a district-level committee were established to coordinate, monitor, and review progress monthly. The 'Utkarsha' initiative arose from the realization that menstrual hygiene issues were hampering the health and education of adolescent girls in rural Sindhudurg. The district Zilla Parishad launched the program with an emphasis on addressing stigma, improving access to hygiene products and ensuring safe disposal of menstrual waste. By addressing health, education, and waste management holistically, Sindhudurg has become a model for other districts.

Female teachers have become advocates of change, ensuring continuity of menstrual hygiene education in schools. The success of the first phase, which focused on hygiene and access, laid the foundation for the second phase. The program's comprehensive strategy aligned with Swachh Bharat Mission goals and showcased how integrated efforts can create sustainable change.

MISCELLANEOUS

Bihar

Toilet Clinic:
'One Stop Solution Centre for Toilet Retrofitting

Nature of intervention:
Affordable solutions for toilet-related concerns

Approximate cost of implementation: Rs 9 lakh

In the quest for achieving universal sanitation coverage under the Swachh Bharat Mission and addressing challenges related to retrofitting, operation, maintenance, and cleaning of toilets, Bihar has pioneered an innovative and community-centric approach—the Toilet Clinic Initiative. This transformative intervention serves as a 'One-Stop Solution Centre,' strategically positioned at the block level to provide quality and affordable solutions for toilet-related concerns.

The primary objective of the Toilet Clinic initiative is to serve as a comprehensive solution centre, offering a range of services related to retrofitting, operation, maintenance, and cleaning of toilets at a low cost. By centralizing access to retrofitting materials, trained masons, and sanitation janitors, the initiative aims to make toilet retrofitting accessible, affordable, and of high quality. This approach contributes significantly to improving sanitation practices, individual and community health, and environmental sustainability.

Operating on a community-based model, the initiative establishes clinics at the block level, ensuring widespread accessibility. Key components of the process include:

- Comprehensive Solution Centre: The Toilet Clinic serves as a one-stop solution for all toilet-related challenges, offering retrofitting materials, modern cleaning equipment, and skilled manpower under a single roof.
- Affordable Rates: Fixed rates are established for retrofitting services and materials, such as sand, cement, pans, and pipes. Households are charged only for the materials consumed, with specific service charges, ensuring affordability without compromising quality.
- Accessible Services: Individuals can access services by directly calling the clinic or contacting sanitation janitors or masons associated with it. Retrofitting materials are delivered to the doorstep, simplifying the process for beneficiaries.

The initiative incorporates modern cleaning equipment and promotes environmentally friendly sanitation practices. Proper waste disposal and management contribute to environmental sustainability and cleanliness. Additionally, the establishment of Toilet Clinics generates employment opportunities for sanitation janitors and masons, addressing unemployment concerns while fostering skill development within the community.

Currently, the initiative has been rolled out in seven districts—Muzaffarpur, Sheohar, Darbhanga, Gaya, Sitamarhi, and Madhubani—with the support of UNICEF. This geographical spread ensures that diverse communities benefit from the Toilet Clinic intervention, setting a model for scalable and sustainable sanitation solutions under the Swachh Bharat Mission.

Panchamitra – A Dedicated Grievance Redressal Mechanism for Rural Karnataka

RDPR Integrated Helpline - Month wise Call Traffic (1st April 2024- 28th February 2025)					
Month	Director,RD	KPRC	MGNREGA	RDWSD	Total Calls
Apr-24	38	239	5402	550	6229
May-24	97	793	3661	3436	7987
Jun-24	125	583	2828	3049	6585
Jul-24	158	634	5967	3110	9869
Aug-24	296	575	9063	3082	13016
Sep-24	322	870	2497	2757	6446
Oct-24	293	808	3512	2549	7162
Nov-24	86	562	2713	1806	5167
Dec-24	55	658	1589	1435	3737
Jan-25	219	1177	2126	2176	5698
Feb-25	116	877	3902	1779	6674
Grand Total	1805	7776	43260	25729	78570

