



SWACHHATA SAMACHAR



April 2024



Swachh Bharat Mission - Grameen Newsletter

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



Swachhata Bhi, Sehat Bhi



Swachhta Pakhwada

Ministry of Textile:-

- Dr. Muzamil Rehman (CMO, CGHS) took a session on personal hygiene and community health at Udyog Bhawan.
- Ministry of Textile led cleaning drives in its office, which ensured proper disposal of broken fixtures and cleaning of common passages.
- Swachhata Pledge was taken by Ministry of Textiles and other Organizations under Ministry of Textiles on 1st March, 2024.

Ministry of Jal Shakti:-

- Krishna River Management Board (KRMB) started Swachhta Pakhwada-2024 from 16th -31st March, 2024. Selfie booth was arranged on 18.03.2024.
- Signage/flex panel of Swachhata Pakhwada 2024 in WAPCOS offices and cleaning of surrounding area in WAPCOS GOC.
- TB Board Officers and officials (26) participated in the inauguration of Swachhta Pakhwada by taking Swachhata Pledge in and around Board Colony.

Ministry of Women and Child Development:-

- Film shows and poem competitions on health and sanitation were organised to understand the concept of sanitation.
- NCW organised a plantation drive on its premises to spread the message of Swachh Bharat.
- Water storage tanks were cleaned and masks and soaps were distributed.
- An orientation programme for children on WASH was facilitated by DCPO for staff and CWC chairperson.
- NCW organised a ploughing event at Shaheen Bagh Metro Station, New Delhi to spread awareness about SBM.

Ministry of Steel:-

- NMDC coordinated a Cleanliness Drive at individual Work Desks/Work Stations. This also included an Essay Writing Competition for Employees.
- Drawing and Painting competitions were organised by MECON at AG Bal Vikas School Sungi Village Khuti District.
- Shramdaan activities were carried out at MSTC HO premises with the active participation of all employees.
- Awareness campaigns were organised at Corporate Office Bhilai on Curbing Single Use of Plastic and Pamphlets were distributed to the general public.

Building Health, One Toilet at a Time: India's Commitment to Sanitation and Public Health



As we commemorate World Health Day 2024; it's important to recognise the global health challenges that billions face every day. According to the WHO, around 4.5 billion people lacked access to essential health services in 2021, highlighting the urgent need for action. These challenges, include diseases due to lack of access to sanitation environmental disasters and air pollution etc., significantly impacting people's well-being and quality of life.

The theme for this year's World Health Day, "My health, my right," emphasizes the fundamental right of every individual to access quality health services, education, clean air etc. This theme underscores the importance of addressing these disparities to ensure equitable health outcomes for all.

In India, initiatives like the SBM-G and the JJM have made significant contributions to advancing public health objectives. The SBM-G, for instance, has played a crucial role in improving sanitation coverage, constructing over 11 crore household toilets and averting thousands of deaths from diseases like diarrhoea, malnutrition and wasting.

According to WHO impact studies conducted in 2018, the SBM-G was estimated to have averted more than 3,00,000 deaths from diarrhoea and protein-energy malnutrition between 2014 and 2019. More than 1.4 crore DALYs (Disability-Adjusted Life Years) were estimated to be avoided (diarrhoea and protein-energy malnutrition) between 2014 and 2019.

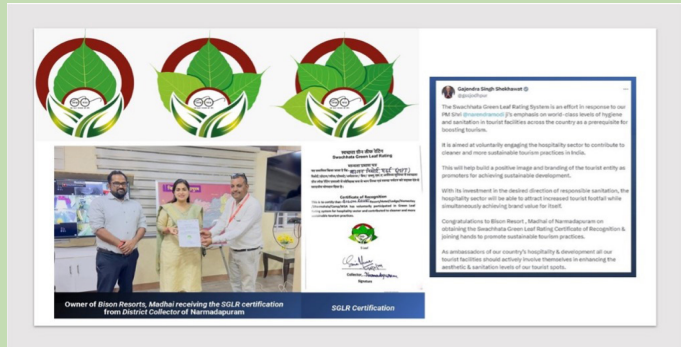
The two flagship Missions focus on enhancing the quality of life in rural areas, by addressing sanitation and water challenges, which contribute not only to improving public health outcomes, ensuring dignity of women, and making their life free from drudgery but also enable us to achieve the UN SDGs and promoting economic growth.

