

# SWACHHATA SAMACHAR



August 2024



## Swachh Bharat Mission – Grameen

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



“ As the Minister of Jal Shakti, I am proud to acknowledge the remarkable progress we have made so far. The Swachh Bharat Mission (SBM) continues to benefit millions, including women and children. We shall continue to build on this success and shall also prioritise transformative initiatives that harness cutting-edge technology and community engagement to revolutionise water management and sanitation. Our commitment is to ensure sustainable, clean water access and advanced sanitation for every rural household in India. Together, by pioneering new strategies and fostering resilient ecosystems, we will significantly uplift public health and the quality of life across our nation. ”

**Sh. C.R.Patil**  
Union Minister, Ministry of Jal Shakti

## Programme Highlights

As on July 31<sup>st</sup>, 2024

ODF  
PLUS  
SUCCESS

Over **5.48 lakh** of India's inhabited villages have declared themselves ODF Plus.

- Aspiring: **2,72,686**
- Rising: **34,905**
- Model: **2,41,086**
- Verified: **74,013**

**3,59,710** Villages have arrangements for solid waste management

**4,87,645** Villages have arrangements for liquid waste management

**1126** Biogas plants registered

**734** Functional Biogas plants

**77** Completed Biogas plants

**3412** Blocks have arrangement for plastic waste management

## Swachhata Pakhwada Activities (July, 2024)

The Union Ministry of Petroleum and Natural Gas launched the Swachhata Pakhwada 2024 at Shastri Bhawan on July 1st.

The Union Minister for Housing and Urban Affairs, emphasized the transformative impact of the SBM that led to the construction of nearly 12 crore toilets across rural and urban India over the past decade. He underscored the significance of the Swachhata Pakhwada initiative as an integral part of the broader Swachh Bharat Abhiyan. He highlighted the ministry's commitment to promoting cleanliness practices across all departments and the active involvement of all stakeholders, including Central Public Sector Enterprises (CPSEs) and attached offices under the Ministry.

He reflected on the achievements of the previous year's Swachhata Pakhwada, which included various activities such as the construction of sanitation facilities, installation of hygiene infrastructure, and cleanliness drives in public spaces and offices. All of these are demonstrative of our commitment to achieving Sustainable Development Goal 6 (SDG-6). He also shared that the solid waste management in urban areas, almost non-existent at the mission's inception, now stands at an impressive 77 percent.

*To read more, click here*

### Ministry of Petroleum and Natural Gas

**HPCL:** Footwear distribution for children living in orphanages; administration of cleanliness pledges for public at areas around heritage sites.

**GAIL:** Distribution of personal hygiene material at old age homes; distribution of plant saplings to all employees.

**ONGC:** Inauguration of water cooler by MoPNG Officials, Distribution of recycled plastic benches, millets packets, flower seeds and jute bags.

**IOCL:** Administration of Swachhata pledge administered at various locations and inauguration of cleanliness drives by Swachhata Rath.

**NRL:** Swachhata Awareness session among the students followed by cleanliness drives.

**GAIL:** Nukkad Naatak/street plays and drawing competitions to promote awareness on cleanliness conducted at various locations.  
Recognition of Safaai Saathi and conducting their health checkup through medical camps.

**MRPL:** Awareness sessions organized for woman on the importance of prohibiting single use plastic adopting methods for promoting 4Rs.

**ONGC:** 6 E- Garbage rickshaws provided to the MC to enhance their capacity to collect door-to-door garbage. These rickshaws also played sanitation jingles.

**DGH:** Swachhata Talks, poster making competitions, cleanliness drives, swachhata wall painting and tree plantation drives conducted across.



## Department of Drinking Water and Sanitation (DDWS) Joins Forces with National STOP Diarrhoea Campaign



Ministry of Health & Family Welfare  
Government of India



Swachh Gaon, Shudh Jal- Behtar Kal

The Department of Drinking Water and Sanitation (DDWS) is proud to join hands with the National STOP Diarrhoea Campaign, launched on 24th June 2024 by Hon'ble Union Health Minister Shri JP Nadda, alongside Hon'ble Union Ministers of State, Shri Anupriya Patel and Shri Jadhav Prataprao Ganpatrao, senior officials from various States/UTs, union government, and development partner representatives. The National STOP Diarrhoea Campaign aims for zero child deaths from diarrhoea through a comprehensive, multi-sectoral approach over a two-month period.

### Key focus areas include:

**Strengthening Health Infrastructure:** Ensuring maintenance of health facilities and availability of essential medical supplies (ORS, Zinc), especially in rural areas.

