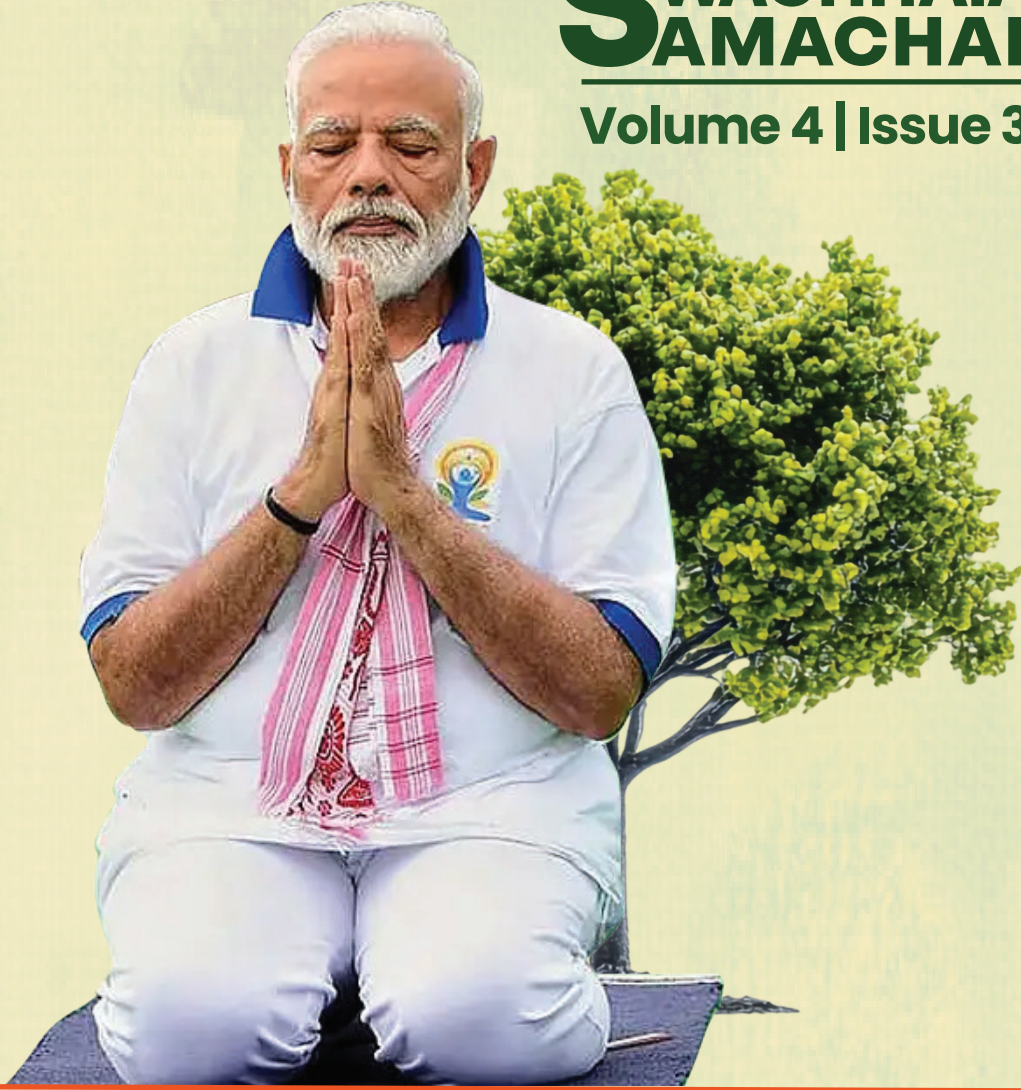


SWACHHATA SAMACHAR

Volume 4 | Issue 30



अपनी धरती अपना कल, बेहतर बनायें हम मिलकर





Sh. C. R. Patil

From the **Union Minister**

Plastic pollution is one of the greatest challenges and there is an urgent need to curb pollution at its source, eliminate plastic use, and raise public awareness.