The Government of India recognises that achieving the UN Sustainable Development Goals hinges upon addressing health and sanitation in tandem. Ignoring either, jeopardizes our collective progress towards a healthier, more equitable future for all and for a Sampurna Swasth Swachh Bharat.



Transformative Sanitation Initiative Sweeps Through Indian Hospitality Sector: Madhya Pradesh's Bison Resorts, Madhai, Leads the Way

In a groundbreaking move to revolutionize sanitation practices within India's burgeoning tourism industry, the Department of Drinking Water & Sanitation (DDWS), in collaboration with the Ministry of Tourism, proudly introduces the Swachhata Green Leaf Rating (SGLR) initiative. This visionary program aligns with Prime Minister Narendra Modi's emphasis on world-class hygiene and sanitation in tourist facilities, marking a crucial step towards cleaner and more sustainable tourism practices. Launch of the "National Pilot on Swachhata Green Leaf Rating in Hospitality Facilities" was done at Pahalgam, district Anantnag, Jammu & Kashmir and Kaziranga National Park, Assam. Orientation and interactive session with various hotels, resorts and homestay owners was conducted. The SGLR booklet, unveiled during a National Conference in Lucknow in January 2024, acts as a guide for establishments committed to championing sustainable development and ensuring world-class sanitation standards.



Bison Resorts, Madhai, in the heart of Narmadapuram, Madhya Pradesh has taken the lead by obtaining the first Five Swachhata Green Leaf Rating Certificate of Recognition. This accolade solidifies the resort's commitment to responsible tourism practices and sets a commendable precedent for the industry.

Smt. Vini Mahajan, Secretary, DDWS, acknowledging this milestone achievement, commended Bison Resorts for their dedication to raising sanitation standards.

"As ambassadors of our country's hospitality and development, Bison Resorts exemplifies the spirit of responsible tourism. The Swachhata Green Leaf Rating is not just a recognition but a commitment to shaping the future of our tourism industry," stated, Secretary, DDWS.

To read more, [Click here](#)

Chhattisgarh's Navodyam: Catalyzing Corporate for Commitment to SBM-G



Chhattisgarh has taken a strong resolve to achieve ODF plus model communities by garnering the participation and commitment of corporate partners and recyclers agencies. The State hosted a daylong event, titled 'Navodyam' on 6th March 2024, with an intention to Involve, Innovate and Inspire. Attended by more than 65 corporate representatives implementing CSR activities in the State and recyclers, this event allowed for intensive deliberations on the activities and opportunities in Swachh Bharat Mission Grameen (SBM-G). The event was jointly organized by the State SBM-G Department and WaterAid.

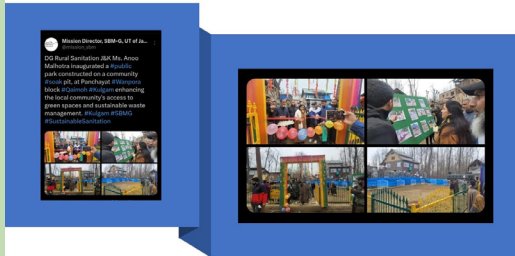
Navodyam brought together a wide range of stakeholders and served as an effective platform for the confluence of ideas, experiences, and best practices aimed at enhancing the effectiveness of SBM-G. The event allowed an opportunity to delve into critical discussions that would further the road ahead for the success of SBM-G in the state.

Speaking at the event, the Principal Secretary, Mrs. Niharika Barik Singh, spoke about the critical time of this meeting when both JJM and SBM-G in the State are achieving significant programme milestones and great outputs. She urged everyone to remember the focus of the work needs to be on ensuring all 19,612 villages in the State continue to progress towards ODF Plus Model villages daily. The way forward needs to be aligned with the ultimate objective of "Sampoorna Swachhata", which requires enhanced quality control measures for procurement and implementation, convergence, and strategic planning.

