

SWACHHATA SAMACHAR

Volume 4 | Issue 29



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From the **Union Minister**

The Swachh Bharat Mission is one of the strongest examples of how a collective shift in behaviour can transform a nation. From toilets to treatment systems, from individual choices to community-led action, sanitation today is no longer seen as an obligation, but as a shared responsibility. As we continue our journey, our focus will remain on deepening impact, sustaining outcomes, and ensuring that every village moves towards becoming ODF Plus Model. Behaviour change remains at the heart of this journey, and it is the people of India who continue to lead it.



Sh. C. R. Patil

Union Minister, Ministry of Jal Shakti

From the **Union Minister of State**

Across the country, women have emerged as the backbone of the Swachh Bharat Mission, leading Village Water and Sanitation Committees, managing waste systems, championing menstrual hygiene, and ensuring toilet usage becomes the norm in their communities. From Swachhagrahis to Self-Help Groups turning waste into livelihood opportunities, their leadership is not symbolic, it is practical and powerful. As we strengthen our efforts under SBM-G, we shall continue investing in women's participation as it is the most effective way to ensure that gains in sanitation are sustained, inclusive, and community-led.



Sh. V. Somanna

Union Minister of State, Ministry of Jal Shakti



From the **Secretary's Desk**

With the launch of Swachh Survekshan Grameen 2025, we have entered an important phase of reflection and action. This is not just a sanitation, survey, it is a tool to strengthen accountability, drive participation, and encourage States/UTs, and communities to take ownership of rural sanitation outcomes. As we move forward, convergence, collaboration, and collective learning will be critical. The continued success of SBM-G lies in making every stakeholder a partner in progress.



Shri Ashok Kumar Kaluaram Meena
Secretary, DDWS, Ministry of Jal Shakti

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

The Swachh Survekshan Grameen survey is not just about rankings, it's a tool to trigger action on the ground. The role of districts is central; they are where plans turn into outcomes. With dashboards, field validations, and citizen feedback districts can course-correct, improve service delivery, and engage people meaningfully. The focus must remain on honest assessment and using data to drive decisions, and not just to meet targets.



Shri Kamal Kishore Soan
ASMD, JJM, DDWS, Ministry of Jal Shakti



Programme Highlights

As on 31st May, 2025

ODF
PLUS

- Over **4.86 lakh** (Over 83%) of India's inhabited villages have declared themselves ODF Plus Model.
- Over **5.17 lakh** villages have arrangements for solid waste management
- Over **5.31 lakh** Villages have arrangements for liquid waste management
- Over **1200** Biogas plants registered.
- Over **900** Functional Biogas plants
- **85** Completed Biogas plants
- Over **2,000** Rural Plastic Waste Management Units set up, so far more than **4,000** blocks are covering
- More than **6.3 lakh** vehicles for door-to-door waste collection & transportation



Pakhwada Activities: May, 2025



Ministry of Power

- Inaugural session held at REC HQ, Delhi included the Swachhta Pledge, waste-to-art installation, and awareness sessions.
- Cleaning drive conducted by CHQ, NEEPCO at Laitkor near the NEEPCO office in Shillong.
- Government school and temple near Barhi and Koderma substations cleaned under GOMD V.
- Cleanliness drive carried out in and around Shram Shakti Bhawan.
- Nukkad Natak performed by NTPC Farakka in West Bengal on 18.05.2025.
- Seminar on health and hygiene conducted for girls and women, covering personal hygiene, oral care, and menstrual health.
- POWERGRID promoted swachhata through wall paintings in Lucknow.
- Cleanliness drive at TP 3, DVC, Koderma Thermal Power Plant on 25.05.2025 with active staff participation.
- Plogging activity conducted at Garhibazidpur Lake, Gurugram; dustbins installed at government schools in Haryana.
- PFC organized a painting competition at Government Sarvodaya Kanya Vidyalaya, DDU Marg, New Delhi.
- TGBPS, NEEPCO, set up a selfie booth in Sepahijala District, Tripura.
- REC installed dustbins at government schools and hospitals.
- POWERGRID conducted a painting competition in Jammu; cleanliness drives were organized in Varanasi, Manoharlalganj, and Shahjahanpur.
- Drawing competition held for DVC school students in Konar under GOMD V.
- REC organized special cleanliness drives near office premises and donation drives through NGOs.



- NEEPCO conducted a swachhata awareness session for Class IX and X students at VKV School, Doyang, Nagaland.
- THDCIL hosted a session on menstrual and personal hygiene led by a doctor, followed by sanitary pad distribution to girl students.
- REC held a Swachhta Quiz and "Best out of Waste" competition for employees.
- Swachhta Pledge administered to NEEPCO employees at PHPS, Papumpare District, Arunachal Pradesh.
- Grid India administered the Clean India Pledge across its offices with full employee participation.