World Environment Day 2025 event, Bulandshahr, Uttar Pradesh



Sh. V. Somanna

From the **Union Minister of State**

SSG is not merely a survey, but a national validation exercise, and a powerful tool to rank states and districts on their rural sanitation performance. Our villages are the soul of India' and making them ODF Plus Model should be seen as a lived and visible reality.

SSG National Launch, New Delhi





Shri Ashok Kumar Kaluaram Meena

From the **Secretary's Desk**

The way forward of Swachh Bharat Mission Grameen will depend on strong local institutions including Village Water and Sanitation Committees, Self Help Groups who would further community-led O&M systems. Strengthening these onground structures and bodies will be a key to sustaining progress and ensuring that rural sanitation remains community-owned, inclusive, and future-ready.



Shri Kamal Kishore Soan

From the **Additional Secretary & Mission Director's Desk**

As the Swachh Survekshan Grameen survey progresses, it's important that we work with consensus and clarity. Our focus must remain on enabling local community structures—VWSCs, SHGs, and panchayats—to lead from the front. Sustained outcomes will come only when systems are in place, capacities are built, and accountability is local.



Programme Highlights

As on 30 June, 2025

ODF PLUS MODEL

- Over 4.69 lakh (Over 80%) of India's inhabited villages have declared themselves ODF Plus Model
- Over 5.17 lakh villages have arrangements for solid waste management
- Over 5.32 lakh Villages have arrangements for liquid waste management
- Over 2,000 Rural Plastic Waste Management Units set up, covering more than blocks
- More than 6.30 lakh vehicles for door-to door waste collection & transportation
- Over 1200 Biogas plants registered
- Over 900 Functional Biogas plants
- 83 Completed Biogas plants



SWAHHATA PAKHWADA: June 2025



Ministry of New and Renewable Energy

- Shramdaan activities included cleaning the nearby locality, public toilets, and religious places.
- A room-wise cleanliness competition was held, and plaques were awarded to the top three cleanest sections/halls.
- A poster design competition on the theme of Swachh Bharat was organized for both permanent and contractual employees.
- Plantation of tree saplings was carried out by the Hon'ble Minister and Minister of State at Atal Akshay Urja Bhawan on the occasion of World Environment Day.
- An essay competition on a cleanliness-related topic was organized for both permanent and contractual employees.
- The "Swachhata Pledge" was taken by all officers and staff of MNRE, and cleaning kits were distributed to the sanitation staff working in the Ministry.





Ministry of Coal

- Jute bags were distributed to promote a single use plastic ban in nearby areas.
- Dustbins were distributed in quarters to facilitate segregated waste storage by residents (SECL Gevra Area).
- A cleanliness drive was conducted at Rampaluga Tourist Site, Jharsuguda, organized by the Lakhanpur Area of Mahanadi Coalfields Limited.
- An awareness session on personal hygiene was conducted under Swachhata Pakhwada by the Orient Area of Mahanadi Coalfields Limited.
- Sanitary pads were distributed in a government school by the Orient Area of Mahanadi Coalfields Limited.
- Saplings were planted in a school to promote environmental awareness.
- A rainwater management initiative was undertaken in a nearby area to promote cleanliness.
- SECL Johilla Area organized a dustbin distribution drive in nearby villages and colonies.
- Essay, drawing, and quiz contests were held at KV by SECL Johilla Area, with around 60 students participating.
- A cleaning drive was conducted in the SECL Johilla Area colony to promote hygiene and cleanliness.
- Fruit-bearing plant saplings were distributed at Khaliakani U.P. School by IB Valley Area of MCL.
- A lecture on personal hygiene was delivered by Dr. Neeta Prakash, Central Hospital, IB Valley Area, MCL, at Brajrajnagar College.
- A health check-up camp was organized in collaboration with the Medical Department, Sonapur Bazari Project, at Haripur School.





