



# 1<sup>ST</sup> ANNIVERSARY EDITION SWACHHATA SAMACHAR

Volume 3 | Issue 8 | August 2023



## Swachh Bharat Mission - Grameen Newsletter

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“ Efforts are being made by the government to improve the lives of citizens. No one could have dreamt that the Prime Minister would be seen with a broom in hand cleaning streets, constructing a toilet as a mason; but with grit and determination at the highest level, we achieved the goal, defying all odds and the country became Open Defecation Free on 2nd October 2019. Under the visionary guidance of Prime Minister Shri Narendra Modi, we have achieved more than 12.6 Cr tap connections and more than 64% ODF Plus villages! The role of RWPF members is important as their ground presence will go a long way in ensuring last mile connectivity.



”  
**Shri Gajendra Singh Shekhawat**  
Union Minister, Ministry of Jal Shakti  
National Conference on 1<sup>st</sup> Anniversary of RWPF, July 21, 2023



## Programme Highlights

As of July 28, 2023

### ODF+

Over 3,82,581 of India's inhabited villages have declared themselves ODF Plus.

- Aspiring: 2,61,595
- Rising: 45,400
- Model: 75,586

2,05,557 villages have arrangements for solid waste management

3,10,036 villages have arrangements for liquid waste management

717 completed GOBARDhan plants across the country

1,978 Plastic Waste Management Units have been established

Swachh Bharat Mission Grameen Phase-II

Design  
LOGO  
and  
TAGLINE  
for  
GOBARDhan

Start Date :JUL 18, 2023  
Last Date :AUG 01, 2023  
23:45 PM IST (GMT +5.30 Hrs)

Logos: Government of India, Ministry of Drinking Water and Sanitation, Azadi Ka Amrit Mahotsav, Swachh Bharat Mission, G20 India 2023

NATIONAL LEVEL  
FILM COMPETITION

is here!!

Be a part of this amazing opportunity and showcase the assets created in your ODF Plus Model Village!

Go Participate now and put your best foot forward!

Logos: Government of India, Ministry of Drinking Water and Sanitation, Azadi Ka Amrit Mahotsav, Swachh Bharat Mission, G20 India 2023

## Swachhata Pakhwada

The Ministry of Petroleum and Natural Gas observed Swachhata fortnight during July 1-15, 2023, undertaking various cleanliness drives and activities to reiterate their commitment towards Sampurna Swachhata. Their activities included cleanliness drives in public spaces, distribution of cleaning equipment to sanitation workers, installation of swachhata assets such as Solar RO plants and sanitary pad vending machines. Maximum participation was ensured during their Prabhat Pheri, Walkathon, Cyclathon, Sehat Rath, distribution of pots in schools and anganwadis, and awareness programmes on hygiene, nutrition, and the need to curb the use of SUPs.



The Ministry of Statistics and Programme Implementation which observed Swachhata Pakhwada during the same fortnight made an action plan that included multiple cleanliness and tree plantation drives in public places. Additionally, there were awareness drives on waste management, physical exercise, e-waste/plastic usage, garbage management, etc. For students, the Ministry held quizzes, slogan writing, poster, and painting competitions, as well as rallies and skits involving students. Their campaigns in schools were about the importance of health, hygiene, and healthy food habits.

