



# SWACHHATA SAMACHAR

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“ We recognize the efforts of women in Self-Help Groups and community-based organizations who have played a vital role in spreading awareness about the importance of water conservation, water management, and sanitation. Their hard work and determination have been instrumental in the success of the Swachh Bharat Mission, Jal Jeevan Mission and Jal Shakti Abhiyan ”

**Smt. Droupadi Murmu**  
President of India  
Swachh Sujal Shakti Samman,  
March 4<sup>th</sup>, 2023

## Swachh Bharat Mission - Grameen Newsletter

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The work done by our sisters in building a new India is invaluable. Women, especially in rural areas, have set excellent examples in the field of water and sanitation. We know and understand that the empowerment of a woman paves the way for the transformation of a family and beyond that of the entire society and country.



**Shri Gajendra Singh Shekhawat**  
Union Minister, Ministry of Jal Shakti



## PROGRAMME HIGHLIGHTS

### ODF+

#### ODF Plus villages

Over **40%** of India's inhabited villages have declared themselves ODF Plus

- **Total ODF Plus villages:** 2,38,973
- **Aspiring:** 1,60,709
- **Rising:** 27,409
- **Model:** 50,855



#### Solid Waste Management

- **1,47,177** Villages have arrangements for solid waste management



#### Liquid Waste Management

- **1,84,699** Villages have arrangements for liquid waste management



- **4,60,030** Villages have minimal litter



- **4,49,033** Villages have minimal stagnant water



#### GOBARDhan plants

- **594 Functional Gobardhan plants** across the country



#### Plastic Waste Management

- **750 Plastic Waste Management Units** have been established



**Retrofit to Twin Pit Abhiyan:** Under the campaign, as per the DDWS IMIS of 30 March 2023, the retrofitted toilets are 3,76,731 of which 2,24,484 single pit toilets have been converted into twin pit toilets and 1,52,247 septic tank toilets have been attached to air vents and soak pits.



- **Capacity building:**
- 6,959 Training programmes conducted in SBM-G Phase II
- 4,00,481 individuals training in all verticals of ODF Plus

Swachh Bharat Mission Grameen was showcased at the 2nd Environment and Climate Sustainability Working Group Meeting held in Gandhinagar, Gujarat from 27th to 29th March 2023.



## SWACHH SUJAL SHAKTI SAMMAN 2023

### A Celebration of Women Leaders



In the run-up to International Women's Day, the President of India, Smt. Droupadi Murmu on 4th March 2023 presented awards to women champions from the rural water and sanitation sector, recognising their contributions to the Swachh Bharat Mission Grameen (SBM-G), the Jal Jeevan Mission (JJM) and the Jal Shakti Abhiyan: Catch the Rain (JSA:CTR).

Organized by the Ministry of Jal Shakti, Swachh Sujal Shakti Samman was held at the Vigyan Bhawan on 4th March. The event was graced by Union Minister of Jal Shakti, Sh. Gajendra Singh Shekhawat, Sh. Devusinh Jesingbhai Chauhan, Minister of State for Communications, Sh. Prahlad Singh Patel, Minister

of State for Jal Shakti, Food Processing Industry; Sh. Bishweswar Tudu, Minister of State for Jal Shakti, Tribal Affairs; Smt. Vini Mahajan, Secretary, Department of Drinking Water and Sanitation (DDWS), and Sh. Pankaj Kumar, Secretary, Department of Water Resources, River Development and Ganga Rejuvenation.

There was also wide participation from all States/UT across India along with development partners, grassroots WASH workers, women representatives from civil society organisations and the WASH sector.

As many as 36 women WASH champions were conferred with the Swachh Sujal Shakti Samman 2023 by the President of India and Union Minister of Jal Shakti. The event also saw the launch of Jal Shakti Abhiyan – Catch the Rain 2023 and the release of National Water Mission's (NWM) Standard Operating Procedures (SoPs) on Source Sustainability by the Minister of Jal Shakti Sh. Gajendra Singh Shekhawat.

The Union Minister also presented the President with the first copy of the 'Swachh Sujal Shakti Ki Abhivyakti' - a compendium of inspiring stories from SBM (G), JJM and NWM. A customized 'My Stamp' for NWM was launched by the Minister of State for Communications Sh. Devusinh Jesingbhai Chauhan, who also presented the first copy to the President.



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## SWACHHATA PAKHWADA

### Ministries/Departments that observed Swachhata Pakhwada in March were:

**1-15 March 2023:** Ministry of Women and Child Development and Ministry of Textiles

**16-31 March 2023:** Ministry of Steel and Department of Water Resources, River Development and Ganga Rejuvenation

Among the activities undertaken at the Ministry of Textiles were administration of mass pledge on swachhata by the Secretary; mass cleanliness drives of office premises including toilets, and dissemination of swachhata messages via banners at various locations within the Ministry and on its website.