Ministry of Coal

- An awareness drive on clean drinking water and cleaning of water bodies was conducted in peripheral villages of WCL in Madhya Pradesh and Maharashtra.
- On June 26, 2025, a cleanliness awareness rally was organized at GM Complex, Johilla Area, under Swachhata Pakhwada.
- Kanke Dam, one of the largest water reservoirs in Ranchi, was cleaned by CMPDI.
- Quiz, essay, and drawing competitions were held to promote cleanliness awareness among children.
- A Nukkad Natak was organized at the premises of Eastern Coalfields Limited to spread the message of Swachhata.
- Inspections of all departments were conducted in the Kunustoria area, ECL, to encourage office cleanliness.
- A signature campaign was inaugurated in the N.K. Area to promote cleanliness.
- An awareness event was organized for school children in the Sonapur Bazari Area.



The Lighthouse Initiative: From 75 GP/Villages to 4,000 villages– Scaling the Sanitation Model



The Swachh Bharat Mission, launched in 2014 under the visionary leadership of the Hon'ble Prime Minister, Shri Narendra Modi, has redefined India's approach to sanitation and public health. Achieving Open Defecation Free (ODF) status across rural India by 2019 was a momentous milestone. Yet, our journey toward an immaculate, healthy, and sustainable India continues with renewed commitment and deeper engagement.

The Lighthouse (LHI) Initiative, commissioned by the Department of Drinking Water and Sanitation, Ministry of Jal Shakti, is a key intervention for the sanitation ecosystem, implemented in a public-private partnership (PPP) mode. It was piloted in 75 GPs/villages across fifteen states in its first phase. LHI is grounded in the principle of Inclusive Sanitation and Leaving No One Behind.

In phase I– India Sanitation Coalition (ISC)–FICCI, in collaboration with partners like ITC, JSW Foundation, Ambuja Cement Foundation, HCL Foundation, TATA Trust, Nayara Energy, and Aga Khan Foundation successfully implemented this ambitious project across 75 Gram Panchayats in 15 states, demonstrating scalable and impactful sanitation solutions.

As we now step confidently into Phase II, we are driven by the progress made and motivated by the possibilities ahead. Since April 2025, three leading corporates ITC, Hindalco, and HCL Foundation along with their implementing partners have commenced work to establish Lighthouse blocks in 39 distinct areas across 13 states, impacting a total of 4,096 villages. More corporates are coming forward to support and partner with this initiative.

[To read more, click here](#)



Chhattisgarh Builds its First Plastic-Mixed Rural Road in Bastar

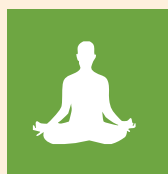


In a significant move towards sustainable rural infrastructure and circular economy goals of SBMG Phase II, Chhattisgarh has built its first plastic waste-mixed bituminous road in Bastar district which is an innovative milestone with a potential for wide scale replication.

This 5.5-kilometre road, constructed under the PMGSY scheme between Kawapal and Kalguda gram panchayats in Jagdalpur tehsil, includes 1.2 kilometres laid using non-recyclable plastic waste, blended with bitumen. The result is a stretch of road that is more durable, cost-effective, and environmentally conscious. This marks a first-of-its-kind initiative in the region, setting an example for environmentally responsible rural development.

What sets this project apart is not just its innovation, but the collaborative leadership that brought it to life. The initiative has been spearheaded under the guidance of District Collector and this project reflects the broader “Waste to Wealth” vision of SBM-G Phase II where even the most challenging waste streams are transformed into assets for rural development.

[To read more, click here](#)



Nuapada Leads the Way by initiating step towards becoming India's First Single-Use Plastic Free District

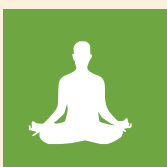


DDWS in collaboration with MoEFCC marked World Environment Day in Odisha with a campaign themed around ending plastic pollution, that was observed from May 22-June 5, 2025. Taking this mission a step further, Nuapada District extended the campaign aligned with the objective of International Plastics Free Day and committed towards become the first district in the India and the first district of the state to commit towards making it single-use plastic (SUP) free by 2nd October 2025.