Onground action capturing Swachhata Pakhwada in May 2025





Ministry of Health & Family Welfare

- Outdated training manuals and related files were removed at the National Tuberculosis Institute, Bengaluru.

Onground action capturing Swachhata Pakhwada in May 2025



Union Minister of Jal Shakti launches Swachh Survekshan Grameen (SSG) in Delhi



In a major step towards achieving a cleaner and healthier rural India, Union Minister of Jal Shakti, Shri C R Patil, launched Swachh Survekshan Grameen (SSG) 2025 in New Delhi. Organized by DDWS, this nationwide rural sanitation survey marks a significant milestone in India's Swachhata journey.

Speaking at the launch, Shri C R Patil emphasized the need to “measure to manage,” underlining the importance of data in driving flagship initiatives like the

Swachh Bharat Mission. He urged all States/UTs to actively share innovations and best practices. Highlighting that Swachhata is a continuous journey, he called for sustained and collective efforts to build a Viksit Bharat through people-led sanitation movements.

Minister of State of Jal Shakti, and Railways, Shri V. Somanna echoed this sentiment, describing SSG 2025 as more than a survey—a powerful national validation tool to rank States and Districts on rural sanitation outcomes.

“Our villages are the soul of India,” he said, encouraging stakeholders to transform them into visible ODF Plus Models.



SSG 2025 will provide a rigid and meticulous assessment for the status of rural sanitation, with a strong emphasis on sustaining the Open Defecation Free (ODF) Plus Model outcomes. Ultimately, SSG 2025 will provide a national ranking of all States/UTs, and Districts based on both quantitative and qualitative parameters, adhering to the SBM-G Phase II goals. **SSG 2025 will cover 21,000 villages across 761 Districts in 34 States/UTs.**

[To read more, click here](#)



DDWS celebrates the Spirit of Grassroots Leadership on National Panchayati Raj Day

This year's National Panchayati Raj Day turned into a powerful reminder of how local governance can lead the way in shaping healthier, cleaner communities. With over 15 lakh participants from 85,000+ Gram Panchayats across 11 States and UTs, the day saw villages across India come alive with the spirit of collective action.

From the very beginning, the focus was on strengthening the conversation around water, sanitation, and hygiene (WASH) at the grassroots level. Special Gram Sabhas became a space for meaningful discussion, reflection, and resolution. People came together to take the Pledge for WASH Sustainability, pass WASH asset resolutions, and display the details of Village Water and Sanitation Committee (VWSC) members that brought transparency and community participation into sharper focus.

What truly stood out was how this wasn't just another day of formal proceedings, it was a celebration of cultural programmes, sanitation competitions, health camps and felicitations for sanitation workers and more. The local champions, often working behind the scenes, were given the spotlight.

The campaign also saw a surge online with over 22 million social media impressions with hashtags such as **#DDWSJoinsPanchayatiRajDay** **#PowerOfPanchayatForWASH**. States like Nagaland, Meghalaya, Telangana, and West Bengal led with unique initiatives—each bringing its own flavor and approach to the campaign. Whether it was engaging youth in pledge drives or holding integrated health and hygiene activities, the energy was palpable on the ground.

National Panchayati Raj Day 2025 was a declaration that when panchayats and communities come together, real transformation is not just possible, it's inevitable. As we move forward in our journey towards achieving universal sanitation and water security, events like these reaffirm our belief that Panchayats are not just institutions of governance, they are beacons of people-powered change.



[DDWS report captures the action, click here](#)



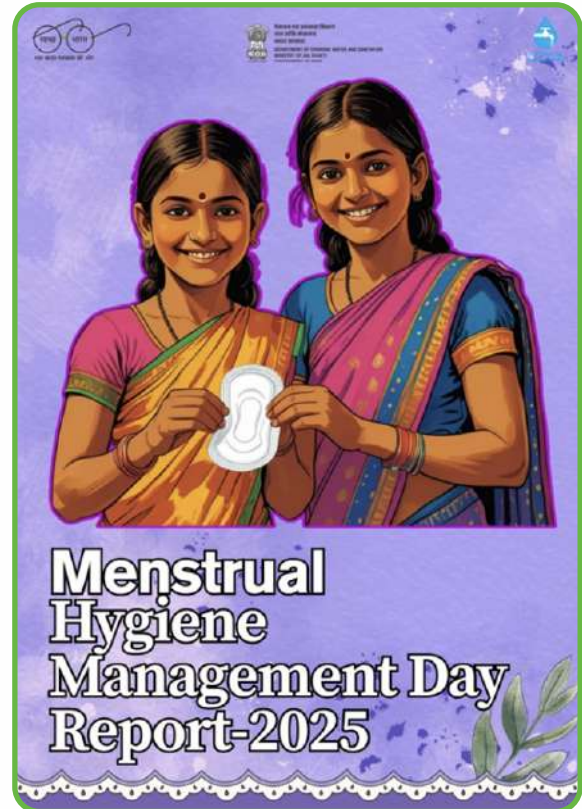
DDWS Collaborates to Mark Menstrual Hygiene Day 2025

