



पेयजल एवं स्वच्छता विभाग
जल शक्ति मिशन
भारत सरकार
DEPARTMENT OF DRINKING WATER AND SANITATION
MINISTRY OF JAL SHAKTI
GOVERNMENT OF INDIA

**SWACHHATA
SAMACHAR**



Volume 4 | Issue 25

SWACHH BHARAT MISSION Grameen



Ek kadam swachhata ki ore



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From the **Union Minister**

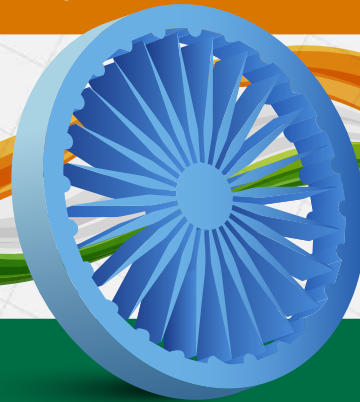
As we step into the new year, it is an opportunity to bring renewed energy and focus to the program. The progress made so far has been a testimony to the collective efforts of states, communities, and stakeholders. However, as we approach the March 2025 target, it is crucial to intensify our efforts.

While the extension of SBM-G provides us with additional time, it is imperative that we prioritize regular reviews, strengthen state-level coordination, and enhance community ownership to sustain the momentum. We need to use this time wisely, ensuring that every village becomes a model of cleanliness, hygiene, and sustainability, truly embodying the vision of a Swachh Bharat.



Sh. C. R. Patil

Union Minister, Ministry of Jal Shakti



From the **Union Minister of State**

The beginning of a new year is a perfect opportunity to refocus our efforts on ensuring the quality and sustainability of SBMG. As we strive toward our goals, greater emphasis must be placed on operations and maintenance, faster fund utilization, and timely implementation.

Community involvement, and engagement of self-help groups, remains at the heart of our mission. By linking sanitation with cultural identity and fostering a sense of pride in cleanliness, we can deepen community ownership and create lasting change.



Sh. V. Somanna

Union Minister of State, Ministry of Jal Shakti





From the Secretary's Desk

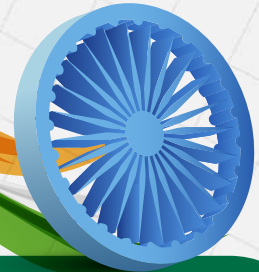
Collaboration and convergence among states are the cornerstones of ensuring the long-term impact of the program. By working together, sharing best practices, and fostering a unified approach, we can amplify the reach and effectiveness of our efforts. Enhanced adoption of technology and a sharper focus on behavior change campaigns, especially those addressing innovative waste management, are critical to driving

sustainable outcomes. Equally important is working closely with the media as allies to spread awareness, highlight successes, and inspire collective action. We must continue to build partnerships and strengthen our resolve to achieve a cleaner, healthier rural India. Wish you all a 'Swachha' year ahead.



Shri Ashok Kumar Kaluaram Meena

Secretary, DDWS, Ministry of Jal Shakti



From the Mission Director's Desk

As we welcome the new year, it is vital to approach the SBM-G with renewed focus and innovative strategies. To ensure its continued success and evolution, a SMART approach must remain at the core of our efforts—focusing on Sustainability, Making women central to the mission, Accelerating private sector involvement, Re-establishing communication protocols, and enhancing Training and technological interventions.

This holistic and forward-thinking approach will not only reinforce our achievements but also pave the way for deeper community engagement and sustainable outcomes. Together, let us commit to this vision and make 2025 a defining year for rural sanitation in India.



Shri Jitendra Srivastava

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





Programme Highlights

As on January 21st, 2025

ODF PLUS

Over 5.62 lakh of India's inhabited villages have declared themselves ODF Plus.

- Aspiring: **1,32,538**
- Rising: **9,989**
- Model: **4,19,909**
- Verified: **2,54,690**

4,87,277 Villages have arrangements for solid waste management

5,17,340 Villages have arrangements for liquid waste management

1415 Biogas plants registered

998 Functional Biogas plants

4622 Blocks have arrangement for plastic waste management





Ministry of Agriculture & Farmers Welfare

- Press conference to highlight Swachh Bharat Pakhwada activities, involving all stakeholders, including farmers and VIPs.
- Participation of VIPs/VVIPs (Union Ministers, MPs, and dignitaries) in Swachhta activities, with engagement of print and electronic media.
- Organization of mega plugging events, walkathons, Swachhta rallies, and Swachhta Rathes led by VIPs and VVIPs.
- Review of waste management practices, including utilization of organic waste, wealth generation from waste, and achieving polythene-free status.
- Cleaning of public places, community marketplaces, and tourist spots, with teams mobilized to clean riverbanks, ponds, and beaches.

