

SWACHHATA SAMACHAR



September 2024



Swachh Bharat Mission – Grameen

[@swachhbharat](#) [@SBMGramin](#) [@SwachhBharatMissionGramin](#) [@swachhbharatgrameen](#)



“ As India celebrates 78 years of Independence, the dual challenges posed by climate change and the evolving landscape of rural sanitation demand our urgent attention. Climate change, exacerbated by frequent floods, underscores the continued importance of sanitation as a cornerstone for building resilience and ensuring health and well-being. By prioritizing clean and sustainable practices, we can protect our communities and create a healthier future for all. Let us work together to ensure sanitation remains a national priority. ”

Sh. C.R. Patil
Union Minister, Ministry of Jal Shakti



Programme Highlights

As on August 30, 2024

ODF
PLUS

Over **5.52 lakh** of India's inhabited villages have declared themselves ODF Plus.

- Aspiring: **2,45,342**
- Rising: **28,761**
- Model: **2,78,112**
- Verified: **1,08,441**

3,86,190 Villages have arrangements for solid waste management

4,94,105 Villages have arrangements for liquid waste management

249 Biogas plants are under construction plants

747 Functional Biogas plants

82 Completed Biogas plants

3,488 Blocks have arrangement for plastic waste management

Swachhata Pakhwada (August, 2024)

Ministry of Corporate Affairs:

1. Wide dissemination of observance of Swachhata Pakhwada done across all statutory/autonomous bodies under the Ministry.
2. Secretary, Corporate Affairs administered the pledge to all the officials of the Ministry of Corporate Affairs (Headquarters).

Ministry of Tribal Affairs :

1. Signature campaign and digital media campaign undertaken for Swachhata Pakhwada.
2. Plantation drives undertaken by TRIFED.
3. Officers/ Officials of the Ministry undertook Shramdaan activities.
4. Swachhata Pledge undertaken by all officers of the Ministry.
5. Essay and elocution competitions on swachhata conducted for all officers and officials of the Ministry.

Ministry of Women and Child Development:

1. Social campaigns on waste management and swachhata were conducted in all offices of the ministry.



Ministry of Heavy Industries and Public Enterprise:

1. Special drives against plastic wastes i.e. picking, collection and segregation of plastic wastes were held in common places including parks and market place.
2. Webinar on requirement of Consents from Pollution Control Board by Mr.R.D. Sawant & Mr.R.D. Chaudhari, said program was open for all ARAI employees.
3. Dr Atul Thakure held a talk on Circular Economy and Sustainable Cities that was made available to all ARAI employees.
4. Swachhata talks were conducted by eminent personality of Palakkad.
5. Essay writing competitions were conducted of ILP and banners were displayed across display of in local area.



Uttar Pradesh's Vishesh Swachhata Abhiyan in July



Throughout July 2024, Uttar Pradesh embarked on the “Vishesh Sanchari Rog” campaign to combat vector-borne diseases, following directives from the Chief Secretary, Uttar Pradesh. This initiative aimed to reduce the incidence of diseases such as Japanese Encephalitis (JE) and Acute Encephalitis Syndrome (AES) through extensive cleanliness efforts across rural areas.

The monsoon season brings challenges like dirty environments, waterlogging, and mosquito breeding, increasing disease risk. The campaign focused on community awareness and cleanliness drives, involving departments like Health & Family Welfare, Urban Development, Panchayati Raj, Rural Development, and others.

Community Mobilization & Public Awareness

- Promoting toilet cleaning, personal hygiene, and hand washing.
- Encouraging the drainage of stagnant water from homes.
- Educating on practices to prevent the spread of diseases.

Provision of Safe Drinking Water

- Marking defunct or contaminated tubewells in red and advising against their use.
- Supporting individual or community water filters and stand posts.
- Maintaining safe distances between water sources and leach pit toilets or sewer lines.
- Regular chlorination and disinfection of drinking water sources.

[To read more, click here](#)



J&K Unites for a Swachh Future: Over 4.2 million participate in Swachhata Pakhwada in first week



A week after Hon'ble Lieutenant Governor, Jammu and Kashmir, Shri Manoj Sinha, inaugurated the Swachhata Pakhwada under the banner "The Shuchita Sangram" at SKICC, an overwhelming participation of the public is being witnessed, with over 4.2 million citizens from various parts of Jammu and Kashmir engaging in numerous sanitation-related activities.