**Improving Access to Clean Water and Sanitation:** Implementing quality control measures and sustainable practices for safe drinking water and sanitation.

**Enhancing Nutritional Programs:** Tackling malnutrition to prevent diarrhoeal diseases.

**Promoting Hygiene Education:** Providing necessary facilities in schools and educating children on hygiene.

Complementing this initiative, DDWS has launched an awareness campaign on "Safe Water and Sanitation" in rural areas from 1st July to 31st August 2024, "**Swachh Gaon, Shudh Jal-Behtar Kal**". This campaign is designed to raise awareness and promote the use of safe water and sanitation practices at the village and panchayat level.

[To read more, click here](#)

## Call for Abstracts for Research Papers: Swachh Bharat Mission Grameen (SBMG) Phase-II



SBM-G stands as the largest behavioural change program globally, embodying the power of Jan-Andolan (people's movement). This transformative initiative has delivered significant economic, environmental, health, and social benefits, especially enhancing the safety and dignity of women across India.

As we advance into the last year of the Phase-II of SBMG, our goal is to achieve 100% ODF Plus Model status for all villages by March 2025. To support this mission, we invite abstracts for research papers from States, Union Territories (UTs), RWPF partners, IITs and select Central and State Universities. This is an excellent opportunity to contribute to a national cause, share your insights on a prominent platform, and drive meaningful change.

Participating in this initiative through submission of abstracts offers several benefits:

**Impactful Contribution:** Your abstract(s) for research papers can directly influence rural sanitation policies and practices, driving substantial improvements in public health and environmental sustainability.

**National Recognition:** Selected abstract(s) will invite research papers for presentation at a national event, providing a prestigious platform to showcase your insight in the field of sanitation and gain recognition.

**Collaborative Networking:** Engage with policymakers, fellow researchers, and key stakeholders, fostering collaboration and knowledge exchange.

### Abstract Submission:

Identify and submit abstracts (around 500 words) on 3-5 research areas related to SBM-G verticals. Last Date for abstract submission: 15th August 2024.

### Evaluation Criteria:

- Relevance to rural sanitation.
- Originality and innovation.
- Methodological rigour.
- Practical implications and scalability.

[To read more, click here](#)

## Goa's Path to Sustainable Waste Solutions: Innovations and Progress



The Goa Waste Management Corporation (GWMC), established on October 2nd, 2016, has been pivotal in revolutionising waste management in Goa. This Special Purpose Vehicle (SPV) under the Department of Science, Technology & Waste Management and Village Panchayat are tasked with the scientific collection, segregation, treatment, and disposal of solid and other waste. With a mission to address waste issues comprehensively, GWMC has launched several centralized facilities and de-centralised facilities set up under 14th/15th FC Grants and SBM-G Funds at Village Panchayat/Block level to manage various waste types, including municipal, biomedical, hazardous, construction & demolition, and e-waste.

GWMC has set up integrated waste management facilities through a Public-Private Partnership (PPP) model, ensuring efficient and sustainable waste treatment.

The GWMC's initiatives reflect a significant step towards sustainable waste management in Goa. By setting up advanced facilities and leveraging international collaborations, the GWMC is not only addressing current waste management challenges but also paving the way for a cleaner, greener future. These efforts underscore the importance of scientific and efficient waste treatment and disposal, ensuring environmental sustainability for generations to come.

[To read more, click here](#)

## Celebrating World Environment Day 2024 with HDFC Bank-CEE: A Nationwide Effort



On World Environment Day 2024, HDFC Bank and the Centre for Environment Education (CEE) launched "Rural & Urban Landscape Free of Dry & Plastic Waste," spanning nine locations across India. Supported by the Ministry of Jal Shakti and Swachh Bharat Mission teams, this project united municipal corporations, district rural development authorities, and several service providers to combat plastic waste.

The campaign's theme, "The Journey to a Greener Future," emphasised land preservation and resilience. From June 1st to 10th, a nationwide e-Pledge platform enabled citizens to take the Swachhata Pledge, resulting in 5,345 pledges. This initiative demonstrated extensive reach, with high participation from Telangana, Chhattisgarh, Jharkhand, Odisha, Bihar, and Assam.

**Community Engagement:** Over 6,150 citizens participated in clean-up drives, rallies, and plantation drives. These activities inspired people to reduce single-use plastics and practice responsible waste disposal.

**Environmental Impact:** The campaign collected 37,226 MTs of plastic and dry waste and planted 886 saplings, contributing to land restoration.

The campaign's outcomes reflect its broad impact. The e-Pledge campaign reached 5,345 people, promoting awareness and encouraging sustainable practices. The distribution of 580 SATO Taps across various regions supported water conservation and hand hygiene.