Campaigns focusing on:

- Cleaning sewerage and water lines.
- Raising awareness about wastewater recycling and water harvesting for agriculture/horticulture.
- Celebration of Kisan Diwas by inviting farmers and conducting interactive workshops on practical solutions and best practices.
- Plantation drives within premises to create green areas and campaigns discouraging single-use plastics.
- Mass awareness activities, including seminars, workshops, training sessions, technology demonstrations, and exhibitions on Swachhta themes.





रक्षा मंत्रालय
MINISTRY OF
DEFENCE

Ministry of Defence

- Swachhata Pakhwada celebration at SQAEL, Mumbai, with activities such as:
- Poster and slogan campaigns.

Directorate of Ordnance (C&S):

- Concluding ceremony and distribution of prizes.
- Organization of a press conference.
- Release of a PIB statement.





DDWS's Collector Samvad

DDWS reinitiated its monthly Collector Samvad initiative this month to spotlight innovative best practices implemented under SBMG by Collectors, Deputy Commissioners, and CEOs of Zila Panchayats. A Collector Samvad, chaired by JS&MD, SBM-G, took place on December 30 and district officials from five states presented their exemplary work:

- Sh. Sheelendra Singh, DC, Chhindwara, Madhya Pradesh
- Sh. Vishakh, DM, Aligarh, Uttar Pradesh
- Sh. NSK Umesh, DC, Ernakulam, Kerala
- Ms. Megha Bhardwaj, DC, Koderma, Jharkhand
- Dr. Anand K, CEO, ZP, Dakshina Kannada, Karnataka



Chindwara, MP: Sh. Sheelendra Singh, DC



Aligarh, UP: Sh. Vishakh, DM



Ernakulam, Kerala: Sh. NSK Umesh, DC



Koderma, Jharkhand: Ms. Megha Bhardwaj, DC



Dakshina Kannada, Karnataka: Dr. Anand K, CEO-ZP





SPM NIWAS-Kolkata

In December 2024, SPM Niwas conducted seven trainings reaching a total of 402 participants.

Five in person trainings on:

1. Liquid Waste Management in Rural Areas
2. Mastering PRA in Water and Sanitation
3. Comprehensive Training Program on Solid Waste Management
4. Enhancing Faecal Sludge Management through Convergence with Urban Sewage Treatment Plants
5. Training on SBM(G) for Block Level Coordinators under Light House Initiative

Two Online trainings on:

1. Vermi-Composting & Management of Dangerous domestic Waste in Rural Areas

In January 2024, SPM Niwas plans to conduct the following trainings through an online and offline format.

- Liquid Waste and Faecal Sludge Management
- Training of Trainers (ToT) for SIRD and State recognized institutes (WASH Cell)
- Green Highways (Use of Plastic waste in Road Construction)
- FSSM Co-treatment Approaches
- Refresher Course of Master trainers on SBM-G 2.0
- PRA in Water and Sanitation
- Vermi-Composting and Use of Plastic waste in Road Construction
- Management of PMU

To register for the training- click here



To know more reach out to:-

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Chaitali Modal at chaitalimondal@kpmg.com





Union Minister Reviews SBM-G Progress: Himachal Pradesh and Rajasthan on Dec 3



Union Minister for Jal Shakti, Shri C.R. Patil, reviewed the progress of Himachal Pradesh and Rajasthan in rural sanitation on 3rd December 2024. This meeting highlighted both achievements and areas needing urgent attention, underscoring SBM-G's commitment to sustainability and inclusivity.

Himachal Pradesh: Aiming Higher in Sanitation Goals

Himachal Pradesh has made commendable strides, with 90% of its 17,596 villages declared Open Defecation Free (ODF) Plus, and 63% reaching ODF Plus Model status. However, the state stands at the 21st position among 34 states, signaling the need for a final push to meet its ambitious goals by March 2025. While most villages in the state have solid and greywater management systems in place (78% and 86%, respectively), there's a pressing need to address gaps in drainage endpoints and ensure the operational functionality of waste management assets.

Rajasthan: Progress with a Push for Sustainability

Rajasthan's efforts in sanitation have been remarkable, with 98% of its 43,447 villages achieving ODF Plus status and 85% meeting the ODF Plus Model benchmarks. The state's position as 10th nationally reflects its commitment, but the Minister stressed the need for sustained efforts to close remaining gaps.