DDWS joined hands with the Ministry of Health and Family Welfare to mark Menstrual Hygiene Day (MHM Day) 2025. As part of the larger Swachh Bharat Mission-Grameen (SBM-G), the occasion reaffirmed the commitment to improving menstrual health and hygiene outcomes in rural India especially through community-led efforts, convergence with key partners, and awareness campaigns at all levels.

National Engagements: Sansad TV & MoHFW Collaboration

To mark the day, DDWS participated in a panel discussion on Sansad TV, where Ms. Swapna Devireddy, Director, SBM-G, spoke on key challenges and progress made in the MHM space. The discussion highlighted the importance of access to safe menstrual products, sanitation facilities, and destigmatizing conversations around menstruation.

Sh. Karanjit Nagambam, Director SBM-G, represented the department at MoHFW's national event. He helped launch new IEC materials and emphasized the role of States/UTs in leading awareness efforts and integrating menstrual hygiene into everyday public health dialogue.



MHM Day 2025 stood as a collective testimony to the importance of empowering women and girls through sanitation-linked menstrual hygiene initiatives. With SBM-G Phase II continuing to integrate menstrual health within its framework, DDWS reiterates its commitment to creating a **#PeriodFriendlyIndia** through convergence, community involvement, and targeted communication.

DDWS report captures the action, [click here](#)



GOBARDhan Yojana in Bihar making Pansalwa a Clean Energy Champion



The small village of Pansalwa in Khagaria district, Bihar, not so long ago, faced challenges that some rural communities do of smoky kitchens, poor sanitation, and limited livelihood options. However today, it stands out as a success story, showing how even cow dung and kitchen waste can light up homes, power farms, and uplift lives.

This transformation began with the GOBARDhan scheme, launched in 2018 by the Government of India under SBM-G. The idea was simple but powerful: convert animal and organic waste into biogas and compost, while promoting cleanliness and boosting rural income.

When the scheme reached Pansalwa, there was initial hesitation as the villagers wondered how this would work and if this was a sustainable model. These questions were addressed by the District Water and Sanitation Committee (DWSC) who played a critical role in answering these questions and building trust.

They organized awareness sessions, trainings, and one-on-one interactions to help people see the multiple benefits of the scheme of not just biogas, but also clean fuel, better farming through organic compost, and opportunities for income generation. One of the biggest impacts of the DWSC's intervention was in building a mutual understanding in the community that this plant wasn't just any another government scheme for the village; it was the village's own scheme. The understanding that this 'GOBARDhan plant is yours, the benefits are yours, and the responsibility is yours too'.

The success in Pansalwa is not just about one plant, it's about what's possible when government schemes, technical expertise, and community ownership come together.

To read more, click here



A Ray of Hope for Toymakers of Nirmal: Reviving Heritage Through Poniki Vanam



The heritage of Nirmal toy-making, a cherished craft from Telangana, has long been known for its intricate artistry and use of Poniki wood. However, in recent years, the scarcity of this softwood due to changing ecological conditions and degraded soil has posed a serious threat to the survival of the craft. With limited access to authentic raw material, many artisans faced the possibility of abandoning their tradition or turning to inferior substitutes that diminished the quality and identity of their work.

To counter this crisis, the district administration launched Poniki Vanam, a dedicated six-acre plantation in Gopalpet village to grow Poniki trees. This effort, led by the DRDA and forest department, involved scientific site preparation and planting over 5,000 Poniki saplings sourced from Uttarakhand. The project reflects a well-coordinated response rooted in research, advocacy, and government support ensuring that artisans once again have sustainable access to the wood essential to their craft.

Beyond preserving a cultural legacy, Poniki Vanam represents a broader shift toward rural sustainability. It supports artisan livelihoods, encourages ecological restoration, and promotes local enterprise. The initiative also aligns with World Environment Day's themes of land restoration and resilience, showing how heritage and environmental stewardship can go hand in hand.