[To read more, click here](#)

## SBM Grameen Gujarat leverages Statewide "Shala Pravesh-Utsav" for creating ODF Plus Awareness



Gujarat recently celebrated the "Shala Pravesh-Utsav," a grand event to mark the reopening of schools after the summer break. Leveraging this significant occasion, SBM-G (Gujarat) launched an extensive statewide Information, Education, and Communication (IEC) campaign to promote cleanliness and hygiene practices among students and villagers.

The campaign, which ran parallel to the "Shala Pravesh-Utsav" festivities, saw the participation of over 10,000 schools across the state. The objective was to instill a sense of responsibility towards waste management and hygiene from a young age. The initiative was a resounding success, with students, teachers, and local communities coming together to support sustainable practices.

**Demonstration of Segregation at Source:** Students participated in hands-on demonstrations of waste segregation. These sessions aimed to teach students the importance of separating biodegradable waste from non-biodegradable waste. The demonstrations were led by trained volunteers and local sanitation workers who emphasised the long-term benefits of proper waste management.

**Awareness Rallies:** More than 2,000 awareness rallies were organised across various districts. Students, carrying colorful banners and posters, marched through their communities to spread the message of cleanliness and "Plastic Mukta Gram". These rallies were not only a visual treat but also a powerful tool to engage the local populace in the campaign.

[To read more, click here](#)



## Empowering SHGs through Safe Sanitation, West Bengal



In a significant step towards enhancing sanitation and empowering women, 12,05,946 Self Help Group (SHG) across West Bengal are declaring access to 'Individual Household Latrines (IHHLs)'. The campaign, scheduled from 1st July to 15th August 2024, aims to ensure that every member of these SHGs has access to a toilet facility.

This initiative underscores the state government's commitment to promoting hygiene and dignity among women by providing them with essential sanitation infrastructure. Upon declaration, SHGs will be recognized for their achievement with a certificate issued by the respective Block Development Officer & will also provide the sanction letter to the beneficiary. By integrating IHHL access into the SHG agenda, West Bengal not only addresses a fundamental need for sanitation but also empowers women socially. This campaign not only promotes health and well-being but also reinforces the importance of community-driven initiatives in fostering sustainable development.

[To read more, click here](#)



## Transforming Waste into Wealth: NADEP Composting, Chhindwara, Madhya Pradesh

**कार्यालय ग्राम पंचायत देलाखारी**  
जनपद पंचायत तामिया, जिला छिंदवाडा ( म.प्र. )  
क्रमांक/ /सा.पे./2024 देलाखारी दिनांक- 35/06/2024

**प्रमाण पत्र**  
प्रमाणित किया जाता है कि, हमारे ग्राम पंचायत में कुल 18 नाडेप बने हैं, सभी नाडेप खाद बनने हेतु भर दिये गये हैं। यरिष्ठ अधिकारी के भ्रमण के दौरान यदि कोई नाडेप खाली मिलता है तो उसकी पूर्ण जिम्मेदारी हमारी होगी।  
प्रमाणित किया सत्य है।

**ग्राम पंचायत देलाखारी**  
जनपद पंचायत तामिया

**अतिरिक्त मुख्यालय**  
राज्य सरकार, छिंदवाड़ा  
जनपद पंचायत देलाखारी



Certificate issued by Delakhari Gram Panchayat

Shramdan to fill NADEP by community members of Chhindwara district

The Swachh Bharat Mission Grameen (SBM-G) Phase 2 is a crucial initiative aimed at improving sanitation and managing waste in rural India. According to The Energy and Resources Institute (TERI), India generates over 62 million tons of waste annually. Of this, only 43 MT is collected, with 12 MT treated before disposal, leaving 31 MT discarded in waste yards. SBM-G Phase 2 aims to sustain the ODF status of village and tackle solid and liquid waste management system. In Madhya Pradesh, a 2019 report by the MPPCB submitted to the Central Pollution Control Board revealed that the state generates approximately 8,022.5 tons per day (TPD) of waste, collecting 7,235.5 TPD, treating 6,472 TPD, and landfilling 763.5 TPD. Additionally, as per World Resource Institute (WRI) Climate Analysis Indicators Tool (CAIT) reports India's GHG emissions increased by 2,060 MtCO<sub>2</sub>e (180%) from 1990 to 2014.

To address waste management issues, Chhindwara district in Madhya Pradesh has focused on biodegradable waste management, aligning with SBM-G Phase 2's goals of improving visual cleanliness, village health, economic growth, and environmental protection. Infrastructures for waste management have been constructed in 784 Gram Panchayats and 1,898 Villages, that include 8,507 NADEP compost pits. However, many of these pits were misused as community dustbins due to a lack of knowledge and proper practices. To rectify this, the District Collector initiated a Swachhata Drive from May 1st to June 30th.