[To read more, click here](#)





Union Minister Reviews GOBARdhan: Transforming Organic Waste into Wealth



The GOBARdhan (Galvanizing Organic Bio-Agro Resources Dhan) initiative, a pivotal component of the Swachh Bharat Mission Grameen (SBM-G), is making significant strides in transforming organic waste into valuable resources like Compressed Biogas (CBG) and organic manure. On December 3, 2024, Union Minister for Jal Shakti, Shri C. R. Patil, convened a high-level meeting in New Delhi with representatives from nine key stakeholder ministries and departments to assess the progress of the initiative and strategize its future course.

The Union Budget 2023-24 set an ambitious target to establish 200 new CBG plants under the GOBARdhan scheme. As of now, 37 CBG plants are operational, and 133 are in various stages of development, marking a substantial increase from 19 functional plants in 2020 to 125 in 2024.

[To read more, click here](#)





Hon'ble MoJS Reviews SBM-G Progress in Punjab, Madhya Pradesh, Uttar Pradesh and Bihar on Dec 10



Hon'ble Union Minister, C R Patil with Smt Radha Ravindra Singh, Hon'ble Minister of State for Panchayat and Rural Development of Madhya Pradesh



Hon'ble Union Minister, C R Patil reviewing UP Progress with State Officials



Hon'ble Minister CR Patil with Shri Shrawon Kumar, Hon'ble Minister of Bihar Rural Development



Hon'ble Union Minister, C R Patil with Sh. Hardeep Singh Mirdian, Hon'ble Minister for Revenue, Rehabilitation and Disaster Management of Punjab

SBM-G continues to play a crucial role in enhancing rural sanitation across India. On December 10, 2024, Hon'ble Union Minister of Jal Shakti, Shri C.R. Patil, held a review meeting with State Ministers from Punjab, Madhya Pradesh, and Bihar, alongside officials from the Department of Drinking Water and Sanitation (DDWS). The meeting aimed to evaluate progress, address challenges, and strategize for sustainable outcomes, moving forward. The Union Minister underscored that sanitation extends beyond infrastructure, emphasizing its role in improving public health and community dignity. As he stated, "Sanitation is not just an infrastructure goal but a behavioral mission that shapes the health and dignity of rural communities."

Key Achievements by State

Punjab

- 98% villages are ODF Plus, with 87% achieving complete grey water management.

Madhya Pradesh

- 99% villages are ODF Plus, with 95% attaining ODF Plus Model status.

Uttar Pradesh

- 98% villages are ODF Plus, with over 1 lakh personnel trained for SBM-G implementation

Bihar

- 92% villages are ODF Plus, with grey water and solid waste management coverage at 91% and 80%, respectively.

[To read more, click here](#)





Hamara Shauchalay: Hamara Samman – A Journey of Sanitation and Dignity



Launch of LED vans in J&K on 19th November that travelled to all districts of the state



IHL repair in Karnataka



IHL sanctions in Puducherry



AFTER



BEFORE

CSC repair & painting in Uttar Pradesh



Honorable Governor, Chhattisgarh Visited Rudri Village of Dhamtari District and saw IHL & CSCs and interacted with the sanitation workers



District Water and Sanitation Mission (DWSM) meeting in progress in Punjab



AFTER

The “Hamara Shauchalay: Hamara Samman” (HSHS) campaign, launched on World Toilet Day (November 19), concluded on December 10, aligning with Human Rights Day to emphasize the vital connection between sanitation, dignity, and human rights. Organized by the Department of Drinking Water and Sanitation (DDWS), Ministry of Jal Shakti, this three-week campaign brought communities together across India, highlighting sanitation as a shared responsibility and a source of pride.

Achievements of the HSHS Campaign

- Improving Community Sanitary Complexes (CSCs): Over 1.54 lakh CSCs were assessed and improved for functionality, covering more than 70% of existing complexes.
- Sanctioning New Toilets: More than 3.35 lakh Individual Household Latrines (IHLs) were sanctioned, bridging critical sanitation gaps.
- Community Engagement: Over 50,500 events were held, with more than 38 lakh people participating in grassroots activities such as sanitation drives and Ratri Chaupals.
- Strengthening Local Governance: More than 600 District Water and Sanitation Mission (DWSM) meetings were conducted, involving stakeholders at every level.



To read more, click here





From Waste to Wealth through Material Recycling Centre (MRC) Transforming Waste Management in Bastar, Chhattisgarh



Swachh Centre- MRC shed at Bastar, Chhattisgarh



Effluent Treatment Plant (ETP)



Under the Swachh Bharat Mission Grameen (SBMG), a pioneering Material Recycling Centre (MRC) has been established in Bastar, Chhattisgarh. This facility is the first of its kind in India and is part of the HDFC bank- CEE supported project. 'Rural & Urban Landscape Free of Dry & Plastic Waste'

The Bastar project is unique as it has established a Material Recovery and Recycling into a single, integrated initiative, titled Swachh Centre. Supported by the Zilla Panchayat Bastar and local bodies, the MRC caters to 114 villages across 71 Gram Panchayats, exemplifying SBMG's commitment to innovative waste management and sustainability through a Circular Economy approach. Inaugurated on 13th June 2024 by Shri Mahesh Kashyap, MP Bastar, and Shri Kiran Deo, MLA Jagdalpur, the MRC has already made significant strides in promoting environmental sustainability and resource efficiency.