Further, the effort echoes the goals of Swachh Bharat Mission Grameen Phase II, which emphasizes the circular economy, livelihoods, and sustainable rural development. As more saplings take root and grow, they carry the promise of cultural revival, environmental renewal, and community empowerment—ensuring that the story of Nirmal toys continues for generations to come.

To read more, click here



How Shraddha Tiwari Sparked action for Menstrual Dignity

Menstruation is a natural biological process, yet millions of girls across rural India continue to experience silence, shame, and social exclusion each month. Menstrual Hygiene Management (MHM), therefore, is not merely about health, it's a matter of dignity, education, and empowerment.

This was particularly true for 16-year-old Shraddha Tiwari from Sultanpur, Uttar Pradesh. Shraddha's early experience with menstruation, like that of many adolescent girls, was clouded by confusion and societal taboos. Her mother handed her a piece of cloth accompanied by strict instructions: no temple visits, no hair washing, and no open discussion about it. Such secrecy fueled feelings of shame and anxiety, impacting her self-esteem and daily life.

The turning point came when her teacher, Ms. Sangeeta Gupta, courageously wrote the word "menstruation" on the classroom blackboard. Breaking the taboo was just the first step. Empowered by the Swachh Garima Vidyalaya initiative, Shraddha transitioned from being a shy adolescent into a powerful voice for menstrual dignity.

Today, Shraddha is the president of her school's Menstrual Hygiene Management Club, leading workshops where both boys and girls learn to make sanitary pads, openly discuss menstruation, and challenge long-held myths. Many students and community members have attended her interactive sessions, learning not only about safe menstrual practices but also about sustainable alternatives like cloth pads and menstrual cups. Her efforts have significantly increased awareness, encouraged empathy among male peers and teachers, and started essential conversations within families.

Shraddha's inspirational journey has attracted significant media coverage, recognizing her bravery and leadership. Her story, featured prominently in outlets like the Times of India and India Today, highlights the transformative power of education and open dialogue in tackling menstrual stigma.

These initiatives provide crucial education, facilities, and infrastructure including incinerators and safe sanitary options empowering girls like Shraddha to reclaim their dignity. As we celebrate Menstrual Hygiene Day, Shraddha's story reminds us of the immense potential that can be unlocked when silence gives way to education and empowerment. Menstrual hygiene is not just about managing periods—it's about changing lives, communities, and futures.



This small-town UP girl is schooling teens on periods, teaching boys to make pads
In a UP village, 16-year-old Shraddha Tiwari is leading a revolution, educating both girls and boys about menstrual hygiene, changing family conversations while involving fathers, and working alongside Swachh Bharat Mission's school initiative.

Now, every Saturday, the Menstrual Hygiene Management (MHM) Club becomes a safe space for conversations that go beyond textbooks.

Through workshops, she teaches both girls and boys about menstrual hygiene. The focus is on awareness, education and empowerment – three core areas to change how periods are viewed in small towns and rural spaces. These meetings have helped build confidence among girls and encouraged an open dialogue.

"One of our most impactful efforts was setting up a stall on menstruation during the school's science exhibition," says Shraddha.



Sensitizing the junior school about menstruation
She soon joined the Menstrual Hygiene Management Club run under the initiative. "It changed everything for me," Shraddha says. She realised that educating her peers could empower them.

In the club, the students – both girls and boys – learned how to make cotton pads and discuss important topics like how to use and dispose them properly. They also learn about the variety of menstrual health products available besides pads, such as tampons, menstrual cups, and more.

To read more, click here



SPM NIWAS–Kolkata: Training Highlights & Upcoming Programs

May 2025 :

SPM NIWAS successfully conducted multiple training programs in May, 2025, empowering participants with essential knowledge on sanitation and waste management.

9 training sessions were conducted that had 120 participants

In-person trainings:

- SBM-P-05/Q1 25-26: Community Engagement & IEC in Waste Management (SWM, LWM & PWM)
- SBM-P-15/Q1 25-26: Training of Trainers (ToT) on SBM(G)-II
- SBM-P-06/Q1 25-26: Role of IEC/SBCC and optimum use of Social Media in SBM(G)-II.
- SBM-P-09: Role- responsibility and participation of PRIs in SBM(G).

