



SWACHHATA SAMACHAR

February 2024



Swachh Bharat Mission - Grameen Newsletter

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Our nation's commitment to Swachhata extends beyond personal sanitation, echoing the wisdom found in ancient texts like the Mahabharat and Ramayana, as well as in Mahatma Gandhi's vision of cleanliness. Since the launch of the Swachh Bharat Revolution by our Hon'ble PM, we've progressed on this rich legacy. As we strive for ODF Plus Model villages and prioritize women's safety, let us synergize the 4P's—people, political leadership, public spending, and partnerships—ensuring impeccable implementation to advance our ongoing journey toward cleanliness or Sampoorna Swachhata.

”

Sh. Gajendra Singh Shekhawat
Union Minister, Ministry of Jal Shakti



Programme Highlights

As on Jan 30th, 2024

ODF
PLUS

Over 5,09,680 of India's inhabited villages have declared themselves ODF Plus.

- Aspiring: 3,14,278
- Rising: 55,176
- Model: 1,40,226

2,74,772 Villages have arrangements for solid waste management
4,42,859 Villages have arrangements for liquid waste management
1,222 Biogas plants registered
680 Functional Biogas plants
115 Completed Biogas plants
3,074 Blocks covered with Plastic Waste Management Units



Swachhata Pakhwada Activities: January 2024

Department of Investment and public asset Management (Ministry of Finance)

- A slogan competition was held on the spot for Group C and non-permanent staff in this department.
- Holistic Cleanliness Drive of Common Places: Cleaning of the passages, office in DIPAM.
- Cleaning up of a park in the nearby area: Cleaning of a park in the CGO Complex.
- Essay competition for officials on the following topic: Swachhata Hi Seva.
- Swachhata Desk competition: Personal workplaces of non-gazetted officials.
- Poem/Geet competition to be held in the Department to encourage the officials.
- Swachhata pledge taken under the chairmanship of Secretary, DIPAM.

Ministry of Information and Broadcasting

- Gardening and Plantation activities were undertaken during Swachhata Pakhwada.
- Writing Exam on Swachh Bharat Mission and other Swachhata topics, which include one question based on Swachhata image drawing.
- Swachhata activities undertaken in Dhenkanal Regional Centre and all other regional centers including headquarter (around main gates).
- Lecture on Swachhata activities undertaken by ONGC out of CSR funds
- Cleaning activity carried out at Amravati Regional Centre of IIMC.
- Outdoor Site Cleaning- On 24th January 2024, NFDC-NMIC along with Gully Classes Foundation undertook a Beach Clean-up drive at Reti Bunder, Mahim.
- Indoor site cleaning within FD complex at Mumbai. All participants joined in the site cleaning activity.
- Identified scrap items at its Corporate Office at Mumbai including two off road cars lying idle for disposal. Disposal will be done.
- Cleaning activities carried out at Kottayam Regional Campus of IIMC.



Sip, Snack, and Swap: A Plastic-Free Morning in Kumbhalgarh, Rajasthan



In the heart of Rajsamand district, the picturesque block of Kumbhalgarh, known for its historic fort, was faced with a pressing issue – the adverse effects of plastic waste. SBM-G Phase-II recognizes the significance of Plastic Waste Management in mitigating the environmental and health impact caused by mismanaged plastic. Despite substantial investments in facilities like the Resource Recovery Center (RRC) for plastic waste storage and segregation, Kumbhalgarh grappled with challenges such as drain choking, water contamination, and degraded soil quality due to improper disposal. CEO, Rajsamand, along with the SBM-G team, identified the root causes – lack of market linkages and insufficient motivation among the community to reduce plastic use at the source.

A comprehensive awareness campaign unfolded to address these involving training sessions for stakeholders, including shopkeepers and members of Vyapaar Mandal. CEO, Rajsamand, personally engaged with the community members, visited shopkeepers to discuss the importance of plastic waste management. The intention of this was to spark conversation, inspiration, and commitment from people.

A pivotal interaction with Bhagga Singh, owner of Bhagga Tea Stall, led to a unique collaboration. Singh, a staunch SBM supporter since 2017, launched an initiative: “Bring plastic waste, get tea-coffee and breakfast for free,” increasing footfall and raising awareness about the perils of plastic waste.

This venture garnered attention from renowned personalities, including Indian cricketer Ravi Bishnoi, who inaugurated the initiative and lauded Bhagga Singh’s contribution to the Gol’s flagship program. The initiative’s success rippled through the community, attracting state and district officials including Tehsildar, Assistant Engineer, Block Coordinator and social worker.