From bustling district headquarters to the remotest panchayats, the enthusiasm for cleanliness is echoing throughout the region. During the first week of the campaign, more than 67871 activities have been conducted, and participants have collectively spent over 3.3 million minutes in diverse initiatives, as reported on the official IT monitoring dashboard developed (www.shuchitasangram.in) to cover the day-to-day activities from August 1st to 15th. During the first week, 710 people have also downloaded the "Swachhata Pledge Certificates" from the website. Two IEC vans, dispatched by LG Sinha, are travelling across rural areas of Srinagar, Baramulla, Ganderbal, Pulwama and Shopian districts.

During the ongoing "The Shuchita Sangram," several events, from sanitation to awareness drives and community mobilization to health camps, are being organized that are aimed at fostering a culture of cleanliness across J&K, encouraging active participation from all community members. An IT Dashboard, a state-of-the-art platform for real-time monitoring of sanitation activities, providing transparent and efficient tracking of the campaign's progress, was launched. "Ek Ped Shaheedon Ke Naam," a ceremonial planting, was conducted throughout this week, symbolizing the community's tribute to the martyrs and underscoring the campaign's spirit of respect and remembrance.

[To read more, click here](#)



Light House Initiatives (LHI) Phase 1 & 2: Approach and Deliverables



The Light House Initiative (LHI) is poised to transition from its successful Phase 1 into an ambitious Phase 2, continuing its partnership with the Swachh Bharat Mission (Grameen) to enhance the ODF Plus Model Block.

In Phase 1, the Department of Drinking Water and Sanitation (DDWS) recognized the crucial role of private sector involvement in the Swachh Bharat Mission (Grameen). This led to the creation of a corporate collaboration framework, highlighting the importance of corporate contributions to community sanitation as part of their CSR programs. This framework encourages corporates to engage in infrastructure development, training, capacity building, and behavior change initiatives.

Phase 1 saw significant efforts by corporate partners to empower communities, including participatory rural appraisals, discussions in gram sabhas, awareness drives, and pilot projects like the Swachha Mitra app in Bihar for waste management tracking.

Building on these successes, LHI Phase 2 aims to scale up the learnings from Phase 1. Scheduled from July 2024 to March 2025, Phase 2 will expand to 43 blocks across 14 states, involving eight corporates: ITC, Ultratech, HCL, Nayara Energy, Jamna Auto, JSPL, Hindalco, and BIPF.

[To read more, click here](#)



Government of Telangana Launches “Swachadanam–Pachadanam” Programme to Enhance Cleanliness and Greenery



From August 5 to August 9, 2024, the Government of Telangana spearheaded the “Swachadanam–Pachadanam” programme, aimed at significantly improving living conditions across rural and urban areas. This initiative focused on enhancing sanitation, cleanliness, and greenery, ultimately aiming to elevate the quality of life for residents, aligning with the SBM-G objectives.

Objectives and Key Actions: The inter-ministerial Swachadanam–Pachadanam programme was designed to focus on various aspects of public health and environmental hygiene in the State of Telangana. The day wise focus areas were identified and shared.

To oversee the implementation and monitoring of these activities, senior All India Services officers were designated as Special Officers for each district. The District Collectors coordinated the activities, ensuring regular reviews and reporting to ensure the programme’s success. A continuous commitment to cleanliness and greenery is being encouraged, with every third Saturday dedicated to Swachadanam–Pachadanam Day. This comprehensive initiative underscores the Government of Telangana’s commitment to enhancing the living standards of its residents by promoting a cleaner, greener environment.

[To read more, click here](#)



Empowering Safai Mitras: Advancing Safety, Compensation, and Skill Development in Waste Management



Safai Mitras—sanitation workers—play a critical role in maintaining public health and cleanliness in urban and rural areas. Despite their invaluable contributions, these workers often face social stigmatization, a lack of dignity and respect, inadequate hygienic working conditions, and insufficient compensation.