## Ganga Swachhata Raths Underway In Bihar



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Ganga Gram Abhiyan is currently underway in 12 districts of Bihar that are either situated on the banks of River Ganga or in close proximity to where the Ganga flows. Under the campaign, the districts will be made visually clean, ensuring ODF sustainability and the effective management of solid and liquid waste.

Organised jointly by Lohiya Swachh Bihar Abhiyan (LSBA) and ITC India Limited, the Ganga Gram Abhiyan covers the districts of Buxar, Bhojpur, Saran, Patna, Vaishali, Samastipur, Begusarai, Khagariya, Lakhisarai, Munger, Bhagalpur and Katihar.

Additionally, two Ganga Swachhata Raths were flagged off from Patna by the Secretary, Rural Development Department, Government of Bihar, Shri Balamurugan D, and Mission Director, Lohiya Swachh Bihar Abhiyan, Shri Rahul Kumar on 25th February 2023. The objective of these vehicles bearing IEC messages about safe sanitation and the importance of solid and liquid waste

management was to create mass awareness about Phase II of the Swachh Bharat Mission Grameen.

The two Ganga Swachhata Raths will conduct public awareness campaigns in each of the Gram Panchayat of the 12 districts from 25th February to 23rd March 2023.

## SLWM Training Centre begins operations in Bulandshahr



The district administration of Bulandshahr in Uttar Pradesh has set up a Solid and Liquid Waste Management (SLWM) Training and Demonstration Centre in Azamabad village of Khurja Block. The first-of-its-kind facility in the district provides training in all aspects of ODF Plus including biodegradable, plastic, greywater, and faecal sludge management, to enable officials to implement those interventions in villages.

According to District Magistrate, Shri Chandra Prakash Singh, the Centre will go a long way to speed up the implementation of Swachh Bharat Mission-Grameen Phase II in Uttar Pradesh.

Having already achieved ODF status, Gram Panchayats in Uttar Pradesh are moving towards ODF Plus. SLWM is a relatively new subject for

implementation stakeholders as until now under SBM-G Phase 1, the activities were limited to the construction of toilets (household and community sanitary complexes). Implementers need clarity on the technological options for SLWM.



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## Corporates, CSOs & Dev partners to engage in SBM-G initiatives in W. Bengal



A consultative workshop on Swachh Bharat Mission Grameen (SBM-G) was organised for corporates, civil society organisations, and development partners along with state government officials in West Bengal on February 6, 2023. Organised by UNICEF, the event held under the chairmanship of the Mission Director, SBM-G, Government of West Bengal provided an opportunity to brainstorm on the possibilities of joint planning, coordination, and rolling out of SBM-G Phase II initiatives.

Speaking on the occasion, Senior WASH Specialist, UNICEF, ICO, Mr. Sujoy Mojumdar explained that they wished to create opportunities for the private sector to engage in the implementation of SBM-G and create ODF plus villages. The idea was to garner technical, and managerial capabilities of the corporates as well as leverage innovative, decentralized, and responsive technologies from corporates with a

view to creating strong Public-Private Partnerships to develop sustainable future models.

He also presented a brief outline of the ODF Plus concept, the targets set by the DDWS and the Light House Initiative (LHI), of the Government of India.

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## Areca plates – an alternative to plastic plates



Plates made from leaf sheaths of Areca nut trees are an excellent alternative to plastic plates. Given that the Andaman and Nicobar Islands is the 9th largest producer of this commercial crop in the country, producing around 5.88 tons of Areca nuts in a year, the islands have enough supply of leaves to make usable commodities.

Technological innovations have demonstrated that rather than letting Areca leaf sheaths be wasted, they can be put to better use in the manufacture of leaf plates and bowls of different dimensions, which are both biodegradable and eco-friendly. In the wake of the ban imposed on single-use plastics by the government, such products are gaining importance and penetrating the consumer market,

as also the entrepreneurs producing them through a labour-intensive process that generates employment.

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## J&K sets up Gobardhan projects for residents living near the international border



The Directorate of Rural Sanitation, Union Territory (UT) of Jammu and Kashmir (J&K) is in the process of setting up two GOBARDhan plants in Jeora village of Suchetgarh Block that will cater to the rural communities, helping them curb the burning of wood and preventing air pollution. The initiative will also help create high-value organic manure for use in their farming.

The Gobardhan (Galvanizing Organic Bio Agro Resources – Dhan) is a flagship programme being implemented under the Swachh Bharat Mission (Grameen) to harness bio-energy from cattle and organic waste

with a view to generating income and positively impacting village cleanliness. The main focus of GOBARDhan is to keep villages clean, increase the income of rural households, and generate energy and organic manure from cattle waste.

The Directorate of Rural Sanitation under the Department of Rural Development and Panchayati Raj, Jammu and Kashmir (J&K) has undertaken the implementation of the GOBARDhan Project in the Union Territory of J&K. The intervention is likely to have a significant social and environmental impact on the rural community.