In the embrace of this creative exchange, Kumbhalgarh is witnessing a transformative shift towards a plastic-free future, symbolizing the power of community-driven initiatives in SBM-G.

To read more, [Click here](#)

Transforming Assam’s Karbi Anglong: A Tale of SBM-G Success



Karbi Anglong, the largest district in Assam, paints a picturesque landscape with nearly 40% of its expanse cloaked in lush forests and about 70% adorned with rolling hills. Comprising 2,135 scattered villages, this district hosts a population of approximately 8.45 lakhs. However, what sets Karbi Anglong apart is its remarkable journey towards becoming 100% Open Defecation Free (ODF) Plus.

In the realm of sanitation, Karbi Anglong stands as a beacon of success, with all 2,135 villages declared 100% ODF Plus. Notably, 1,141 villages are in the ODF Plus Aspiring category, while 994 villages proudly hold the ODF Plus

Rising status. The district aims to achieve the coveted ODF Plus Model tag for all its villages by the end of 2024.

Solid Waste Management (SWM) plays a pivotal role in Karbi Anglong’s sanitation narrative. Currently, 55% of villages, totaling 1,175, boast SWM arrangements, primarily featuring household compost pits. Simultaneously, 100% of villages are equipped with Liquid Waste Management arrangements, incorporating traditional methods like kitchen gardens and duckweed ponds. A commendable initiative is underway to saturate all villages with SWM arrangements by 2024. Addressing challenges in constructing Individual Household Latrines (IHHLs) in hilly remote areas, the district faced a scarcity of bricks and high transportation costs. Ingeniously, IHHLs crafted from rolled steel sections and CGI sheets have emerged as a practical solution, ensuring durability while facilitating manual transport uphill.

The introduction of Community Sanitary Complexes (CSCs) in need-based areas, constructed and maintained by local communities, marks another stride towards comprehensive sanitation. Additionally, 8 School Sanitary Blocks (SSBs) stand as functional structures, maintained collaboratively by communities and School Management Committees (SMCs). Karbi Anglong’s commitment to environmental sustainability takes a leap forward with a pioneering initiative to combat single-use plastic.

To read more, [Click here](#)



Uttar Pradesh's Auraiya pioneering sustainable solutions under SBM-G

Auraiya is a district in Uttar Pradesh, with a population of 13,79,545 spread across 7 blocks, 477 Gram Panchayats (GP), and 771 villages. It is on a mission to redefine rural sanitation. The 6,969 elected panchayat members, comprising 2,869 women and 4,100 men are driving transformative changes.

District Achievements: 3 Gram Panchayats of Auraiya were honored with the Chief Minister's Award and 3 more GPs have been recognized under Swachh Survekshan Grameen (SSG), 2023. Out of the 771 villages, 44 villages are declared ODF Plus Model (5.7%).

Waste Management: The district tackles liquid waste innovatively utilizing different technologies such as individual & community soak pits, leach pits, filter chamber, silt catcher, duck & fish farming etc. The provisions for solid waste management include construction of RRC, compost pit, NADEP, Plastic bank, vermin composting along with source segregation, reduction, recycling, organic composting and disposal through regular collection. The district sends the waste to Resource Recovery Centre (RRC) for its proper management. The district also intends on working on creating plastic pebbles used for road construction.

GOBARDhan Revolution: Auraiya has been a trailblazer in sustainable waste management since 2022 through functional GOBARDhan plants. It generates 5KW of electricity and the project utilizes 40% of dung as slurry, mixed with green fodder and branded as Mangala organic manure. The way forward includes SHG training and the creation of earthen lamps from cow dung.

Janbhagidari Awards and Motivation: The district emphasizes community involvement and engages with influencers such as doctors, priests, and teachers who help also in sensitizing the younger generation on social responsibility with an impactful message such as 'Mera Kachra, Meri Zimmedari.' Local representatives also play an active role in initiatives like cleaning school and anganwadi compounds.

Auraiya district replicated Shravasti's model of ODF sustainability that ensures construction of low cost RRC at Rs. 4.25 Lakhs through MGNREGA convergence. It includes construction of vermicompost pits that also generates revenue as the vermin compost is packaged under the brand Tathagat. Additionally, capacity building, training and creation of local assets contribute to long-term success.

The way forward must continue to focus on community engagement with the formation & activation of Nigrani Samitees, door-to-door waste collection & its segregation at source and organizing SAMUHIK SHRAMDAN for plastic waste management. Fish and duck farming expansion, association with self-help groups, and online marketing of vermin compost shall further solidify their commitment to a cleaner, sustainable future.