## MoJS inaugurates National Conference of Rural WASH Partners' Forum

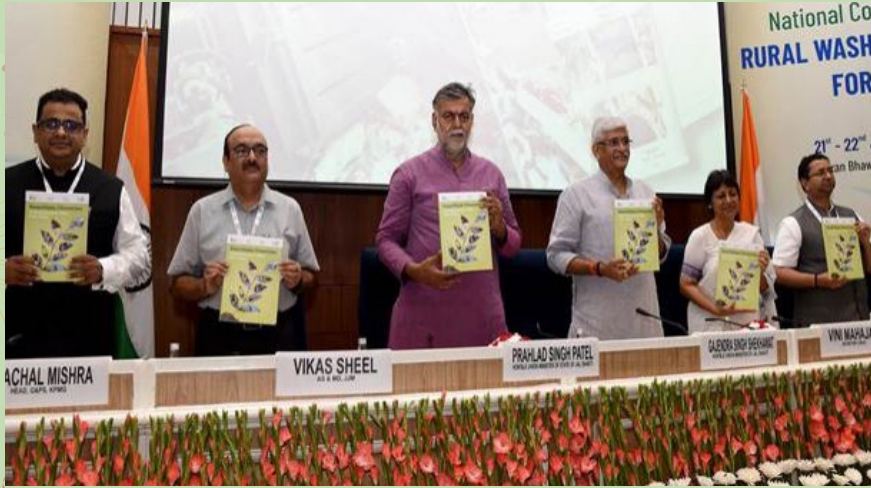


Union Minister for Jal Shakti, Shri Gajendra Singh Shekhawat inaugurated a two-day National Conference on Rural WASH Partners' Forum (RWPF) at Vigyan Bhawan in New Delhi, on 21st July 2023 to celebrate the 1st anniversary of the formation of RWPF. The theme of the conference was 'Accelerating Progress towards a Swachh Sujal Bharat'.

The main objective of the Forum was to support the expeditious implementation of the Jal Jeevan Mission (JJM) and Swachh Bharat Mission-Grameen (SBM-G), the flagship missions of DDWS, Ministry of Jal Shakti, Government of India. The Forum has brought organizations working in the rural WASH sector under one umbrella for better collaboration and synergy, besides creating an environment of learning and knowledge sharing, finding scalable & cost-effective solutions, and sharing best practices and success stories while avoiding overlap in efforts.

To read more, [Click here](#)

## MoJS releases Swachhata Chronicles: Transformative Tales from India



Union Minister of Jal Shakti, Shri Gajendra Singh Shekhawat, released a compendium of 75 ODF Plus Best Practices, at the two-day National Conference of the Rural WASH Partners Forum (RWPF) held at Vigyan Bhawan on 21st and 22nd July 2023.

The compendium, titled Swachhata Chronicles: Transformative Tales from India, showcases innovations, measures taken to overcome barriers and raise awareness, special campaigns launched, and other endeavours of States/UTs as a part of their ODF Plus activities to meet the goals of

SBM-G Phase-II. The book is intended to promote cross-learning.

To read more, [Click here](#)

## DDWS organises workshop on FSM for hill states

The Department of Drinking Water and Sanitation (DDWS) on 20th July 2023 organised a workshop on Faecal Sludge Management (FSM) for the hill states that face challenges in the management of faecal matter, owing to their terrain and geographical location.

The workshop provided a platform to discuss issues and challenges of hill states in FSM, under the chairmanship of Secretary DDWS, Smt. Vini Mahajan.

Hill states that participated in the workshop were Himachal Pradesh, Uttarakhand, Sikkim, Mizoram, Tripura, Nagaland, Assam, West Bengal, Arunachal Pradesh, Manipur, Meghalaya, Jammu and Kashmir and Ladakh. Hill states face unique challenges with regard to FSM given that most toilets there are connected to single leach pits, where the water percolates away, leaving faecal sludge to accumulate in the pit. Over a period, such pits fill up and require emptying.



To read more, [Click here](#)

## Bihar trains 1.47 lakh stakeholders to achieve ODF Plus goals



With a view of strengthening the capacities of state, district and village functionaries regarding sustaining the gains made during Phase I of SBM-G and underlining the importance and implementation mechanism to achieve ODF Plus status, Bihar has thus far trained as many as 1.47 lakh individuals under Phase-II of Swachh Bharat Mission-Grameen (SBM-G).

This was done by chalking out a master plan and conducting Training of Trainers (ToT) on the implementation of ODF Plus components in a cascading mode from January 2022 onwards and this is still in progress. Communities were also mobilised on Solid and Liquid Waste Management (SLWM) practices, focusing on technical aspects.

With the support of UNICEF, several ToT exercises were held for master trainers as well as grassroots level workers.

According to the state SBM-G team, more than 600 state and district level SBM-G officials such as state level consultants, district coordinators, district consultants and block coordinators were trained at state level and they graduated as SLWM Master Trainers. Also, District Development Commissioners (DDCs), Directors - DRDA of all 38 districts and BDOs (Block Development Officer) of 533 blocks and about 600 MGNREGA officials of all blocks were oriented on SLWM implementation.

Given that PRI (Panchayati Raj Institution) members such as Mukhiyas and Ward members have always been the key influencers, in FY 2021-22 and 2022-23, Mukhiyas of 4295 GPs, and ward members of all 56,800 wards where SLWM work had started, were trained.