Nature of intervention:
Integrated grievance redressal system

Approximate cost of implementation: Rs 75 lakh

Aligned with the objectives of the Swachh Bharat Mission, Panchamitra is an integrated Grievance Redressal Mechanism (GRM) established by the Government of Karnataka under the Rural Development and Panchayat Raj Department (RDPR) in March 2024. This helpline (8277506000) serves as a vital platform for rural citizens to voice concerns related to drinking water, sanitation, property tax, roads, streetlights, MNREGA wages, and other Panchayat-level governance issues. The Rural Drinking Water & Sanitation Department (RDWSD) plays a key role in addressing grievances specifically related to drinking water and sanitation, ensuring swift resolution on a priority basis. Panchamitra stands as a model initiative demonstrating how technology-driven governance can effectively bridge the gap between rural communities and the government, fostering accountability, transparency, and improved service delivery.

The helpline operates from 6 AM to 10 PM in three shifts for accessibility and is staffed by 14 call executives, 2 team leaders, and 1 coordinator, making up a 17-member team. It handles 400-500 inbound calls daily and makes 500-600 outbound calls for follow-ups. Panchamitra unifies multiple grievance redressal services under RDPR, eliminating the need for citizens to reach out to multiple departments and ensuring faster resolution by routing complaints directly to concerned departments. Each complaint is assigned a unique ID for tracking via the helpline or the iPGRS portal, with defined resolution timelines and an automatic escalation process to higher officials if the issue remains unresolved.

To ensure accountability, post-resolution feedback calls verify whether complaints have been satisfactorily addressed. This promotes transparency and continuous service improvement through citizen feedback. Citizens can register complaints via phone calls, WhatsApp, or the iPGRS portal, with a multi-channel approach ensuring broader accessibility and ease of use. The setup cost for Panchamitra was ₹75 lakhs, with an annual maintenance cost of ₹5 lakhs.

The process flow of Panchamitra follows a structured approach: a citizen registers a grievance via call, WhatsApp, or iPGRS, after which the grievance is assigned a unique ID and forwarded to the concerned department. The issue is expected to be resolved within an assigned timeline, followed by a feedback call for verification. If the citizen is satisfied, the complaint is closed; if not, it is escalated to a higher authority.

The impact of Panchamitra has been significant, streamlining access to essential services and reducing bureaucratic hurdles. It has improved accountability and efficiency in grievance redressal while strengthening government-citizen engagement. The high call volume and participation indicate increasing trust in the mechanism. Panchamitra stands as a best practice model in rural grievance redressal, ensuring transparency, accountability, and citizen empowerment.

User Charge Collection for Solid and Liquid Waste Management (SLWM) Services

Nature of intervention:

User charge collection for SLWM services

Nestled in the idyllic villages of Bihar, the narrative of success under the Swachh Bharat Mission Grameen (SBM-G) Phase II unfolds a tale of cleanliness and sustainability. A spirited endeavour has seen over 6,000 Gram Panchayats (GPs) wholeheartedly adopting the notion of user charges for Solid and Liquid Waste Management (SLWM) services. More than Rs 23.6 crores have been collected to nurture an environment of pristine cleanliness.

At the heart of this initiative is the systematic collection of garbage through e-rickshaws, transporting it to strategically established waste processing units in Gram Panchayats. These units work diligently to convert waste into valuable resources like manure and recycled materials, while greywater and faecal sludge are managed at the village level. Understanding the monumental costs and challenges associated with SLWM asset creation and maintenance, Bihar devised a strategy to collect user charges without coercion. A well-thought-out plan began with extensive public awareness campaigns, community mobilization, and various engagement activities. The quality of door-to-door garbage collection and village cleaning services was elevated, establishing a foundation of trust with the community before introducing user charges.

To ensure a smooth operation, a Standard Operating Procedure (SOP) for utility charges was meticulously prepared at the state level. Gram Panchayats were empowered to finalize charges, considering advice from the ward concerned. The charges, ranging from Re 1 per day or Rs 30 per month for households to varying amounts for shops and establishments, were agreed upon through dialogues with the communities. Currently, user charges are being successfully collected in 6,000 GPs.