Swachh Centre- State-of-the-Art Facility Supporting SBMG Goals

These Swachh Centres (that are units of MRF & MRC) employ advanced machinery to process various types of plastic waste efficiently. Operational since July 2024, it has processed 59.13 metric tons (MT) of plastic waste, including Multi-Layered Plastics (MLP), Low-Density Polyethylene (LDPE), and High-Density Polyethylene (HDPE). To date, 40.24 MT of recycled MLP has been sent to Manufactures for further processing.



[To read more, click here](#)





A Regional Workshop in Ganjam, Odisha: Strengthening Sustainability Waste Management



A two-day regional workshop titled ‘Dry & Plastic Waste Management: Sustainability | Inclusivity | Partnerships (Waste to Wealth)’ was held on December 20-21, 2024, in Ganjam, Odisha. This initiative, jointly organized by DDWS, Government of Odisha, Zilla Parishad Ganjam, CEE and CORE, brought together key officials and experts to explore innovative waste management strategies.

The workshop commenced with an exposure visit to the Material Recovery Facility (MRF) in Hinjlicut, Ganjam. The visit was led by Sh. Jitendra Srivastava, Joint Secretary & Mission Director (SBM) and included participation from senior officials. The visit was facilitated by CEE and witnessed active participation from over 60 senior officials representing states such as Odisha, Bihar, Gujarat, Jharkhand, Madhya Pradesh, and Uttar Pradesh. The discussions focused on the functionality and impact of the MRF, highlighting its role in advancing circular economy practices.

[To read more, click here](#)





Inauguration of Sanitation Technology Park at Muzaffarpur, Bihar



Children and SHG members inaugurating the Sanitation Technology Park at Sakra, Muzaffarpur, Bihar.



SHG Members displaying the low-cost sanitation products, gaining attention from the District Administration, Muzaffarpur, Bihar.



Children explaining the functionality and benefits of each technology displayed at the technology park.

Since 2014, Bihar has made significant strides in improving sanitation through efforts under the Swachh Bharat Mission (SBM). Increased toilet coverage, community-led campaigns, and heightened hygiene awareness mark important milestones, with Muzaffarpur emerging as a model district. However, challenges persist, particularly in rural areas, in achieving universally safe, sustainable sanitation. Continued investment and innovation are essential to progress from basic facilities to resilient systems for all.

Inauguration of the Sanitation Technology Park: UNICEF in collaboration with the District Administration Muzaffarpur with technical support from the Institute of Livelihood Research and Training (ILRT), inaugurated the Sanitation Technology Park in Sakra Block of Muzaffarpur district in Bihar. This marks a significant milestone in the district's sanitation journey. This park features climate resilient sustainable sanitation technologies like raised toilet with bio digester, eco-san toilet, constructed wetlands, magic pit, junction chamber, rainwater harvesting structure, NADEP composting, waste stabilization pond (WSP), and constructed wet land. The park will serve as a demonstration and training hub for local officials, PRI members, and community stakeholders.



[To read more, click here](#)





Swachh Search

Complete the crossword puzzle below



S	T	O	R	G	O	B	A	R	D	H	A	N	C
S	N	D	H	U	D	I	G	N	I	T	Y	P	A
E	O	C	E	A	R	G	A	C	T	S	N	L	R
N	I	O	L	L	D	A	S	P	E	R	A	A	E
I	T	N	E	M	O	W	L	P	L	S	T	S	C
L	A	Y	G	H	L	Y	N	L	I	L	A	T	Y
N	T	W	N	S	A	D	U	O	O	U	Y	I	C
A	I	A	O	A	C	A	N	G	T	D	A	C	L
E	N	S	L	W	E	I	R	Y	H	G	H	B	E
L	A	T	S	S	A	G	O	H	H	E	C	I	O
C	S	E	D	I	F	S	C	N	R	R	N	O	O
S	E	G	R	E	G	A	T	I	O	N	A	G	D
T	D	L	C	O	W	I	L	A	I	I	P	A	F
O	G	S	S	S	C	O	M	P	O	S	T	S	O



Hints : Gobardhan, Dignity, Compost ODF, Plastic Biogas, Segregation Waste, Cleanliness, Sanitation





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