In addition, more than 3200 sanitation supervisors, assigned to manage and monitor SLWM implementation at Gram Panchayat level were trained.

Under SBM-G, one or two sanitation workers were deployed for door-to-door waste collection and disposal of waste at the waste processing unit at each GP. Currently, there are about 81,000 sanitation workers engaged in waste collection and management of the same in 56800 wards, where SLWM works are undertaken, all of whom were capacitated on the core components of ODF plus.

Further, concerned department officials from MGNREGA and Agriculture, teachers, Swachhagrahis, Anganwadi workers, frontline workers, etc., were trained. In total, capacities of as many as 1.47 lakh stakeholders were strengthened.

To read more, [Click here](#)

Contact: [sc.iec@lsba.in](mailto:sc.iec@lsba.in)

## Jal Sahiyas drive change in Jharkhand's rural WASH sector



The Jal Sahiyas of Jharkhand are the go-to persons in the water, sanitation and hygiene (WASH) sector. From ensuring toilet usage and sustaining the ODF status of villages to creating awareness of safe sanitation practices and water quality testing, the versatile women have been trained in all aspects of water and sanitation.

With 29,614 active Jal Sahiyas today, the Jal Sahiya concept active since 2011, is unique to Jharkhand, under the State's Drinking Water and Sanitation Department. Every village has a Jal Sahiya who has been appointed during a Gram Sabha.

In Phase II of the Swachh Bharat Mission Grameen (SBM-G), the women were provided training on technical issues of solid and liquid waste management (SLWM), capacity building, and triggering and they often oversee the construction of ODF Plus assets, their operation and maintenance as well.

Jal Sahiyas are a vital part of a Village Water and Sanitation Committee (VWSC), a body of the Government consisting of 12 members of which the Gram Panchayat (GP) Pradhan/Mukhiya is the President, while the Jal Sahiya is the treasurer. The committee has equal representation of both genders given that 6 of the 12 members are women representing either the Gram Panchayat or Ward.

One such Jal Sahiya is Smt. Menka Das (wife of Sri Narayan Das) from the village of Shreedhar Diara in Sridhar Diyara GP (Udhw Block) of Sahibganj district. One of the main Namami Gange villages, Shreedhar Diara village had many challenges pertaining to sanitation. Having been selected as a Jal Sahiya on 10th March 2016, the proactive village leader over the years has earned the respect of her community through her devotion and hard work. Keen to bring positive change to the sanitation sector and having taken the sanitation oath, she starts her day early, meeting mainly the women of households, and generating awareness on hygiene and sanitation.

When Phase II of SBM-G commenced, having been trained on SLWM at both the district and state levels, she created a women's group to inform them about the importance of waste management. Being an expert in water quality testing, she has checked many water resources of the villages and made people aware of water quality, owing to which, she is fondly referred to as a water doctor. For her contribution, Menka Das has been awarded at the block and district levels.

To read more, [Click here](#)

Contact: [sbmj.jhar@gmail.com](mailto:sbmj.jhar@gmail.com)

## Give Polythene Get Gold campaign makes Sadiwara plastic free



Plastic pollution is one of the greatest environmental challenges of the 21st century, its overconsumption and mismanagement are a growing menace, leading to the overflow of landfills, choking of rivers, and threatening local aquatic ecosystems. Plastic waste also tends to negatively impact sectors that are critical to the rural economy, including tourism and fisheries.

To seek an urgent address to this, Mr. Farooq Ahmad Ganaie, Sarpanch of Gram Panchayat Sadiwara-A in Block Hiller Shahabad of Anantnag district of Jammu and Kashmir decided to begin the 'Give Polythene Get Gold' campaign in January 2023 to help the village phase out of plastic usage with community participation.

Geographically Sadiwara is sandwiched between Municipal Committee Dooru and Verinag, the latter known for the historic 'Vitasta' river. The ODF Plus Aspiring Gram panchayat which is situated adjacent to the Jawahar tunnel constructed on the national highway is visually clean and green and is striving towards achieving ODF Plus Model status.

Previously, a survey conducted in the GP to understand the waste disposal dynamics in rural panchayats, revealed that 2/3rds of the waste generated at the household level was harmful plastic.

To eliminate plastic waste and encourage the community to act plastic-smart with a sense of responsibility, the novel idea of 'Give Polythene Get Gold' was floated by the Sarpanch. Youth and women supported the idea, which was taken seriously and, in a few days, the local irrigation land and market areas were made polythene free.