To read more, [Click here](#)

Kerala's Keezhatoor GP boasts 100% doorstep collection



Keezhatoor Grama Panchayat in Kerala achieved 100% doorstep waste collection in 2.5 years, led by the Haritha Karma Sena (HKS). The Panchayat's holistic waste management approach involves 12 HKS members managing inorganic waste, with a central Material Collection Facility (MCF) and 19 Mini MCFs for efficient storage. Regular bi-monthly visits are facilitated by a QR code system, ensuring 100% user fee collection and community participation through "Ente Keezhatoor, Surakshitha Keezhatoor."

The collection process employs technology, including WhatsApp groups, mobile apps, and monthly meetings for communication. Non-biodegradable waste is sorted into 38 categories by 13 HKS members, ensuring systematic waste collection in all 19 wards. The 1,000 sq. ft Panchayat-level MCF performs secondary segregation, categorization, and selling of 180 metric tonnes of inorganic waste for recycling.

HKS not only achieved environmental success but also empowered its members socio-economically. Individual success stories, like Divya's income of Rs.62,216 in July 2023, highlight their dedication. Having collected 1,400 tonnes of waste, HKS maintains 95-100% doorstep and user fee collection over 30 months, serving as a model for other communities aspiring to replicate their achievements.

To read more, [Click here](#)



Jharkhand's West Singhbhum: A Tale of Progress, Challenges, and the E- Grievance Revolution



West Singhbhum, the largest district in Jharkhand, unfolds a story of resilience and progress amidst its challenging landscape. West Singhbhum faces logistical concerns as it is situated 3 hours away from the district headquarters, Manoharpur Block. The terrain is difficult as it comprises 46.6% forest cover and hilly landscapes, that hinder administrative accessibility. The district grapples with the remnants of Naxal activity, impeding the swift execution of developmental schemes. The district has a tribal population of 67% and raising awareness among this demographic proves to be a significant challenge. Even with the challenges, the district has made significant progress on the journey of SBM-G (Phase II).

ODF+ Status: A commendable 85% of villages in the district are on the path to achieving ODF+ status. This success is attributed to dedicated awareness programs, that have involved traditional leaders. The district currently has

- 29 model villages
- 22 rising villages
- 1,364 aspiring villages

The district was also nominated for the Swachh Sarvekshan, 2023. The district has achieved 100% sanitation coverage, Nimdih Panchayat is recognized for its NADEP composting units and menstrual hygiene incinerators.

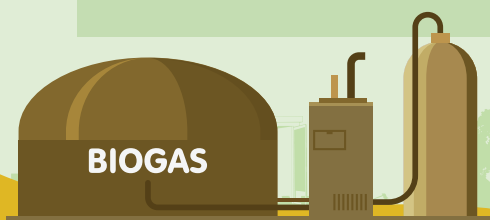
Community led activities: Some of the community led activities leadership by Ms. Sumitra Deogam, Mukhiya of Nimdih, spearheads movement like 'Chuppi Todo Swasth Raho' and 'Swachhata Pakhwada'.

GOBARDHAN: A case study of Tamarbandh Village showcases the successful utilization of cow dung for biogas production, benefiting 15 families. Villagers operate the plant, transitioning from firewood-based to healthier, smoke-free biogas-based cooking.

MHM Incinerators: 186 units have been installed for hygienic disposal of sanitary napkins, covering all Kasturba Residential schools. The district conducts dedicated workshops for accelerating construction through convergence of various funds and assistance.

Jan Sahayata Koshang: A district-level e-governance initiative was initiated in 2019, during the pandemic. The intention of this portal was to help all individuals to share their grievances online and receive timely grievance redressal (within 7 days). This online platform also enabled individuals and residents from the district to express concerns online, eliminating the need to wait long hours during the janta darbar. Noteworthy statistics: 155 allocated grievances, 18 resolved, 4,398 closed, and 0 rejected applications, reflecting the efficacy of the system.

To read more, [Click here](#)



Andhra Pradesh's Jupudi Village: A Green Triumph in Resource Management



Before



After



After



Before

In the heart of NTR District, Jupudi village became the canvas for an innovative pilot resource management project in June 2023. Along the village drain, near the Model School, a vibrant tapestry of canna, napier grass, and raw banana emerged, heralding a natural approach to greywater treatment.

As the project flourishes, credit goes to the dedicated Self-Help Groups (SHGs) in Jupudi who continue to nurture and sustain this environmental initiative, with the guidance from the Panchayat.