Aligned with the vision of the Hon'ble Prime Minister of Sampoorana Swachhata, Nuapada district on July 1 launched an intensive campaign focusing on both infrastructure and community mobilization. A key highlight from the day was the 2 hour long massive mega cleanliness-cum-plantation drive that was conducted across almost all educational institutions, and all government and private entities. This campaign covered over 3,170 locations across rural and urban areas, making it a large drive.

More than 1.42 lakh participants including officials, schoolchildren, SHGs, volunteers, and community members took part in the drive, which successfully tackled over 3,000 Garbage Vulnerable Points (GVPs) and resulted in the collection of over 30 tonnes of plastic waste. As part of the green initiative, over 1 lakh saplings were planted across the district. This campaign was led by the Collector, Chief Development Officer, and Additional District Magistrate (General).

[To read more, click here](#)



Howrah's Plastic Waste Management Model

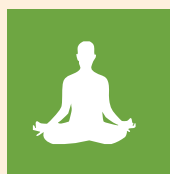


In West Bengal's Howrah district, a quiet but powerful change is taking shape, one that shows how rural India can manage plastic waste sustainably while generating income and building better infrastructure. Under SBM-G Phase II, the Panchayats & Rural Development Department, Government of West Bengal, has introduced decentralized plastic waste management systems across Howrah District. This has been done with support from a technical partner and in close collaboration with Gram Panchayats and local communities.

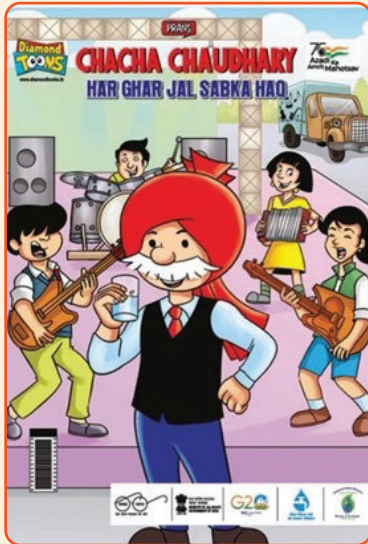
This example is of the PWM unit at Kurchi Shibpur Gram Panchayat in Udaynarayanpur Block. This PWM Unit repurposes existing infrastructure and adopts decentralized planning, processing 2.5 tonnes of plastic waste every month and generating a revenue of ₹35,000 per month from recycled plastic.

Plastic is collected weekly (150 kg week) from nearby Gram Panchayats and sent to verified recyclers where it is responsibly channel to multi layer plastic (MLP) and single use plastics (SUP). Local sanitation workers and Panchayat leaders have been recognized for their contributions, helping create a sense of ownership and pride in the community.

[To read more, click here](#)



Water, WASH, and Chacha Chaudhary



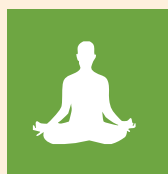
DDWS and Diamond Toons launched a new comic titled “Chacha Chaudhary: Har Ghar Jal, Sabka Haq” to raise awareness on water conservation. Set in a rural setting, the story celebrates the arrival of piped water while urging families to value every drop, harvest rainwater, reuse greywater, and keep surroundings clean showing how safe water, sanitation and hygiene (WASH) are inseparable.

The comic was launched in the presence of Shri C.R. Patil, Hon’ble Minister of Jal Shakti, and Shri Ashok K.K. Meena, Secretary, DDWS, Ministry of Jal Shakti. Both dignitaries praised the creative use of comics as a tool to educate and engage the public especially children and youth on vital water-related issues.

To ensure wide accessibility, “Chacha Chaudhary – Har Ghar Jal, Sabka Haq” will be published in multiple Indian languages, enabling readers across linguistic and cultural backgrounds to connect with its powerful message. In the storyline, Chacha Chaudhary inspires citizens to become “Water Warriors,” encouraging everyone to conserve water and pledge their support for a sustainable future. This release is part of a broader series of “talking comics” by Diamond Toons, which include impactful titles such as Water – Our Right, Value of Water, Water Management, Water Storage Campaign, Conservation of Water, Water Pollution, Save the Earth, and Water is Life.