To read more, [Click here](#)



Rural Sanitation J&K Inaugurates Park on Community Soak Pit in Kulgam



Kulgam: In a significant move towards enhancing sustainable waste management and green spaces, Ms. Anoo Malhotra, Director General, Rural Sanitation Jammu and Kashmir, inaugurated a public park constructed on a community soak pit in Panchayat Wanpora, block Qaimoh in south Kashmir's Kulgam district.

The inauguration ceremony marked a milestone in the efforts to promote sustainable sanitation practices and improve community infrastructure. The park not only offers a recreational space to the inhabitants but also showcases innovative solutions for managing waste and promoting environmental sustainability.

Speaking at the inauguration, Ms. Malhotra highlighted the importance of such initiatives in enhancing the quality of life for residents while promoting eco-friendly practices. She praised the efforts of the local community and officials involved in the project for their dedication to creating a cleaner and greener environment.

The park's construction on a community soak pit exemplifies the integration of sanitation infrastructure with recreational facilities, demonstrating a holistic approach to community development. "It serves as a model for other regions looking to adopt similar initiatives that benefit both the environment and the community," Ms. Malhotra added.

The construction of the park on a community soak pit reflects a forward-thinking approach to waste management and rural development, setting a positive example for communities across Jammu and Kashmir.

To read more, [Click here](#)

SBM-G Gujarat: Using YouTube to build capacity on ODF Plus Components



In Gujarat's pursuit of universal sanitation coverage and cleanliness in rural areas, the SBM-G initiative has been a pioneering force. With a dedicated focus on sustaining Open Defecation Free (ODF) status and advancing towards the ODF Plus Model stage, the state has embarked on a transformative journey. Spearheaded by the Secretary of the Commissionerate of Rural Development (Gujarat), a collaborative effort with UNICEF has introduced innovative methods to educate district and block officials, as well as Talatis, on the intricacies of ODF+ components.

Central to this initiative are meticulously crafted session videos hosted on YouTube, offering targeted training on various aspects of ODF+ components. These sessions delve into topics such as solid and liquid waste management technologies and the integration of climate resilience into the SBM-G program. By delivering informative presentations and showcasing best practices, the YouTube platform provides a comprehensive learning experience, enabling officials to grasp the nuances of ODF Plus implementation effectively.

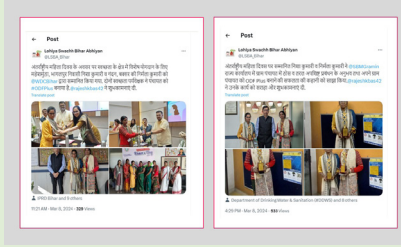
Moreover, it's essential to note that the audience for these videos is diverse, encompassing panchayat secretaries, district and block engineers, and district and block consultants. The YouTube channel serves not only as a resource for ongoing training but also as an onboarding tool for new hires. The content of each video has been meticulously tailored to avoid information overload while ensuring clarity and relevance to the specific roles and responsibilities of the target audience. Furthermore, these videos are available in both English and Hindi, catering to a wider demographic.

The strategic use of YouTube as a training platform allows for a localized approach, addressing the socio-cultural dynamics and regional challenges prevalent across different districts and blocks in Gujarat. By incorporating local examples and contextualizing the content, the training sessions resonate effectively with participants, fostering a deeper understanding of the subject matter. Additionally, the state YouTube channel has uploaded some training material and plans to update it regularly in regional vernacular, ensuring accessibility and relevance.

To read more, [Click here](#)



Empowering Women Changemakers in Bihar: Recognising Progress from ODF Plus to ODF Plus Model



On the eve of International Women's Day, women swachhagrahis Nirmala Kumari and Nisha Kumari, associated with the Swachh Bharat Mission (Grameen), were felicitated for their outstanding efforts in the realm of sanitation. Ms. Nirmala hails from Nandan Gram Panchayat in Dumraon block, Buxar district, while Ms. Nisha resides in Maheshmunda Gram Panchayat under Kahalgaon block of Bhagalpur district.

