



SWACHHATA SAMACHAR

January 2024

Over 5 lakh villages declared themselves ODF Plus



Swachh Bharat Mission - Grameen Newsletter

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Work to make your village, your neighbourhood and your city number one in cleanliness.

PM's address during the inauguration of the Swarved Mandir, Varanasi, Uttar Pradesh
18th December 2023

Sh. Narendra Modi
Prime Minister of India

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As 2023 comes to an end, it's time to celebrate and reflect on our water, sanitation, and hygiene achievements over the last 12 months and set fresh goals for the New Year. Our strategic partnership with the Lighthouse Initiative and the Rural WASH Partners' Forum, has been a notable intervention, as development partners and corporate houses implement various ODF Plus activities. Our country is indeed on track to achieve SBM-G Phase-II goals by 2025 and make our vision of a country where everyone has access to decent toilets and good hygiene a reality.

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



Programme Highlights

As on 28th December, 2023

ODF
PLUS

Over **5,12,598** of India's inhabited villages have declared themselves ODF Plus.

- Aspiring: **3,21,539**
- Rising: **61,930**
- Model: : **1,29,129**

2,75,180 Villages have arrangements for solid waste management

4,41,413 Villages have arrangements for liquid waste management

1,150 Biogas plants registered

642 Functional Biogas plants

123 Completed Biogas plants

2,981 Blocks have arrangement for plastic waste management

Swachhata Pakhwada



Swachhata Pakhwada was observed by the Ministry of Defence and the Ministry of Home Affairs from 1st-15th December, 2023. The Ministry of Defence conducted cleanliness drives in markets, shopping complexes, and parks of Hindustan Aeronautics Limited (HAL). Additionally, there were essay writing competitions for children on the importance of cleanliness across various schools. Fumigation was done in the various townships of HAL, HAL residential colonies and office units to prevent mosquito breeding. At HAL offices and schools in Hyderabad, Kanpur and Bengaluru, seminars were organised on the importance of safe sanitation. HAL organised plogging from the HAL main gate to Scindia Junction, in which more than 100 employees participated while Mazagon Dock Shipbuilders Ltd. in Mumbai also organised a plogging event.

Ministries of Agriculture and Farmer's Welfare; Fisheries, Animal Husbandry and Dairying; and Minority Affairs observed Swachhata Pakhwada from 16th-31st December, 2023.



JJM & SBM-G empower women, provide economic opportunities: JS&MD

'Women and Water' was the theme of one of the side events of COP 28, held in the UAE from 30th November to 12th December, 2023. At the event, the Department of Drinking Water and Sanitation (DDWS) had an opportunity to present the achievements under Swachh Bharat Mission Grameen (SBM-G) and Jal Jeevan Mission (JJM), fostering discussion on key issues of WASH and highlighting the achievements and impact of both the flagship programmes in the lives of women in India.

Speaking at the event, Shri Jitendra Srivastava, Joint Secretary and Mission Director (JS&MD), stated that JJM has played a pivotal role in empowering women as decision-makers in the water sector, aligning with COP28's goals of climate resilience.

The outcomes of JJM include improved health, time saved, opportunity for education, alleviation of tension about fetching water, ease of life, self-confidence development, increased participation, adequate training in water quality testing, and newfound economic opportunities.

On the other hand, SBM-G Phase-II is providing women with new economic opportunities, as they are being trained in new skills such as construction and maintenance of toilets. This is helping break down gender barriers and creating a more equitable society.

Phase-II of the Mission is aimed at improving the overall sanitation and hygiene of the country by creating job opportunities for women in the sanitation and waste management sector. The waste management facilities, which are being managed and maintained by women, are providing women with stable income and helping improve the overall sanitation in their communities, the JS&MD added.



To read more, [Click here](#)

State Tourism Secretaries meet to discuss Swachhata Green Leaf Rating System



The Swachhata Green Leaf Rating System (SGLR) that was launched by the Department of Drinking Water and Sanitation (DDWS), Ministry of Jal Shakti in collaboration with the Ministry of Tourism on 2nd November, 2023 was rolled out at the State Tourism Secretaries Meeting held at the national capital between 28th and 29th November, 2023.

The system which would rate hospitality facilities of the country based on their compliance to safe sanitation practices is in alignment with the 'Travel for Life' commitment of the Ministry of Tourism under Mission LiFE of NITI Aayog.

The launch of the rating system has been initially piloted in the Union Territory of Jammu & Kashmir and thereafter will be scaled up for a nationwide rollout. Given that it is one of the most frequented tourist places, it would be able to set the path for others to follow in the sector of safe sanitation.