Speaking at the event, Shri C.R. Patil, Hon’ble Minister of Jal Shakti, stated: “As piped water reaches every household, our responsibility to conserve it grows. Awareness must start at a young age. Through this comic, we are bringing the program closer to the people.”

[To read more, click here](#)



Marking World Environment Day Across Rural India



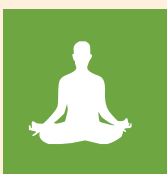
On June 5, 2025, India observed World Environment Day (WED) with the theme “Ending Plastic Pollution Globally.” Led by the Ministry of Environment, Forest and Climate Change (MoEFCC), the campaign brought together various ministries, state governments, and community stakeholders to drive nationwide awareness and action on plastic pollution.

DDWS, Ministry of Jal Shakti, aligned with this national campaign by identifying areas of convergence and issuing detailed instructions to States/ UTs to mark the occasion meaningfully in rural areas.

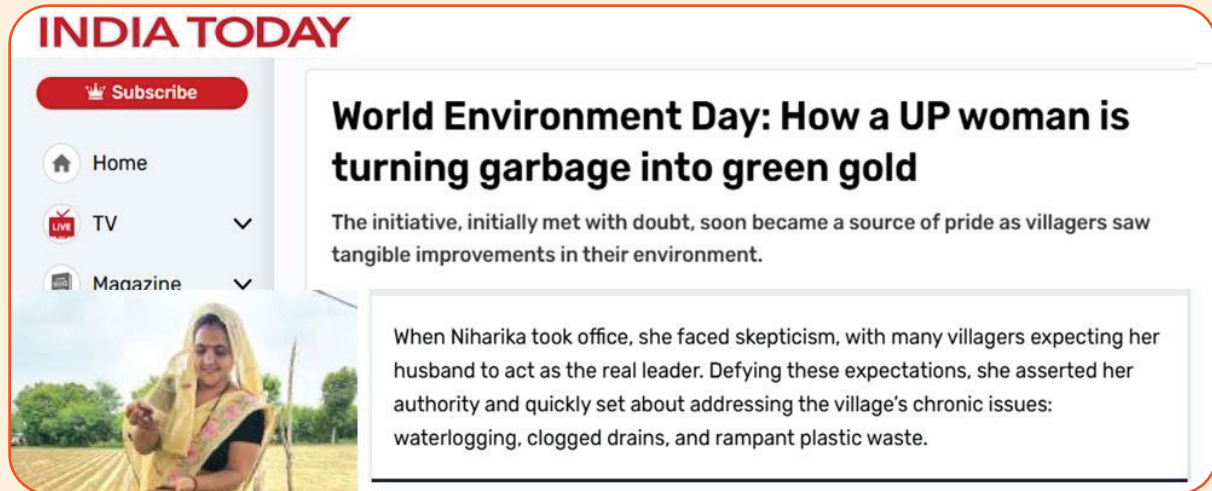
As part of the WED 2025 campaign, DDWS encouraged States/UTs to focus on key rural sanitation and waste management interventions. These included identifying garbage vulnerable points near water bodies, organizing special cleanliness and inspection drives, confiscating banned single-use plastics, promoting plastic waste processing, and installing signage and trash traps. The activities were closely aligned with the goals of the Swachh Bharat Mission (Grameen) and Mission LiFE, reinforcing the message of sustainable rural sanitation linked to environmental protection.

With the participation of over 20 lakh people across 25 States/UTs, the campaign demonstrated the strength of coordinated grassroots action. It reflected how rural India is contributing to national and global environmental priorities through practical, people-led initiatives. The detailed report with data and highlights is available on the DDWS website.

[To read more, click here](#)



Turning Waste into Change: Niharika's Story from Basai Mohammadpur



On the banks of the Yamuna in Uttar Pradesh lies the village of Basai Mohammadpur. Until recently, the village struggled with clogged drains, plastic waste, and poor sanitation. But things began to change when Niharika Verma, a former teacher, became the Gram Pradhan.