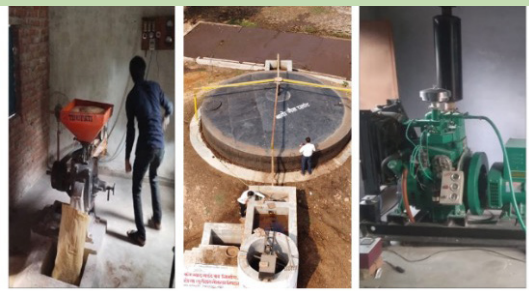
The accolades were bestowed upon both women for their pivotal role in making their respective Gram Panchayats ODF-Plus (Open Defecation Free Plus), a significant milestone in the journey towards cleanliness and sanitation. Both women were honored with trophies and shawls at a ceremony held at the WDC Office on March 7th, 2024, where their contributions were applauded by officials and attendees alike.

Ms. Nirmala Kumari, a dedicated Swachhagrahi, has been instrumental in driving the sanitation agenda in her community. Joining the SBM-G Ph-I at the age of 20, Ms. Nirmala embarked upon a mission to eradicate open defecation by motivating households to construct toilets. Her relentless efforts bore fruit as she played a pivotal role in achieving ODF status for her Gram Panchayat. Subsequently, in SBMG Phase-II, Ms. Nirmala continued her crusade, advocating for solid and liquid waste management and also to sustain the ODF status. Her exemplary work earned her the position of full-time Sanitation Supervisor, further amplifying her impact on the ground. Notably, Ms. Nirmala's initiative in collecting over Rs. 46,000 as user charges underscores her commitment to the cause of sanitation.

In a similar vein, Ms. Nisha Kumari, through her unwavering dedication and persuasive skills, transformed Maheshmunda Gram Panchayat into an ODF-Plus community. Despite facing challenges such as widespread garbage accumulation and resistance to behavioral change, Ms. Nisha's persistence and strategic approach led to a significant shift in community attitudes towards cleanliness. By raising awareness about the detrimental effects of unhygienic practices and elucidating the economic benefits of maintaining a clean environment, Ms. Nisha succeeded in garnering community support.

To read more, [Click here](#)

Transforming waste to wealth: A success story of Uttar Pradesh's Lalitpur district's Community Biogas initiative



Under the Government of India's SBM(G) Phase-II, the GOBARDhan initiative aims to convert cattle dung and agricultural residue into valuable resources like eco-friendly fuel and organic manure. Embracing this vision, Lalitpur district in Uttar Pradesh has taken a significant step by establishing a Biogas plant in the GP Kariphadi of Jakhaura block, situated approximately 24 km from the District HQ on NH-44.

The Biogas plant has a capacity of 85 cubic meters built at a cost of Rs. 39.90 lakh, has found its home within the village's Goshala. A meter has been installed to measure gas/energy generation. This initiative aims to harness cattle waste and residue into energy for community benefit.

With around 577 cattle in the Goshala, the plant swiftly commenced gas production, providing an additional source of income for community members. The generated gas is supplied twice daily through pipelines to six village families, charging Rs. 250 each. Moreover, the produced gas powers a 10 KB generator, contributing to electricity production. In a bid to enhance livelihood options, two rooms have been built on the plant premises, housing machines for a flour mill (Ata chakki). Operating at a rate lower than market prices (Rs. 1/kg), the mill attracts villagers and neighboring communities, generating revenue.

Additionally, the plant's slurry serves as organic manure, sold to local farmers.

Within less than a year, the plant has raised Rs. 1,40,000, deposited in the Gram Panchayat's OSR account. A caretaker, earning Rs. 5000 per month, oversees plant operations and the flour mill.

To read more, [Click here](#)



West Bengal's Waste Management Revolution: A Journey Towards Sustainability

In the heart of West Bengal, a silent revolution is underway - one that's transforming the way we handle waste across the state. From bustling districts to serene rural landscapes, communities are joining hands to tackle waste management head-on, ensuring cleaner surroundings and a healthier environment for all.

Total compost produced - 52,227 kg
Total compost sold - 25,115 kg
Total vermicompost produced - 24,863 kg
Total vermicompost sold - 10,820 kg



11 out of the total 22 districts (including Purba Bardhaman, Medinipur East & West, North 24 Parganas, Bankura, Nadia, Howrah, Purulia, Jalpaiguri, Uttar Dinajpur, Hooghly) have taken initiatives to manage rural waste to ensure community cleanliness. The goal is to instill a sense of community pride while ensuring cleanliness is not just a luxury, but a way of life.