Sarpanch's spouse Shabnum Farooq (48) donated two 10-gram gold coins for the campaign. Each gold coin was to be given in exchange for 20 quintals of plastic waste. Commenting on her contribution, "Whatever gold I have, I got from my husband, and I am happy to donate toward saving the environment and the good health of my village," she said, adding that she would do more if it could make her village completely free of polythene and plastic waste.

To read more, [Click here](#)

Contact: [mukhtar555@gmail.com](mailto:mukhtar555@gmail.com)

## Children's Sanitation Clubs have sprouted across Mizoram



Sanitation is essential to children's survival and development. They need to be provided hygienic facilities and services in a clean atmosphere in order to develop safe sanitation behaviours that are needed to fight disease and grow up healthy.

To facilitate this, Children's Sanitation Clubs have been formed across the districts of Mizoram. In Thaizawl, a village in Lunglei District of Mizoram that has a population of 418 individuals from 91 households, drastic measures have been taken through the Children's Sanitation which has revolutionised the sanitation sector to achieve overall growth and development in their village.

The Thaizawl Children's Sanitation Club with the support of their Swachhagrahi has taken up different activities to ensure that their village meets the criteria of an ODF Plus Model village. Among them were the awareness sessions on water and sanitation awareness along with environment lessons.

As children are more likely to learn things when done practically, shramdhans such as community clean-up activities, tree planting, cleaning of water sources, and water and sanitation awareness rallies are taken up on a regular basis. All children from the village are encouraged to take active part in these activities and the youngest member is 5 years of age.

In doing so, Thaizawl village is doing its bit to achieve Sustainable Development Goal 6, which is about 'clean water and sanitation for all.' It is one of the Sustainable Development Goals established by the United Nations General Assembly in 2015, which reads: "Ensure availability and sustainable management of water and sanitation for all." Sanitation is indeed more than just toilets and in fact, is everyone's business.

The activities are in keeping with the Swachh Bharat Mission-Grameen (SBM-G) Phase II campaign and its objectives to accelerate the efforts to achieve universal sanitation coverage and focus on solid and liquid waste management to bring about visual cleanliness in rural areas of the country.

To read more, [Click here](#)

Contact: [angiedingpuii@gmail.com](mailto:angiedingpuii@gmail.com)



## FSTP provides livelihood opportunities for transgender persons in Odisha



In a unique collaboration, the Government of Odisha has engaged a transgender Self-Help Group (SHG) for the operation and maintenance (O&M) of a Faecal Sludge Treatment Plant (FSTP) in Basuaghai village of Bhubaneswar district in Odisha. The 12-member transgender SWIKRUTI SHG which has been operating the plant since July 1, 2022, has also hired a technical resource person to run the testing laboratory, keep the trip register, and give technical support to the SHG for operation and maintenance.

The Basuaghai FSTP is a stand-alone low-tech and low-cost model based on nature based DEWATS technology, commissioned in 2018 under AMRUT by Odisha Water Supply and Sewerage Board (OWSSB).

Providing information about the initiative, Meghna Sahoo, President of SWIKRUTI SHG, informs that the SWIKRUTI SHG was founded in 2018 with 17 members. Prior to being involved with the FSTP, a majority of the members had no stable means of earning. They would mostly have to beg for food and money and face the risk of exploitation. The SHG members are now a happy and proud lot as they have a steady source of money to live with dignity.

“We wanted to be involved in work that was safe, dignified, and stable. Having heard that the government was involving transgender persons in sanitation duties, we decided to have a meeting with the government. During the meeting, we requested the BMC Commissioner and Department to involve our SHG in sanitation efforts. Following consistent interaction with the Government, our SHG was chosen and hired to run and operate the Basuaghai Plant,” she said.

The SHG president further informed that they were given training on the operation and management of FSTP, including in-house, field, and technical resource person training by the Housing and Urban Development (H&UD) Department, the Government of Odisha, and Odisha Water Academy.

“As of now 13 members including 1 technical resource person and 12 transgender SHG members are working in this plant and all are well trained for the day-to-day operation and management of FSTP,” she said proudly.