The napier grass, a key player in the project, not only aids in the natural treatment of greywater but also serves as valuable fodder for local cattle, creating a sustainable cycle of benefit. Diversifying the impact, the introduction of ivy gourd plantations has not only enriched the landscape but has also become a financial boon for the SHGs, exemplifying the intersection of environmental stewardship and economic empowerment.

The success story extends beyond aesthetics; rigorous lab tests on the ivy gourd ensured that nutrient levels are well-maintained within acceptable limits, affirming the efficacy of this eco-friendly endeavor.

Buoyed by this triumph, the state is now set to scale up this model, envisioning its replication. The state is planning to replicate the model in at least 5 GPs of each district.

This green transformation in Jupudi serves as a beacon, illuminating the path towards a harmonious blend of environmental consciousness and community prosperity.

To read more, [Click here](#)

Kodavatoor, Telangana has transformed into a Model ODF Plus GP

Kodavatoor Gram Panchayat (GP), once grappling with sanitation challenges, is now a Model ODF Plus GP under Swachh Bharat Mission Grameen Phase-II. Achieving ODF status in Phase I, the GP, guided by Sarpanch Sri Gangam Satheesh Reddy, implemented solid and liquid waste management, banned single-use plastic, and addressed faecal sludge management.

Solid Waste Management includes a dumping yard, tractor for waste management, and recycling initiatives. Liquid Waste Management focuses on greywater disposal, with household and community soak pits. Faecal Sludge Management involves an agreement with a nearby municipality, displayed contacts for desludging services. The Village Water and Sanitation Committee organizes awareness meetings, while institutions in the GP manage waste effectively.

Menstrual Hygiene Management awareness, a goat and sheep shed complex, and overall cleanliness has not only garnered attention from neighbouring villages but also led to a significant decrease in water and vector-borne diseases.



To read more, [Click here](#)



Biogas plant of Khadkut village in Maharashtra contributing to a healthier lifestyle



The biogas plant in Khadkut village, Maharashtra, commissioned in June 2023, produces liquid biogas fuel and organic manure, reducing wood dependency for cooking and chemical fertilizer use. This initiative improves women's health, enhances village cleanliness, and saves time and money previously spent on firewood.

The ODF village, supported by the Swachh Bharat Mission, utilized the GOBARDhan project to address animal waste issues with a green biogas renewable source. The 2 TPD per day plant, operated by Khadkut Gram Panchayat, employs CSTR technology and various components for efficient waste processing. The project includes a biogas pipeline to the village, reducing transmission costs and carbon footprint, showcasing successful cooperation between Central and State Governments for community welfare.

To read more, [Click here](#)

Paper mill effluent produces CBG in Kurukshetra, Haryana



Sainsons Paper Industries Private Limited in Kurukshetra, Haryana, led by Shri. Pradeep Saini and Shri. Hari Krishan Saini has implemented a sustainable waste-to-energy initiative. The paper mill efficiently treats its effluent in an Effluent Treatment Plant (ETP) to produce compressed biogas (CBG).

This CBG, with a methane content of over 96 percent, is produced at a rate of 3,000 kg/day and serves as fuel for vehicles. Utilizing paper mill effluent as feedstock, the CBG plant is designed to handle 7,200 m³/day of raw biogas, ensuring compliance with government fuel standards. Additionally, the byproduct of the process, approximately 200 kg of sulfur per day, can be repurposed as fertilizer, contributing to the initiative's overall environmental sustainability.

To read more, [Click here](#)



Voice from the State



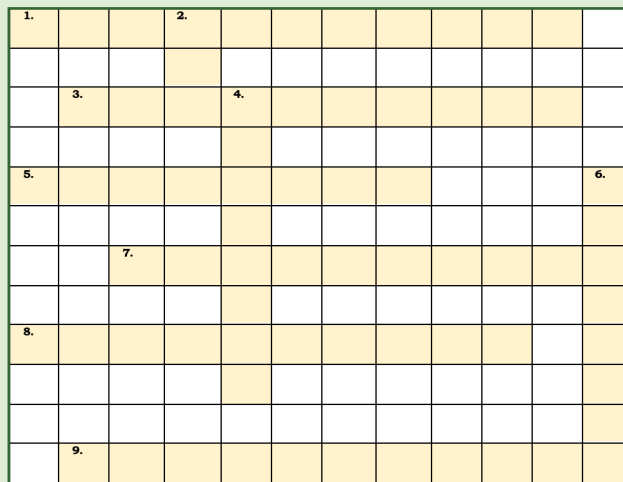
Smt Benu Gurung
Mission Director

Sikkim stands as a beacon of environmental responsibility, leading a green revolution despite its size and challenging mountainous terrain. The state, in 1998, took the groundbreaking step of banning disposable plastic bags, setting the tone for India's environmental leadership. Subsequent initiatives included targeting single-use plastic bottles and, in 2016, banning packaged drinking water in government offices and events. Styrofoam and thermocol disposable items were also prohibited state-wide to combat plastic pollution. The 2022 ban on Single-Use Plastics (SUP), enforced through awareness campaigns and penalties, has significantly influenced residents to adopt eco-friendly alternatives.