Transparent processes, real-time monitoring through a mobile app, and engagement of local entities, such as Jeevika didis and self-help groups, add layers of efficiency to the entire system. Through door-to-door campaigns, community-led activities, chaupals, rallies, and communication campaigns, the people of Bihar have embraced the significance of user charges, marking a triumphant journey towards a visually clean and sustainable rural landscape.

Generating Sustainable Livelihoods and Empowering Women through Self-Help Groups at Bastar: A Transformational Tale

Nature of intervention: Material Recovery Facility

Approximate cost of implementation:
Rs 3.5 crore

Aligning with Swachh Bharat Mission goals, a transformative project in Bastar, Chhattisgarh, has focused on sustainable waste management and women empowerment. Through the formation of Self-Help Groups (SHGs) and the establishment of a Material Recovery Facility (MRF), the initiative has provided integrated solutions for plastic waste management while creating livelihood opportunities for women.

- 46 women-led SHGs onboarded, involving 460 women members.
- 13 women employed in the MRF, earning a monthly salary of ₹8,000 to ₹10,000.
- A plastic waste collection system established in 29 Panchayats, managed by women SHGs.
- Market linkages created, fostering entrepreneurship and financial stability for SHG members.
- Women gained skills in waste management, boosting their confidence and economic empowerment.
- Improved financial stability enabled women to play active roles in family and community decision-making.
- Women emerged as role models, inspiring others to contribute to a cleaner and greener environment.

The project incorporates a transparent payment mechanism, with mutually agreed rates between SHGs, Panchayats, and the project team, ensuring fairness and sustainability. Using a Participatory Rural Appraisal Approach, the project employs social mapping to identify key resources and waste hotspots, ensuring targeted interventions for maximum impact.

The contributions of HDFC Bank, CEE, DRDA and Shrishti Waste Management Services were vital to its execution, but the initiative's success ultimately highlights the transformative potential of SBM. By empowering women and creating sustainable livelihoods, it serves as a beacon for community-led waste management solutions. The success in establishing market linkages, providing valuable skills and fostering entrepreneurship among SHG members demonstrates the broader impact beyond waste management.

Swachhata Didi's: Paving the Path for Bastar's Sustainable Waste Management

Nature of intervention:
Sustainable waste management initiative

Approximate cost of implementation: Rs 4 crore

The Bastar district in Chhattisgarh faced significant challenges with improper waste disposal, littering and unorganized waste collection, posing risks to both human health and the environment. Aligned with the objectives of the Swachh Bharat Mission, the Swachhata Didi project was initiated to address these challenges and promote sustainable waste management across the region.

This community-led initiative introduced an integrated plastic waste management system across 114 villages and 71 Gram Panchayats (Gps). It focused on the collection, segregation, transportation, processing, sale, and safe disposal of dry waste, including plastics. In Bastar, nestled among pristine landscapes, forests, and tribal communities, the establishment of Solid Liquid Resource Management (SLRM) Centres brought structure to waste management efforts that had long been hindered by inadequate segregation, unsanitary conditions and a demotivated workforce.

At the heart of this transformation are the Swachhata Didis—women from self-help groups (SHGs) tasked with waste segregation and cleanliness. Despite challenges such as irregular payments and cultural barriers, these women persevered, embodying the spirit of the Swachh Bharat Mission by turning adversities into opportunities.

The intervention yielded remarkable results. The SLRM Centres generated over ₹12,22,520 in revenue—up from ₹15,20,847 earned over the previous five years (2017–22). Additionally, women from SHGs in rural areas earned ₹2,49,553, combining payments from Panchayats (₹1,52,000) and material recovery facilities (₹97,553). This progress not only improved the lives of Swachhata Didis but also demonstrated the economic viability of sustainable waste management.

While the efforts of entities like HDFC Bank, CEE, Shrishti Waste Management Services Pvt. Ltd., and the District Rural Development Agency were instrumental, the success of the initiative ultimately reflects the vision of the Swachh Bharat Mission. The collaborative actions revitalized neglected facilities, empowered women and spotlighted the tireless efforts of those working towards a cleaner, greener future.

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