A joint policy document has been developed by DDWS and the Ministry of Tourism, as a prelude and guiding document for pioneer implementation of the rating system in Jammu & Kashmir.

To read more, [Click here](#)



Junk to Jugaad – theme of a Balrampur Polling Station



Polling booth number 216 situated in Bhanaura Gram Panchayat in Balrampur district of Chhattisgarh was the talk of the town during the recent elections held in Chhattisgarh. Created by the Swachh Bharat Mission Grameen (SBM-G) team of the district, it was made up of scrap bits of rubber, paper, plastic, glass, metal, cloth, and wood, demonstrating how waste can be used as a resource, if properly managed.

The polling station 216 was set up in a primary school with the help of Swachhagrahis. It was a source of attraction for the voters, set up under the guidance of District Panchayat CEO, Ms. Rena Jamil, its theme being 'Junk to Jugaad.' People took home the message that reusing waste will reduce the waste going to landfills while ensuring cleanliness of surroundings.

The innovative initiative served as an eye-opener to all the electors on the importance of recycling and curbing the use of single-use plastics to protect the environment.

Ahead of the Assembly Elections 2023, the Election Commission of India (ECI) directed District Election Officers to create unique polling centres in each district to increase voter percentage during the Assembly elections.

In compliance with the instructions of the ECI, the District Collector of Balrampur in Chhattisgarh, who was also the District Election Officer, Mr. Remijeyus Ekka was keen to make all 12 polling centres in the district into unique creations, reflecting the district's physical structure, culture, environment, tourism, and scenic spots, greenery, and agriculture.

Polling booth 216 was created by making use of waste. Painted coconut shells were used as vases for bouquets that adorned the window sills of the polling booth. Furthermore, tractor tires that were cleaned, repaired, and painted made a colourful Selfie zone for votes to click their photographs, signifying their participation in the elections, the message being – life can be made colourful using waste. The election logo was made using paper, plastic bowl plates, disposable CD cassettes, plastic balls, badminton racquets and Coke bottles. In addition, proper seating arrangements were made for voters at the polling station along with drinking water.

Outside the polling booth, the CCTV camera was made of wood, and a chandelier was made of glass bangles. There were also wall paintings calling for 100 percent voting. Garbage bins, a plastic bank signalled the ban of single-use plastics and the need to make India garbage-free.

To read more, [Click here](#)

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Achieving ODF Plus Model - the Mizo Way



Of the 11 districts in Mizoram, the districts of Mamit, Kolasib, Serchhip, and Hnahthial have demonstrated exceptional performance as ODF Plus Model districts. While much of the success is attributed to community participation in activities such as shramdaan, innovative IEC activities have played a significant role in transforming the districts into ODF Plus Model districts.

District Coordinators, Swachhagrahis, and NGOs too have played pivotal roles in achieving ODF Plus model status. Their coordinated efforts have been the driving force behind all activities.

The Mizo people have a strong tradition of community participation as demonstrated during Shramdaan - a common practice when they come together to clean and maintain public spaces.

To achieve ODF Plus Model status, district-level authorities made detailed plans and established targets for each block before creating a route map for implementation. Besides holding special Gram Sabhas, they disseminated information and organized capacity building on ODF Plus components. Construction of IHHLs and CSCs was undertaken to ensure 100% access to toilets; individual and community compost pits for solid waste management, and individual and community soak pits for greywater management. They formed WhatsApp groups with Swachhagrahis to provide guidance on ODF Plus projects, offering upfront funding for the construction of soak pits, compost pits, etc., while fixing a timeframe for their completion.

To read more, [Click here](#)

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Co-treatment of solid waste from rural areas at urban MRFs in Rajasthan

The Panchayati Raj Department, Government of Rajasthan on 23rd October, 2023 entered into an agreement with Urban Local Bodies (ULB) under which, solid waste including plastic waste generated in rural areas can be treated at the existing urban facilities that are situated within a 15 km radius.

Currently, Rajasthan has 137 functional Material Recovery Facilities (MRFs)/Plastic Waste Management Units (PWMUs) under ULBs, of which 61 have spare capacity for co-treatment. It is to ensure the optimum use of these facilities that the Panchayati Raj Department entered into this convergence.

Through the convergence, approximately 2,450 villages in 66 blocks of 29 districts of Rajasthan will benefit from the 61 MRF/PWMUs of ULBs.

The initiative is in keeping with the advisory issued by the Department of Drinking Water and Sanitation (DDWS), Government of India on 14th September, 2021, for rural areas to use the existing MRFs/PWMUs of urban areas.