To read more, [Click here](#)

Contact: [yogendra1yogi@gmail.com](mailto:yogendra1yogi@gmail.com)

## Creative reuse of waste in W. Bengal's Sindrani GP



Women of the Astha Self Help Group (SHG) in Sindrani Gram Panchayat (GP) of North 24 Parganas district in West Bengal have come up with creative ideas for the reuse of waste materials. In the process, the women are upcycling unwanted materials into crafts and products that have some artistic value.

Waste collection and recycling is a challenge for any solid waste management unit. While wet or biodegradable waste is converted into nutrient-rich compost for use in kitchen gardens or agriculture, non-biodegradable waste including plastics has posed challenges for the solid waste management unit in Sindrani GP.

As many as 8 women from the Astha SHG have been appointed to work in the solid waste management unit of Sindrani GP, which has been set up as a part of Swachh Bharat Mission Grameen (SBM-G) Phase II. Presently, they collect waste from 2800 households.

On the occasion of Dol Utsav, a festival of colours that marks the onset of the spring season, the women made organic gulal or powdered colours from dry flowers to celebrate the festival. Thoroughly engaged in the process of converting waste into artwork, they also made earrings with pet bottle caps, baskets from milk pouches, eco-bricks to be used to make a boundary wall for the SWM unit, wall hangings, etc.

To read more, [Click here](#)

Contact: [sbm.pr-d-wb@bangla.gov.in](mailto:sbm.pr-d-wb@bangla.gov.in)

## Fatehpur's WASH Vaani promotes WASH behaviour

It was indeed a moment of pride for Anshik, Shrestha, Sakshi, Mahek, Arun and Prabha - students of classes VI, VII, and VIII from government rural composite and upper primary schools in Teliyani and Bhitaura Blocks of Fatehpur district, when their labour of love and collective creativity resulted in the WASH Vaani - the first edition of a magazine that was colourful, in a vibrant print, and smelling good.

Children from government schools in Fatehpur district of Uttar Pradesh have been using their creative energy to promote positive WASH (water sanitation and hygiene) behaviour in rural areas with a magazine called the WASH Vaani.

The initiative demonstrates that since the implementation of the Government's flagship Swachh Bharat Mission Grameen (SBM-G) campaign, the theme of water and sanitation has caught on in rural India, is spoken about freely and becoming an integral aspect of healthy living.

In February 2023, about 30 students from 11 schools were selected by WaterAid for a vigorous creative writing workshop to develop a WASH Brigade and develop their own magazine as a tool to promote peer learning, sharing, and behaviour change.



To read more, [Click here](#)

Contact: [FarrukhKhan@wateraid.org](mailto:FarrukhKhan@wateraid.org)

## Voice from the State



**Shri Charandeep Singh,**  
Director - Rural Sanitation, J&K

### A Swachh Sustainable & Zero Landfill Shri Amarnath Ji Yatra 2023

To ensure a purified and pleasant journey for the Shree Amarnath pilgrims to the Holy Cave, which is situated at a height of 3,888 meters, the Directorate of Rural Sanitation (DRS), Jammu and Kashmir has put in place a strong mechanism - from manpower to machinery to ensure extensive hygiene and sanitation during the expedition.

Ahead of the spiritual journey to the Amarnath Cave which holds immense significance for millions of people in the country, a meticulous strategy was devised to promote cleanliness and environmental responsibility. The DRS made certain that all physical needs of pilgrims and the attendants were met, and that a high standard of cleanliness was maintained.

A massive network of human resources (3900 persons) including sanitation workers were equipped with sanitation kits and deployed to work in shifts. Among the facilities were 2285 mobile toilets, 1050 garbage bins, portable water at several stations on the route, communication tools, healthcare facilities, compost beds, and other allied facilities to ensure proper disposal of waste generated during the pilgrimage.

A massive IEC communication campaign was organized that included the issuance of guidelines for the making of a sustainable and zero landfill event. Hoardings, banners, insignia, and sign boards with messages on safe sanitation practices were installed en route to Pahalgam and Baltal axis and on the Sonmarg and Pahalgam route in the Himalayan region displaying messages to encourage waste management, recycling and reducing the use of plastic and other non-biodegradable materials. In addition to a Yatra anthem sung by renowned Bollywood singer Shaan Mukherji, there were movable inflatable mascots, touch screen kiosks, audio jingles and more. Reusable cloth bags were distributed for free.

During the first five days of the campaign, as many as 50,000 pilgrims visited the Holy Cave, and there was not a single case of litter or a report of a person attending to a nature's call in the open. Such was the impact of the sanitation campaign.