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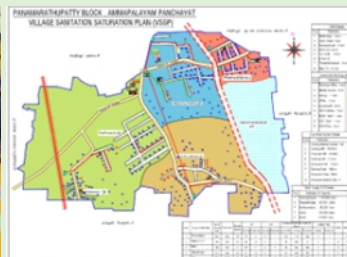
## VOICES FROM THE STATES



**Ms. P Amudha, IAS**  
Principal Secretary  
Tamil Nadu

Tamil Nadu has made considerable strides in rural sanitation in terms of access, and usage of improved sanitation facilities in households and institutions. Consolidating these gains, TN aims to assess gaps and bridge them and improve the status of Panchayats from ODF Plus Aspiring Category to 'Model' category. Comprehensive and holistic assessment of the existing sanitation facilities and the requirements at Household and community level of each GP, is taken up through a tool mandated by the state, The Village Sanitation Saturation Plan (VSSP).

A critical component of the VSSP is the involvement of the Local Body representatives and people, who conduct street-wise transect walks to understand the existing infrastructure and evaluate any further requirements, with greater focus on solid and greywater management. Upon finalisation of the VSSP, funds are allocated from SBM(G) and other schemes like MGNREGS and 15 FC. Our goal is to reinforce a bottoms-up approach, needs-based planning to enable the effective and sustainable achievement of access to sanitation, solid and greywater management to create a clean and green Tamil Nadu.



## Nayara Energy to create a waste value chain in Gujarat's Mithoi Village



Nayara Energy Limited in partnership with the CSR Trust for SDG in India is implementing a plastic waste management project in Mithoi Village of Jamnagar District in Gujarat. The initiative aims to strengthen waste management practices and improve the overall health and hygiene of the village via investment in processes and behavioral change activities.

The interventions are a part of the Lighthouse initiative, undertaken in collaboration with the Department of Drinking Water and Sanitation (DDWS), Ministry of Jal Shakti and the India Sanitation Coalition at FICCI.

A year ago, the waste management in the village, was in shambles as the community was accustomed to dumping 70 percent of its waste in the open, while the rest was used in

cooking. Needless to say, open dumping led to an unclean and unhealthy environment as also the burning of plastic waste that produced harmful toxic gases.

Keen to address this, Nayara Energy Limited embarked on this socio-technical project which not only aims at improving the waste management scenario but also helps in mainstreaming sanitation workers into the waste value chain. The approach of the project is to initiate the said process, as well as create awareness by sensitising citizens through mohalla meetings, prerak samiti meetings, and multiple other awareness sessions, which also attempt to initiate behaviour change among the village communities across age groups.



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## How an SWPC transformed Andhra Pradesh's Narasingapadu GP



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segregation at source. So, when the garbage was collected door to door, households provided wet and dry waste separately. For the service, households were charged Rs. 2 per day.

When a Solid Waste Processing Centre (SWPC) was constructed and made functional in Narasingapadu Gram Panchayat (GP) of Palnadu District in Andhra Pradesh in 2019, various systems were put in place to improve sanitation and bring about visual cleanliness. The activities transformed the GP and it was something the village community took pride in.

The initiative carried out under Phase II of Swachh Bharat Mission Grameen (SBM-G) had other systems incorporated when the village was selected as a pilot village under the state-run Manam Mana Parisubratha campaign in June 2020.

Earlier, having conducted various IEC activities to generate awareness amongst the community on segregation of waste at source, households were aware of the need to carry out the first level segregation at home. Garbage bins were distributed to households, shop keepers and establishments to promote

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## From the Secretary's Desk



**Smt. Vini Mahajan**

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

Swachh Sujal Shakti Samman was a celebration of women and the diverse roles they play in the rural water and sanitation sector. And what a celebration it was! I'm certain there are countless other women out there – the unsung heroes who are working just as hard and bringing about positive change to their communities. My appreciation goes to them as well. Inspired by them, we continue to provide interventions to optimise delivery operations and address last-mile issues so that we achieve our goal – of a visually clean India with the safe management of solid and liquid waste.

## From the Mission Director's Desk



**Shri Jitendra Srivastava**

Joint Secretary & Mission Director (SBM-G),  
Department of Drinking Water and Sanitation  
Ministry of Jal Shakti

The Annual Implementation Plan meetings held with the States/UTs over the last month featured detailed discussions of the interventions planned by them to make villages ODF Plus within the target date. Increasing focus is being given to GOBARDhan and the use of non-recyclable plastic in road construction as also innovative activities to accelerate the momentum of the campaign. The Retrofit to Twin Pit Abhiyan which aims to effectively manage faecal sludge and at the same time protect the environment has also shown remarkable progress. It is heartening to note that more than 2,32,368 villages have achieved ODF Plus as on 30th March 2023. Management of animal waste needs focus, and States/UTs must explore the role of vermicomposting for the same.

To contribute to the next issue of the **Swachhata Samachar**, share your submission before 15<sup>th</sup> of every month to [swachhbharat@gov.in](mailto:swachhbharat@gov.in).