The agriculture department was directed to provide technical support to educate farmers and the community on proper methods for filling and preparing the NADEP pits for compost production. Senior officials were assigned to oversee the panchayats to ensure proper implementation and adherence to guidelines.

[To read more, click here](#)

# Empowering Women: Mission RELA's Journey in Telangana's Nirmal District

## Making sanitary napkins accessible to tribal women

S RAJA REDDY @ sraja

In remote tribal areas, menstruation poses numerous challenges for women, who traditionally spend five days away from home due to customs. Many also use unhygienic cloth pads, which often leads to a number of health issues. To combat this, the government has installed a sanitary napkin machine in the Angamudi centre in Allampally village as part of a larger initiative—Mission RELA (Rural Women Empowerment and Livelihood Activation)—with plans to extend this across the Nirmal district. Speaking to *TNIE*, K Vijaya Laxmi, the district rural development agency (DRDA) project officer, says the lack of awareness among tribal communities

regarding menstrual hygiene leads to health issues, especially in women. To address this, awareness meetings have been organised in the evenings to accommodate women returning from agricultural work, she mentions. Despite manufacturing costs of ₹45/napkin, they are supplied to women at a subsidised rate of ₹20. Self-help groups in Kuntala mandal make the paper-based sanitary napkins. Initially implemented in Allampally village, the project



aims to provide subsidised and biodegradable sanitary napkins to women across the Agency areas. In Kuntala mandal, SHGs have started making paper-based sanitary napkins but face marketing challenges. To address this, storage machines are being installed in every tribal village, managed by Village Organisa-



Mission RELA (Rural Women Empowering and Livelihood Activation) is a pioneering initiative aimed at transforming the lives of women in Nirmal District through menstrual hygiene management and economic empowerment.

**Inception of Mission RELA:** Mission RELA was proposed by Ms. K. Vijayalaxmi, the District Rural Development Officer (DRDO) of Nirmal District Telangana. Recognising the pressing need for improved menstrual hygiene management and livelihood opportunities for rural and tribal women, Ms. Vijayalaxmi presented the initiative to District Collector Abhilasha Abhinav, who provided her full support and guidance.

### Key Components

**Awareness Programs:** The first step involved in raising awareness about menstrual hygiene through educational programmes.

**Sanitary Pad Vending Machines:** To address the lack of access to sanitary pads, vending machines were installed in Self-Help Groups (SHGs) across the district. These machines are maintained by the SHGs, ensuring sustainability and involvement of local community.

**Sanitary Pad Manufacturing Unit:** A manufacturing unit was established in Kuntala mandal, enabling the local production of affordable sanitary pads. This unit not only provides essential products but also creates employment for women in the community.

**Mahua Oil Unit:** A Mahua oil production unit was established and branded under RELA, further diversifying income opportunities for women.

[To read more, click here](#)

## Block Level Workshop on Dry & Plastic Waste Management in Ranchi, Jharkhand



On June 28th, 2024, SBM Jharkhand organized a Block Level Workshop at Angara Block, Ranchi. This initiative saw collaboration from DRDA Ranchi, DW&SD Ranchi East, HDFC Bank, CEE, and NEEDS. The workshop was attended by DDWS's Block Coordinator from Angara and Ormanjhi, along with 36 participants, including Pramukh of Angara, Phase-1 Mukhiyas of Angara Block, Panchayat Sachiv, Panchayat Samiti Members and other local block officials.

### Key Highlights

**Project Strategy Presentation:** The CEE Project Officer presented the project strategy for dry and plastic waste management, providing insights on sustaining the newly constructed Material Recovery Facility (MRF) at Ormanjhi Block. He highlighted that this MRF, one of the first in the regions, aims to start segregation of nearly 4-5 MTs per day in five months.

**Community Engagement:** Nearly 191 meetings were conducted with 91 villages in two blocks. Various IEC activities were implemented to promote waste segregation at every household. The focus was on maximising dry and plastic waste collection and minimising the littering and burning of plastics.

**Discussion on Storage and Creating Traditional Incinerators:** Mr. Tarun Singh facilitated a discussion on identifying storage space at the Panchayat Collection Centre and the importance of creating Bhasmak (traditional sanitary incinerator) in every Panchayat to ensure they become Model Village Panchayats.