Recognizing these challenges, HDFC Bank, in collaboration with the Centre for Environment Education (CEE), is implementing various interventions under the project 'Rural & Urban Landscape Free of Dry & Plastic Waste' across 6 urban areas and 3 rural districts in India since October 2021. The project is being carried out through 8 service providers (partners in action).

This initiative aims to promote sustainable practices for dry waste management through an integrated, holistic circular economy approach. In collaboration with 9 local bodies, the initiative is raising awareness about the scale of plastic waste accumulation and its alarming effects on the environment, climate, and human health throughout its lifecycle.

The project has established 8 Material Recovery Facilities (MRFs) in Ganjam (Odisha), Samastipur (Bihar), Bastar (Chhattisgarh), Guwahati (Assam), Bhubaneswar (Odisha), Ranchi (Jharkhand), Mahabubnagar (Telangana), and Nirmal (Telangana), along with 02 Material Recycling Centres (MRCs) in Bastar (Chhattisgarh) and Jammu (Jammu & Kashmir).

[To read more, click here](#)



Madhya Pradesh's Khadi Haat village's power-free wastewater treatment solution and more... (Taken from GroundReport.in)



The clean roads, covered drains, waste management, tap water in (almost) every house, and conservation of natural resources have become the identity of Khadi Haat village in Ashta tehsil of Sehore district. Makhanlal, with his crooked smile, happily shares his enthusiasm for nurturing the newly planted plants on the village's cremation ground. He waters and maintains these plants here and has been employed by the panchayat under MNREGA. What makes Makhanlal's work efficient is the recently built DEWATS—Decentralized Wastewater Treatment Systems. The Khadi Gram Panchayat is utilizing the village's natural slope to direct greywater from almost 60% of homes to the DEWATS. DEWATS are a power-free water treatment solution that draws water from a height and passes through chambers of different heights. Any impurities in the water settle down in the chamber, and clean water passes into the next chamber. Finally, you get treated water that can be used for watering plants and outdoor activities.

The DEWATS at Khadi Haat was constructed with a budget of Rs 8.75 lakh under the Swachh Bharat Mission and MNREGA. And this system has become a talking point among local authorities and gram panchayats. Furthermore, most of the streets have underground PVC-piped drains. One side of the village homes' daily greywater is directed to DEWATS, while the other is directed to the recharge pit. As mentioned, the filtered greywater in the DEWATS is used to water the 500 plants planted in the ground.

[To read more, click here](#)



Honoring Sanitation Workers in Goa: A Community Celebration of Dedication and Excellence



On August 15th, 2024, the village panchayat of Chicalim, in collaboration with the Honourable Minister for Panchayat Raj, Shri Mauvin Godinho, and MLA of Dabolim, Shri Mauvin Godinho, hosted a significant event to honor the unsung heroes of the community: the sanitation workers. This day was marked by heartfelt recognition of the efforts of 14 sanitation workers, including door-to-door collection staff, Material Recovery Facility (MRF) staff, drivers, supervisors, and operators. Their vital role in maintaining the cleanliness and hygiene of the village was celebrated with gratitude and respect.

The ceremony, held shortly after the flag hoisting, underscored the significance of the sanitation workers' contributions. Each worker was presented with a basket of dry fruits and a monetary reward, symbolizing the community's appreciation for their hard work. This gesture not only recognized their dedication but also highlighted the essential role they play in the daily functioning of the village. The presentation of these tokens of appreciation was a testament to the panchayat's commitment to valuing and uplifting the workforce that often works behind the scenes.

[To read more, click here](#)



Enhancing Rural Sanitation: The Role of DDWS in NITI for States Platform



The launch of the 'NITI for States' platform by Hon'ble Union Minister Ashwini Vaishnaw on March 7, 2024, was a significant advancement in digital governance, providing a centralized repository of resources to empower states and union territories (UTs).

Designed to be a comprehensive digital repository, offering a wealth of resources aimed at bolstering the efficiency and effectiveness of state governance. The platform aggregates over 7,500 best practices, 5,000 policy documents, 900 datasets, 1,400 data profiles, and 350 NITI Aayog publications. This expansive repository spans multiple sectors, including agriculture, education, health, water resources, sanitation and urban development, among others. It also addresses cross-cutting themes such as gender and climate change, reflecting a holistic approach to policy and governance.