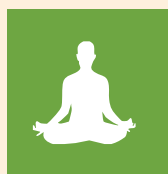
Facing early doubts about her leadership, Niharika focused on one thing: fixing the waste problem. She brought in door-to-door waste collection using e-rickshaws that played awareness songs, making waste management visible and part of daily life. Concrete dustbins were placed at key locations, and a plastic waste bank was set up. Villagers could now exchange waste for rewards. Segregation at source became common. Over time, the village earned money through recycling and user fees, and the environment began to look and feel different.

Niharika also led the creation of soak pits and drainage systems to prevent waterlogging and protect the Yamuna. A Resource Recovery Centre became a space for community learning—where people understood how composting, recycling, and proper waste handling made their lives healthier and cleaner. Importantly, this work didn't just change the environment—it shifted mindsets. People started taking ownership of their surroundings. Women participated more actively. Neighbouring villages began to take notice.

Niharika's story is part of the DDWS–UNICEF publication *Ripples of Change*, highlighting women changemakers who are improving sanitation and hygiene across India. Her work reminds us that meaningful change doesn't always come from big plans—but from committed local action.

On World Environment Day, and every day after, Basai Mohammadpur stands as proof that rural leadership, when backed by awareness and community participation, can turn waste into something of real value.

[To read more, click here](#)



SPM NIWAS–Kolkata: Training Highlights & Upcoming Programs

June 2025

SPM NIWAS successfully conducted multiple training programs in June 2025, empowering participants with essential knowledge on sanitation and waste management. 4 training sessions were conducted with 70 participants.

Residential trainings	Online trainings
<ul style="list-style-type: none"> SBM-P-10/Q1 25-26: Training on IMIS Dashboard. SBM-P-02/Q1 25-26: PWM: Processing & disposal of plastic waste through different mechanisms. 	<ul style="list-style-type: none"> SBM-OL-09/Q1 25-26: Training on Vermi composting. SBM-OL-11/Q1 25-26: Training on Use Social Media Campaign for SBM(G)-II. In June 2025, SPM Niwas also conducted off-site training programs in Tripura and Meghalaya on 15th Finance Commission Grant, sanitation and waste management.

SIPARD, Agartala, Tripura

- Workshop on 15th Finance Commission and its Applications in SBM(G) 2.0, held on 18th June 2025 for the Elected Representatives of Panchayats, Gram Pradhans, Block Development Officers of Tripura. Attended by 50 participants.
- Training on Solid Waste Management, including Plastic Waste Management held from 19th– 21st June 2025. This 3-day training had 13 sessions, and the training was attended by 38 participants.



Shillong Convention Centre, Shillong, Meghalaya:

- Orientation on SBM(G) of State Officers/ Officials of Meghalaya from 24th -25th June, 2025.

The orientation had 13 sessions and it was attended by 92 participants.



Upcoming Trainings

SPM NIWAS has planned eight training sessions **(four online and three offline)** for July:

Offline Trainings:

- IEC, Behaviour Change Communication, social media and Interpersonal communication.
- Liquid Waste Management In rural areas.
- Biodegradable Solid waste management including animal waste in rural area.
- Plastic Waste Management in Rural areas.

Online Trainings:

- Retrofitting of Individual Household Latrines (IHHLs).
- O&M of Community Sanitary Complexes (CSCs).
- Innovative technology of SLWM.
- Biodegradable Waste Management.

To register, click here



Crossword

E	W	B	T	L	Z	E	R	O	W	A	S	T	E
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BIOFUEL | LATRINE | SOAKPIT | GOBARDHAN | SANITATION
 GREYWATER | PLASTIC | SEWAGE | TRENCHING | ZEROWASTE
 COMPOSTPIT | BIODEGRADABLE | SLUDGE | PHYTORID





पेयजल एवं स्वच्छता विभाग
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DEPARTMENT OF DRINKING WATER AND SANITATION
MINISTRY OF JAL SHAKTI



To contribute to the next issue of the **Swachhata Samachar**, share your submission before the 15th of every month to sbmiec.ddws@gmail.com



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