At the forefront of this movement are innovative waste management units, working diligently to turn biodegradable waste into valuable resources. Through the production of compost and vermicompost. These units are not only reducing waste but also contributing to the sustainability of our programs.

12 Solid Waste Management (SWM) units are working well in Bohar-I, Kota, Guskara-II Sarai, Daluibazar-II, Belkash, Kurmun-II, Abujhhati-I, Bhuri, Shyamsundar, Nimdoho and Shimulia in Purba Bardhaman. 447 members from 86 SHGs are currently involved in solid waste management.

The waste management project in Kolaghat in Purba Midnapur not only focuses on waste removal but also contributes to better management and pollution-free surroundings. Recently, they started to manage commercial waste by collecting waste from 48 hotels, located between Digha and Mandarmoni. 15 tons of waste is managed every month. The proposed PWM Unit emphasizes long-term sustainability, enhancing the region's appeal to tourists. Recently Tarakeswar Block of Hooghly district witnessed SWM Unit inauguration in Santoshpur GP and Baligori, involving esteemed officials like District Magistrate, Additional District Magistrate Zilla Parishad, Member of the Legislative Assembly, and others showcasing a comprehensive approach.

The impact of these initiatives is visible everywhere. But the journey is far from over. As the state continues to expand its efforts and engage more communities, it reaffirms its commitment to addressing environmental challenges and building a sustainable future for generations to come. Together, let's turn waste into opportunity, one community at a time.



To read more, [Click here](#)



In other news

Sh. Malhar Kalambe: A Change Catalyst and Creator Transforming Mumbai's Beaches

In 2017, Malhar Kalambe, then a college student, took a simple question from his mother to heart: "If you have a problem with it, why don't you do something about it?" Complaining about the pollution after Ganesh Chaturthi celebrations, he gathered friends and initiated a cleanup at Dadar beach in Mumbai. Little did he know that this concern would evolve into a transformative movement named Beach Please.

Fast forward to 2024, Malhar Kalambe, now 24, leads a community of over 2,50,000 volunteers dedicated to cleaning Mumbai's beaches. 'Beach Please' has organized weekly cleanups for 232 consecutive weeks, removing a staggering 67 lakh kg of trash. Kalambe utilises social media as a powerful tool, amassing a following of 77,510 with an average engagement of 6,275, making him a prominent figure in the realm of environmental influencers.

Every Saturday, Kalambe and his volunteers target different locations, from the Mithi Riverbank near Mahim to the mangrove forest near Airoli on Sundays. The cleanup sessions, lasting two hours, serve not only to physically remove waste but also to educate participants on the importance of environment conversation and plastic pollution. From discarded Covid test kits to furniture, the diversity of pollutants found highlights the magnitude of the issue.

Despite initial challenges in being taken seriously at the age of 19, Kalambe's perseverance led to significant impact. His efforts extend beyond cleaning, involving engagement with local communities to raise awareness and sensitize municipal authorities. Notably, Kalambe's consistency is a driving force, with cleanups occurring regardless of volunteer turnout.

Recognition for his unwavering commitment came in the form of the 'Swachhata Ambassador Award' at the National Creators Awards held on 8th March, 2024. The award acknowledged Kalambe's pivotal role in cleaning beaches since 2017, "Agar Desh Saaf Karna Hain, Toh Haat Toh Gande Karne Padenge," Malhar remarked as he received the Swachhata Ambassador Award, serving as a poignant reminder of the hands-on effort required to clean up the nation.

In essence, Malhar Kalambe's journey from a concerned college student to a Swachhata Ambassador showcases the transformative power of individual commitment. His story is not just about cleaning beaches; it's about instigating conversations, raising awareness, and motivating a community to be stewards of the environment.



Voice from the State



Shri Raj Kumar

Mission Director- SBM(G),
Uttar Pradesh

The work being done in Uttar Pradesh continues to be a tale of triumph and transformation. The state encompasses 826 blocks, 57,691 Gram Panchayats (GPs), and 95,767 revenue villages, the journey towards ODF Plus status has been nothing short of an odyssey.