A notable contributor to this initiative is the Department of Drinking Water & Sanitation (DDWS), which is actively involved in shaping the platform's helpdesk section titled Rural WASH: ODF + Waste Management that will be launched in early September 2024 to support rural sanitation and waste management under the Swachh Bharat Mission (Grameen) (SBM-G) Phase 2

The ODF Plus model is a progressive step in rural sanitation, aiming not only to maintain the open defecation-free (ODF) status achieved under Phase-I but also to address broader sanitation challenges. It focuses on enhancing infrastructure, improving hygiene practices, and ensuring the sustainability of sanitation facilities.

[To read more, click here](#)



Kerala's Kadirur Panchayat's Inspiring Journey: Fighting Plastic Pollution to Fund Cancer Treatment



Kadirur Grama Panchayat, nestled in the green landscapes of North Malabar in Kerala, is making waves with a truly inspiring initiative. The panchayat spans approximately 15–20 square kilometers with a population of around 25,000–30,000 residents. The population is evenly distributed across various age groups, with a slight majority of females. The economy of Kadirur Panchayat is primarily driven by agriculture, with many residents engaged in farming and related activities. The manufacturing sector, including traditional industries like weaving and handicrafts, also contributes significantly. The services sector, including education, healthcare, and commerce, is growing steadily. This panchayat has been able to turn their longstanding battle against plastic pollution into a powerful force for good by using the proceeds to fund cancer treatment, highlighting how closely our environment and health are connected. This small community in Kannur District is proving that by addressing one problem, they can also tackle another, showing the world that change begins at home.

For years, Kadirur has been waging a war on plastic with the slogan: Plastic causes cancer and destroys the environment. Their relentless efforts to reduce plastic usage are finally paying off, with the panchayat now standing as a beacon and flag bearer of the anti-plastic movement in the district.

[To read more, click here](#)



Swachhata Jumble

Unscramble the following jumbles, one letter to each square, to form a word related to sanitation workers and their work.

YNGIDTI

□ □ □ □ □ □ □ □

PEP

□ □ ○ □

YTFSAE

○ □ □ ○ □ □ □

RADZHA

○ □ □ □ ○ □ □

LOVESG

□ □ ○ □ □ □ □

Now arrange the circled letters to answer the following question: What are sanitation workers: **SWACHHATA**

□ □ □ □ □ □

Answers: Dignity, PPE, Safety, Hazard, Gloves, HEROES



VOICE FROM STATE



Shri Jai Shivani,
Mission Director-SBM-G,
Assam

In Assam, the Swachh Bharat Mission-Grameen (SBM-G) is committed to sustaining ODF Plus Model status through inclusive participation from diverse section of society. A detailed Operation and Maintenance (O&M) policy for rural solid and liquid waste management has been developed. This policy proposes to clarify the roles for SHGs, local PRIs, and district officials to ensure the sustainability of SBM-G assets. Additionally, a Memorandum of Understanding (MoU) has been signed with Assam State Rural Livelihood Mission (ASRLM) to pilot the operation and maintenance of Solid Waste Management assets. For Faecal Sludge Management (FSM), a tripartite Letter of Understanding (LoU) was signed between SBM-Urban, Panchayat & Rural Department, and SBM-Grameen to manage sludge in peri-urban areas using local Faecal Sludge Treatment Plants (FSTPs).

To address gaps in toilet construction, the SBM-G Mission Directorate has developed a 'Direct Benefit Transfer' mobile application to monitor rural toilet construction with geo-tagged photos. Over 2 lakh beneficiaries have received monetary aid for self-constructed toilets.

In an innovative move, Pipe Composting Units (PCUs) have been introduced in schools to safely dispose of biodegradable waste from midday meals. This initiative aims to prevent environmental harm from open waste disposal around campuses.

Alongside asset creation, extensive capacity-building and IEC campaigns are conducted, targeting school/college students, SHG women, and rural communities to promote cleanliness. Under the "Assam Youth Initiative," a project titled 'NSS WASH Awareness Group' is proposed, engaging students in raising awareness about WASH (Water, Sanitation, and Hygiene) and promoting safe sanitation practices. Degree-level college students from rural areas are engaged as volunteers to assess sanitation practices and spread WASH awareness, ensuring the sustainability of ODF status in villages. About 100 NSS volunteers per district are proposed to be trained for this initiative. In view of World Environment Day 2024, an online survey was conducted by Assam's youth to provide updates on Swachhata and Environmental Sustainability.