[To read more, click here](#)

## Voice from state

# Swachh Bharat Mission (Grameen) in Jharkhand

Swachh Bharat Mission (Grameen) Phase- II is functioning through convergent mode with different departments mainly Panchayati Raj, Rural Development Department, Urban Development and Housing Department. Through the convergence approach, implementation is ongoing for the Solid and Liquid Waste Management (SLWM) at village level. At household level in the village, the individual cleanliness, SLWM activities are conducted along with community institutions/ public places are covered through SLWM. A massive campaign is ongoing in all the villages on safe Menstrual Hygiene Management (MHM) especially in schools and anganwadi centres with an emphasis on the students and women. Also, incinerators are being installed in the public places to attain the safe MHM practices. In SBM (G) Phase-II, provisions are there to declare the villages in ODF Plus category. Besides focusing on cleanliness of the individuals and at household level, massive campaign on awareness generation is ongoing with the support from different stakeholders like SHGs, Anganwadi Workers, Teachers (Male & Female both), Swachhagrahis, representatives from Panchayati Raj department and others.

As per the direction of the Ministry of Jal Shakti, 5-star model villages are declared based on SLWM interventions. Time to time monitoring visits are conducted by the officials from State and the Ministry to assess the functionality of the structures constructed under SBM G. Communities are being sensitized towards Operation and Maintenance of the structures on their own. Accordingly, responsibilities are also being earmarked for the same to the local/ beneficiary groups. Simultaneous online and physical training are conducted by the department to educate the community on ODF Plus seeking their support for the timely implementation of the programme. Also, they are being motivated to enhance knowledge on ODF Plus through the SBM Academy which organizes online training on a regular basis.

Under the Namami Gange Programme, all the targeted villages have been declared in ODF Plus in the 3 categories. With the support of local villagers, special attention is given on cleanliness and SLWM. Besides, through IEC activities, messages are displayed in the



important locations on cleanliness and SLWM. The district Administration felicitates the villagers who have contributed exceptionally in SBM G.

To continue the efforts on ODF Plus Sustainability, all the stakeholders in State, Districts. Blocks are always working in a combined manner with the community at the centre.

**Dr. Neha Arora (IAS)**  
 Director, Swachh Bharat Mission (Grameen)  
 Drinking Water and Sanitation Department  
 Jharkhand.



## Match the following

1. Strategy aimed at minimizing the impact of plastic waste on the environment through proper disposal and recycling	a. Community participation
2. Campaigns and awareness programs to educate and mobilize rural communities towards adopting improved sanitation practices	b. Soakpits
3. When faecal sludge is treated on site	c. Plastic waste management
4. Greywater can be safely managed using	d. Reduce, reuse, recycle
5. Common in packaging and service items	e. Behavior change
6. The process of influencing an individuals' actions and attitudes towards adopting hygienic sanitation practices	f. Road Construction
7. How can we manage waste in rural India?	g. Single use plastics
8. Plastic waste can be used in	h. In-situ

Answer: 1-c, 2-a, 3-h, 4-b, 5-g, 6-e, 7-d, 8-f



NIRDPR News Letter

[Click here to read](#)



## From the Secretary's Desk



**Smt. Vini Mahajan**

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

"In our final year of this Mission, it is crucial to reinvigorate our efforts and focus on collaboration, creativity, and innovation. We are dedicated to working closely with the Ministry of Panchayati Raj, organising Special Gram Sabhas in July and October to accelerate the declaration of ODF Plus Model villages across the country.

Additionally, we joined forces with the Ministry of Health and Family Welfare for the National STOP Diarrhoea Campaign, recognising the critical link between sanitation and diarrhoea prevention. Our commitment to regular reviews and proactive engagement ensures that we remain aligned with our goals and responsive to emerging challenges. By fostering these partnerships and maintaining rigorous oversight, we aim to achieve lasting improvements in rural sanitation and public health."

## From the Mission Director's Desk



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

"As we progress with our mission in its 10th year, we continue to emphasise the importance of continuous review, reference, and record of our progress. This approach ensures uninterrupted support for rural sanitation programmes and lays the groundwork for further advancements. Our mission remains steadfast: to innovate and manage knowledge effectively across various stakeholders, building on our achievements and addressing emerging challenges.

Currently, we are excited about our collaboration with the Ministry of Panchayati Raj to expedite 'Har Ghar Jal' and ODF Plus Model villages certification. The campaigns prioritised across States/UTs in mission mode rely on collaborative efforts and proactive measures by all stakeholders. Special Gram Sabhas that will be convened during July 22nd- 26th, 2024, and on October 2nd, 2024, shall motivate and support implementing agencies, while also introducing community oversight to enhance effectiveness and accountability."

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)