To read more, [Click here](#)

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Swachhata Competition of ASI monuments



To identify and celebrate impeccably maintained tourist destinations across the country, the Department of Drinking Water and Sanitation (DDWS), Ministry of Jal Shakti, and the Ministry of Tourism have launched a Swachhata Competition, inviting applications from all Archaeological Survey of India (ASI) monuments.

The competition which is designed to acknowledge and honour exceptionally clean and well-maintained tourist attractions was launched on 19th November, 2023 during World Heritage Week.

DDWS has prepared a comprehensive checklist containing parameters with yes/no answers, covering essential aspects such as the availability of safe drinking water, adequate toilet facilities, handwashing stations, safe containment of sewage and faecal matter, segregation of solid waste at source, cleanliness of approach pathways, treatment of waste, innovation in waste management, boards promoting sanitation awareness, etc., at the sites.

Individual ASI monuments willing to participate are required to fill up the checklists within 10 days. This will be followed by visits of designated teams to assess the maintenance of those monuments/sites. Two sites/monuments from each state/UT will be declared as winners and they will be recognised and awarded.

To read more, [Click here](#)

SHG women transforming into cleanliness champions in Gujarat

In the vibrant state of Gujarat, under the banner of the Swachhata Hi Seva (SHS) 2023 campaign that is being implemented from 15th September to 15th December 2023, an ambitious endeavour unfolded to transform 17,425 women from Self-Help Groups (SHGs) into champions of cleanliness and environmental awareness.

Spearheaded by Swachh Bharat Mission Grameen (SBM-G), a series of training programmes were organised with the aim to empower women from SHGs with the knowledge and skills required to promote awareness, effectively manage solid and liquid waste, and oversee the operation of segregation sheds within their respective communities.

The training sessions were divided into three core modules: Awareness promotion; Solid and liquid waste management; and Management of segregation sheds - each designed to address the various components of ODF Plus during the SHS campaign.

As the weeks passed, the 17,425 SHG members transformed into champions of SHS 2023. Equipped with knowledge, skills, and an unwavering determination, they returned to their communities as catalysts for change. They have been organising cleanliness drives, conducting door-to-door awareness campaigns, and reaching out to more than 4 lakh rural households. Moreover, they have taken responsibility for the operation and maintenance of 687 segregation sheds.



To read more, [Click here](#)

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DDWS organises interstate exposure visits



The Department of Drinking Water and Sanitation (DDWS) is organizing exposure visits for senior officials to enable them to see firsthand the best ODF Plus practices followed in other states and to ensure that they adopt the same in their respective states with areas specific modifications.

Over the past few months, DDWS has been interacting with States/UTs at regular intervals during review meetings, state visits, and conferences. During these interactions, it was observed that plenty of exemplary work was being done by certain States/UTs which is needed to be shared with other states/UTs, calling for the need for exposure visits.

During exposure visits, the visitors could be appraised of the best practices being followed by the host state, enabling them to adopt the same back in their home state with modifications to suit their terrain and other conditions.

The move will not only motivate states to understand their challenges but also encourage them to take the required initiatives to overcome them, and in the process create new initiatives and practices. Moreover, the exercise will enhance the capacity of the visiting officials and the knowledge sharing will help in achieving the SBM-G Phase-II objectives while meeting the aspirations of the beneficiaries.

The first exposure visit was organized to Karnataka, the visiting States being Arunachal Pradesh, Tripura, Maharashtra, and Himachal Pradesh. They observed various Faecal Sludge Management (FSM) and Solid and Liquid Waste Management (SLWM) units.

To read more, [Click here](#)

Bihar bags 3 prestigious sanitation awards



Bihar earned much-deserved recognition in the rural sanitation sector by winning 3 of the prestigious ISC-FICCI Sanitation Awards of 2023. The state won awards for best communication in sanitation (digital); special recognition for the state with the highest number of ODF Plus Model villages within the Lighthouse Initiative (LHI) framework and in the Women Changemakers in Sanitation category.

The 7th edition of the India Sanitation Coalition (ISC) at the Federation of Indian Chambers of Commerce and Industry (FICCI) Awards ceremony was held in the national capital on 20th and 21st November, 2023.

Mission Director of Swachh Bharat Mission (Grameen) in Bihar - Mr. Rahul Kumar, and State Coordinator - Mr. Rajesh Kumar received the State awards while Mrs. Komal Kumari, Mukhiya, Harla Gram Panchayat (GP), Lakshmipur block, Jamui district received the award for the Women Changemakers in Sanitation category.