The survey, conducted from June 5th to 15th, involved youth aged 15-30 and was facilitated through a QR Code linked to a questionnaire distributed via social media. The survey outcomes monitored WASH and environmental practices, allowing for district-wise analysis and planning. Currently, the Stop Diarrhoea Campaign is active across Assam, focusing on safe WASH practices, especially in flood relief camps and post-flood villages, to prevent waterborne diseases.

As part of Pre-Independence Day celebrations, SBM-G initiated the 'Know Our Households for WASH Assessment' program, instructing PHE divisions to conduct random surveys of rural households to evaluate WASH services. The Mission Directorate, SBM-G Assam, is dedicated to making Assam 'Clean & Green' and embedding Swachhata as a way of life.



From the **Union Minister**



As we enter the final year of SBM-G's implementation, our focus will continue to be on achieving the ODF Plus model, which includes comprehensive solid and liquid waste management, ODF sustainability, and beautification efforts. Now, collaboration and convergence across States/UTs and Ministries/ Departments are more crucial than ever to push towards our goals. Together, we can strengthen sanitation infrastructure, promote effective waste management practices, and ensure our communities are clean and vibrant. Let us unite in this final push to make sanitation a lasting legacy for our nation and secure a healthier future for all.

Shri V. Somanna
Union Minister of State, Ministry of Jal Shakti

From the **Secretary's Desk**



As we enter the final year of the implementation of Phase II of Swachh Bharat Mission, our goal is for every State/UT to achieve 100% ODF Plus model villages. Through the upcoming Swachhata Pakhwada, we aim to build a culture of sanitation that positions it as a centerpiece of our national development. We have planned targeted campaigns across various themes, and we expect strong support and participation from states and UTs. We are committed to ensuring sustainable sanitation solutions that benefit all communities and create a healthier India.

Smt. Vini Mahajan
Secretary, Department of Drinking Water and Sanitation,
Ministry of Jal Shakti



NIRDPR News Letter

[Click here to read](#)



From the OSD's Desk



I look forward to learning from the remarkable work already being done and continuing the mission with renewed focus. As we gear up for Swachhata Hi Seva, it's vital that we build on past achievements, foster collaboration, and drive forward the next phase of progress in rural sanitation. Together, we can amplify our efforts, embrace innovative solutions, and ensure that every village in India remains on the path to sustainable cleanliness and health.

Shri Ashok Kumar Kaluaram Meena

OSD, Department of Drinking Water and Sanitation,
Ministry of Jal Shakti

From the Mission Director's Desk



In the remaining part of this year, our focus is on targeted campaigns that will enable us to achieve the ODF Plus model across all villages, with a special emphasis on convergence and collaboration. We are dedicated to ensuring ODF sustenance across villages, engaging communities and women sanitation workers, transforming waste into wealth, and furthering innovative initiatives. The upcoming months are pivotal in driving our mission, together, through convergence of efforts and shared commitment, we can create a cleaner, healthier, and more resilient India for all.

Shri Jitendra Srivastava,

Joint Secretary &
Mission Director (SBM-G),
DDWS, Ministry of Jal Shakti

To contribute to the next issue of the **Swachhata Samachar**, share your submission before the 15th of every month to swachhbharat@gov.in



पेयजल एवं स्वच्छता विभाग
जल शक्ति मंत्रालय
भारत सरकार

DEPARTMENT OF DRINKING WATER AND SANITATION
MINISTRY OF JAL SHAKTI
GOVERNMENT OF INDIA

सत्यमेव जयते

Office of the Joint Secretary & Mission Director, SBM-G
Department of Drinking Water and Sanitation, Ministry of Jal Shakti
Government of India.

4th Floor, Pandit Deendayal Antyodaya Bhawan, CGO Complex,
Lodhi Road, New Delhi-110003
Phone: 011-24362192 | Email: js-sbm@gov.in