At the heart of Sikkim's success for the Swachh Bharat Mission is the exemplary Resource Recovery Centers at Lingtam Phadamchen GPU in Reghu Block, Pakyong District. Located at an altitude of 8440ft, this area faced unique challenges, including wildlife-human conflicts due to poor food waste management. Through public meetings and sensitization efforts, the community addressed the need for sustainable Solid Waste Management (SWM). Household waste collection, user charges, and the use of Resource Recovery Vehicles have become integral parts of their waste management strategy.

The Lingtam Padamchen GPU, in collaboration with the World Wide Fund (WWF-India), conducted extensive community engagement, household surveys, and implemented a Material Recovery Facility (MRF) in Phadamchen Village. This MRF, manned by the 17 Swachhata Sahayogi Team, caters to the waste management needs of five wards, encompassing 146 households and 629 residents. The GPU's vision is ambitious – to become the best waste-managed village in the country, aiming for zero waste sent to landfills. Through innovative initiatives such as garbage melas and taking oath for responsible waste management, Lingtam Padamchen GPU is actively contributing to a sustainable and responsible future.

CROSS WORD



Clues

Across	Down
1 Online platform fostering digital interaction and content sharing among users.	2 Individual dialogue and conversation
3 The application of scientific knowledge to innovate and create tools for practical purposes	4 Billboards
5 Promotion	6 Key communication points
7 Broadcasts or mass media	
8 People uprising	
9 Trendsetters	

Answers:
Across: Social Media; Campaign; Technology; Video; Jalandhar; Influencers
Down: IPC; Hoarding Messages



Momentous Memories

Secretary, DDWS, Smt. Vini Mahajan chaired the discussions on Annual Implementation Plan (AIP) for implementation of SBM-G for all States/UTs for 2024 -25 in January 2024. The States/UTs presented their AIPs during which physical and financial targets for SBM-G Phase II were discussed. These meeting were attended by



Maharashtra



West Bengal



Chhattisgarh



Kerala



Karnataka



Nagaland

Secretary, DDWS Smt. Vini Mahajan, held a Collector Samvad with 10 District Collectors on January 6, 2024, to acknowledge and appreciate their unwavering dedication towards achieving a Swachh Bharat. The objective of this Samvad was to provide a platform for collaboration, strengthening and accelerating the implementation of SBM-G II. It also allowed for a review of the program and familiarize all with the lessons learnt from the grassroots level implementation.



Mission Director & Joint Secretary, Shri Jitendra Srivastava held a Sarpanch Samvad on January 7, 2024, to discuss, understand and appreciate the work being done by the Sarpanch in UP as they move forward on their journey of ODF plus for a Swachh Bharat.



Welcome to ODF plus village



From the Secretary's Desk



Smt. Vini Mahajan

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

In January 2024, the accomplishments of over 5.15 lakh villages declaring themselves ODF Plus and 1.13 lakh villages as ODF Plus Model are remarkable, reflecting collective dedication. As we plan, we must embrace 'woman-led development' as guided by our Honorable PM, and employ locally relevant strategies, to ensure we do better, echoing the words of Winston Churchill: "To improve is to change; to be perfect is to change often." We must ensure we leave no one behind in their pursuit of Individual Household Toilets and effective waste management systems. Let's emphasize rural sanitation programs with renewed commitment, align stakeholders, and evolve continuously, ensuring inclusive solutions that are pro-poor and pro-woman in making villages true ODF Plus Model.

From the Mission Director's Desk



Shri Jitendra Srivastava,

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

In our journey towards a Sampurna Swachh Bharat, the success is dependent on a culmination of various elements including meticulous and strategic planning, leveraging institutional recall, learning from past best practices, and keen observation. State annual implementation plans strike a balance between macro and micro goals, leveraging past successes. Evidence underscores SBM's impact on life, health, wealth, and dignity in rural communities. Inspired by ground-level stories, let's assess and replicate successful models across states, infusing innovation into waste management. Prioritizing mass promotion and campaigns is vital for an effective Jan Andolan. Together, in innovation, we transform aspirations into reality.

To contribute to the next issue of the **Swachhata Samachar**,
share your submission before the 15th of every month to swachhbharat@gov.in.