Our message was simple - Let us work together to uphold the sanctity of these sacred places and leave a positive impact for generations to come.

## State Visits

**Haryana:** Smt. Vini Mahajan, Secretary – DDWS, and Shri Sanjeev Kaushal, Chief Secretary - Haryana jointly reviewed the progress of SBM-G in Haryana on 1st July 2023. Speaking at the event, Secretary, DDWS emphasised the importance of ODF Sustainability and putting in place systems for solid and liquid waste management.

DDWS was represented by Additional Secretary and Mission Director - JJM, Shri Vikas Sheel, and Joint Secretary and Mission Director – SBM-G, Shri Jitendra Srivastava. Haryana was represented by Shri Anil Malik, ACS RD; Shri A.K. Singh, ACS PHED; Shri Vikas Gupta, Commissioner and Secretary, ULB; Shri Dusmanta Kumar Behera, DG, Development and Panchayats; Shri Amit Kumar, Agrawal, DG, DIPR; Shri J K Abhir, MD, SBM-G and other senior officers.



**Guwahati:** A meeting to review the status of implementation of SBM-G and JJM in the North-Eastern States was held in Guwahati on 6th July 2023. The meeting was chaired by Union Minister of Jal Shakti, Shri Gajendra Singh Shekhawat, and attended by Secretary-DDWS, Smt. Vini Mahajan, Additional Secretary and Mission Director - JJM, Shri Vikas Sheel and Joint Secretary and Mission Director – SBM-G, Shri Jitendra Srivastava.

The North-Eastern States were represented by Additional Chief Secretary-Assam, Secretaries-in-charge of Rural Water and Sanitation from Arunachal Pradesh, Sikkim, Tripura, Nagaland, and Meghalaya along with Mission Directors of Arunachal Pradesh, Mizoram, Meghalaya, Sikkim, Tripura and Nagaland.

Sikkim was felicitated by MoJs for declaring all its villages as ODF Plus in the Aspiring Category.

## Word search

### FAECAL SLUDGE MANAGEMENT

LCWTRBAKAE

NWIT TIP

LCAFEA ERTTAM

GINGSLUDED

GETASEP

CESPTI ANTK

ETROGNITTIF

NTEDALP INGRYD EDB

EEDP OWR MENTCHENRTNE

AAECLF DEGULS ENTMTAERT ANPLT

### Answers

1. Blackwater
2. Twin Pit
3. Faecal Matter
4. Desludging
5. Septage
6. Septic Tank
7. Retrofitting
8. Planted Drying Bed
9. Deep Row Entrenchment
10. Faecal Sludge Treatment Plant

## From the Secretary's Desk



On the first anniversary of this newsletter, I would like to congratulate all the states and UTs for the excellent work being done on all fronts relating to rural sanitation. The states/UTs that have achieved ODF Plus status in all their villages are indeed an inspiration, and I hope to see them move to Model status soon. I encourage other states/UTs to use all the resources available to them to move the needle at a faster pace. Going forward, we need to underpin our rural sanitation programme with a renewed commitment and align stakeholders – be it the government, rural local bodies or civil society, so that we can arrive at inclusive solutions and meet the target of achieving an ODF Plus rural India.

### Smt. Vini Mahajan

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

## From the Mission Director's Desk



Community participation has been the hallmark of the Swachh Bharat Mission Grameen campaign and all that was achieved can be attributed to the involvement of various stakeholders. The Rural WASH Partners Forum which commemorated one year of its formation this month has also committed to renewing its efforts to fulfill the sanitation goals of the Mission. On its part, the Government of India is making every effort to create an enabling environment for the generation of wealth from waste. Further, by applying the principles of circularity to addressing challenges in plastic waste management, villages are beginning to unveil environmental benefits as well as economic opportunities while processing plastic waste in an environmentally sound, and scientific manner.

### Shri Jitendra Srivastava

Joint Secretary & Mission Director (SBM-G)  
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 15<sup>th</sup> of every month to [swachhbharat@gov.in](mailto: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.

4<sup>th</sup> Floor, Pandit Deendayal Antyodaya Bhawan, CGO Complex,  
Lodhi Road, New Delhi-110003  
Phone: 011-24362192 | Email: [js-sbm@gov.in](mailto:js-sbm@gov.in)