Under the Digital Communication Monitoring System (DCMS) initiative of the Swachh Bharat Mission (Grameen) in Bihar, messages related to sanitation and cleanliness, particularly regarding the regular use of toilets, adopting cleanliness habits, solid and liquid waste management, etc. are being sent through mobile messages. It is currently being carried out in 1,563 GPs and will be implemented in all remaining GPs of the state in collaboration with UNICEF and the Development Management Institute of Patna.

To read more, [Click here](#)

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Voice from the State



Shiv Singh Meena

Mission Director, Rural Sanitation
Department of RD, PRIs and ULBs

Sustainable Waste Management in Andaman & Nicobar Islands

In the serene expanse of the Bay of Bengal lies the Union Territory of Andaman & Nicobar Islands, adorned by emerald-blue seas and vibrant greenery. Nurturing its unique flora and fauna, waste management emerges as a challenging yet crucial aspect for these islands.

Community-Driven Zero Waste Goals: With 70 dedicated Gram Panchayats, we passionately pursue the goal of #ZeroWasteIslands, championed by the Directorate of RD, PRIs. The collaborative effort has earned the prestigious titles of ODF Plus and the inaugural Swachh & Sujal Pradesh, recognized by Union Jal Shakti Minister, Shri. Gajendra Singh Shekhawat.

Innovative Waste Handling and Legislation: To manage solid waste effectively, 26 clusters have been established, utilizing exemptions from freight charges for transporting specific waste types. The A & N Islands Panchayati Raj Institutions & Tribal Councils Solid Waste Bye Law, 2019 outlines regulations, penalties, and user fees. Notably, 8% of shredded plastics contribute to road construction, aligning with government norms.

Holistic Liquid Waste Management: Soak pits and vermicompost initiatives address liquid waste management, with Self-Help Groups actively participating in its production and sale. Simultaneously, initiatives tackling glass accumulation challenges are underway.

Community Engagement and Environmental Initiatives: Regular awareness camps, IEC & BCC efforts, and beach clean-up drives occur at various levels, from Panchayats to the State. Flagship programs like Mission LiFE and Swachh Survekshan Grameen drive determination across the islands.

Preserving the Marine Ecosystem: Recognizing the threat of plastic pollution to marine life, the UT diligently strives to safeguard its pristine environment. Through strategic steps and initiatives, it aims to ensure a clean and secure haven for current and future generations.

Waste Management Word Match

1	Waste Hierarchy	A	Plastic
2	5 Rs of waste management	B	They do not decompose or break down naturally
3	Incineration	C	Designing goods that last longer
4	An item that should not be put in your compost pile	D	Industrial and hospital waste
5	Non-biodegradable plastics are a problem in the environment because	E	Converting wet waste into manure
6	E-waste is generated from	F	Emphasizes reducing, reusing, recycling, recovery and disposal
7	Source reduction can be achieved by	G	Bar Screen
8	Hazardous waste	H	A process in which mixed garbage is burned at very high temperatures
9	Composting	I	Electronics
10	During wastewater treatment, plastic bottles, cans, and other large objects are removed by	J	refuse, reduce, reuse, repurpose, and recycle

Answers: 1-F, 2-J, 3-H, 4-A, 5-B, 6-I, 7-C, 8-D, 9-E, 10-G



From the Secretary's Desk



Smt. Vini Mahajan

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

This New Year, as we inch closer to our target of making the whole of rural India ODF Plus, we acknowledge that safe drinking water, sanitation and hygiene are crucial to human health and well-being. SBM-G has indeed contributed to safety, dignity and livelihoods, as well as to health and education. In the coming year, while we prioritize those most in need, we will not let any challenge stand in the way of covering the last mile of universal sanitation for our almost 6 lakh villages. Happy New Year!

From the Mission Director's Desk



Shri Jitendra Srivastava,

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

Overall, 2023 was a remarkable year in terms of ODF Plus activities. It was the most happening year in Phase-II of SBM-G, as the management of solid and liquid waste has become a regular feature in rural India. There were about 1.36 lakh (25%) ODF Plus villages in January 2023, and the number grew by leaps and bounds to achieve over 5 lakh (83%) ODF Plus villages on 29th December, 2023. A big thank you to each one of my SBM-G colleagues for their ongoing support and dedication to bringing about sanitation to the country.

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



पेयजल एवं स्वच्छता विभाग
जल शक्ति मंत्रालय
भारत सरकार

DEPARTMENT OF DRINKING WATER AND SANITATION
MINISTRY OF JAL SHAKTI
GOVERNMENT OF INDIA

सत्यमेव जयते

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