Online trainings:

- SBM-OL-04/Q1 25-26: Plastic Waste Management Rules.
- SBM-OL-05/Q1 25-26: Solid Waste Management Rules.
- SBM-OL-06/Q1 25-26: Menstrual Hygiene & Menstrual Waste Management.
- SBM-OL-07/Q1 25-26: Operation & Maintenance of Fecal Sludge Management

Registration & Contact

To register, use the following

<https://docs.google.com/document/d/1NA0muom7mDwUtc9CfE0c47kaIEQIPge-edit?usp=sharing&ouid=110205513592091776317&rtpof=true&sd=true>

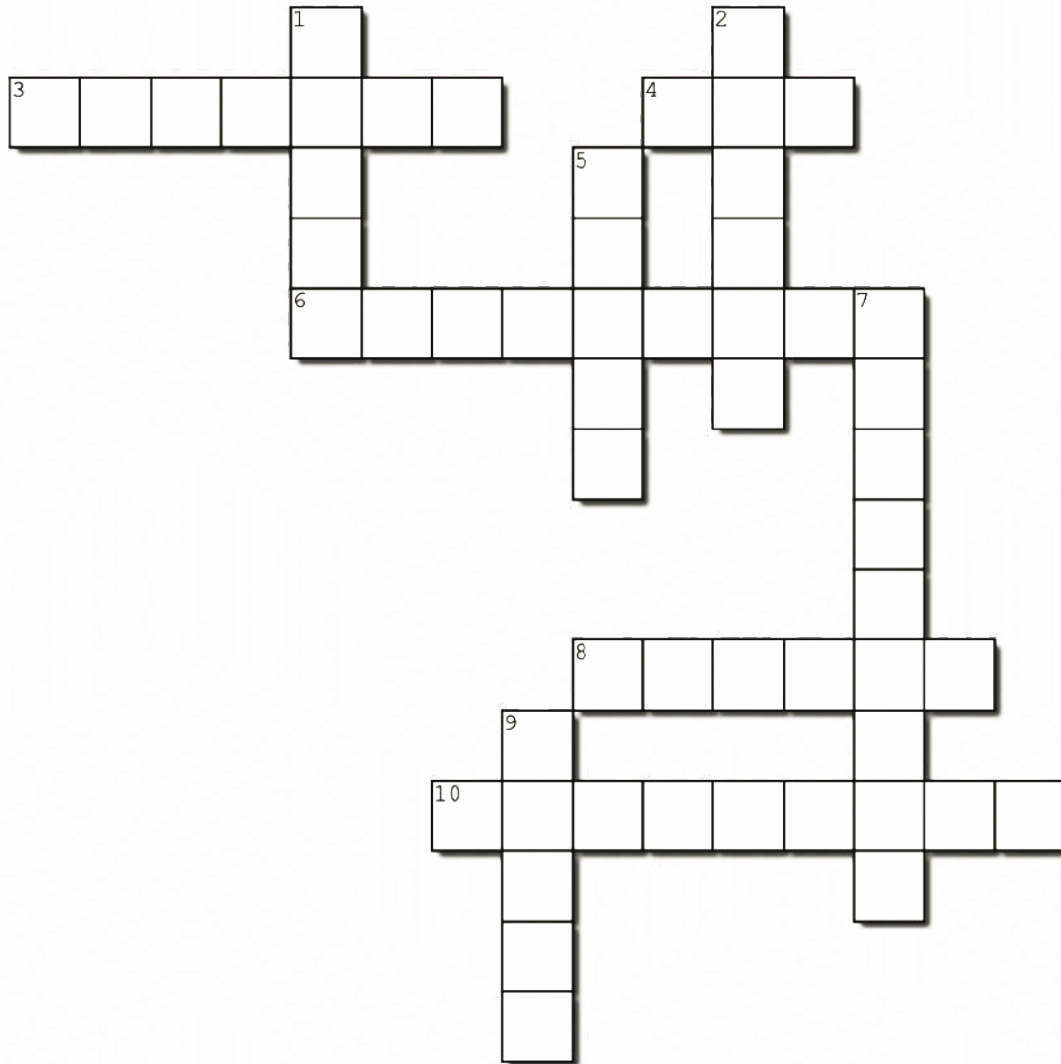
For more information, reach out to:

Chaitali Mondal – chaitali2377@gmail.com | +91 9378351386



Swachhata Samachar

Complete the crossword puzzle below



Across

3. A biodegradable product promoted under SBM for organic fertilizer.
4. Which SDG is SBM aligned with?
6. A sustainable practice encouraged by SBM to reduce plastic waste
8. Material processed into fuel from organic waste, encouraged in SBM
10. SBM encourages rural areas to achieve this five-star sustainability rating.

Down

1. ____Dhan
2. First state to declare itself ODF
5. Managing _____ sludge for sanitation
7. These community-driven facilities are an SBM innovation for liquid waste management
9. Color representing cleanliness and nature





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MINISTRY OF JAL SHAKTI



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



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