The state achieved the remarkable milestone of ODF Plus status by September 2023 when 95,767 revenue villages, proudly categorising themselves as Aspiring, Rising, or Model villages.

In our quest for sanitation excellence, we embarked on ambitious initiatives: Individual Household Latrines (IHHLs): We constructed of 16.49 lakh (100%) IHHLs during the fiscal year 2023-24 surpassing all expectations, ensuring that every home has access to dignified sanitation. With a total investment of Rs. 1,456 crore, we turned sanitation into tangible reality.

Retrofitting of Toilets: Achieving the 100% target as per IMIS for retrofitting was just the beginning. Recognizing the need for comprehensive solutions, we have decided to conduct a thorough survey to identify the true extent of retrofitting required, showcasing our unwavering commitment to excellence.

Solid & Liquid Waste Management (SLWM): Our efforts in SLWM are reshaping the landscape of cleanliness. From the declaration of 24,995 Model villages to the deployment of 56,852 waste collection vehicles, every step signifies our dedication to a cleaner, greener future.

Community Sanitary Complexes: As symbols of empowerment and progress, all 58,856 Community Sanitary Complexes stand tall, managed by Women Self-Help Groups (SHGs) who not only maintain hygiene but also foster economic independence.

Capacity Building: Through immersive training programs, we've nurtured a cadre of champions at every level, from grassroots masons to seasoned officials. These initiatives have not only honed skills but also ignited a passion for sustainable sanitation practices.

Our innovative approaches, such as involving SHGs in sanitation facility management and instituting user fees for waste collection, embody our ethos of community-driven progress. Uttar Pradesh stands as a shining example of what can be achieved when determination meets dedication.

Match the following

Comprehensive approach to sanitation, integrating various components for sustained cleanliness efforts beyond just achieving ODF status.	h. Solid waste management
The process of influencing individuals' actions and attitudes towards adopting hygienic sanitation practices.	d. Plastic waste management
Treatment and reuse of household wastewater, excluding toilet waste, to minimize water wastage.	f. Community participation
Strategy aimed at minimizing the impact of plastic waste on the environment through proper disposal and recycling.	b. Behavior change
Construction and promotion of toilet facilities in rural areas to eliminate open defecation.	g. Awareness campaigns
Community-led initiatives for maintaining cleanliness and hygiene practices at the grassroots level.	c. Grey water management
Campaigns and awareness programs to educate and mobilize rural communities towards adopting improved sanitation practices.	e. Toilet construction
Implementation of solid waste management systems to effectively manage and dispose of non-biodegradable waste in rural areas.	a. ODF plus model

Answers: a. ODF plus model b. Behavior change c. Grey water management d. Plastic waste management e. Toilet construction f. Community participation g. Awareness campaigns h. Solid waste management

Answers:



From the Secretary's Desk



Smt. Vini Mahajan

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

It is indeed a proud moment as almost 90% of our villages are ODF Plus with almost 78% with Liquid Waste Management and almost 50% with Solid Waste Management infrastructure. This achievement reflects the transformative impact of SBM-G across all villages. To sustain this success, we should focus on effective Operation & Maintenance policies, strategic convergence, and empowering local communities for infrastructure management. I anticipate States/UTs taking a lead in ensuring the adoption and embracing of the Swachhata Green Leaf Rating System. Let's work towards realizing the dream of Sampurna Swachhata, that will enable sustainable and comprehensive sanitation impact across the nation.

From the Mission Director's Desk



Shri Jitendra Srivastava,

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

As we celebrate SBM-G's decennial year, our journey toward a Sampurna Swachh Bharat hinge on meticulous planning, thorough gap analysis, and heightened coordination between the Centre and States. This strategic foundation should be fortified by regular reviews, fostering a culture of sharing insights and continuous learning. Inspired by the success so far, the next chapter demands sustainable, smart systems that are inspired by ground-level stories and driven by innovation, and they must not only address infrastructure but also empower communities, especially women.

As we navigate the challenge of making the remaining 75% of villages Model villages, we must note that ensuring ODF sustainability is a holistic endeavour, that encompasses responsible tourism and promotes a culture of sanitation at all levels.

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