

SWACHHATA SAMACHAR



July 2024



Swachh Bharat Mission – Grameen

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“ Swachh Bharat Mission has also made the dignity of the poor and their health a matter of national significance.

For the first time, toilets were built for crores of poor people in the country.

These efforts give us the confidence that today the nation is following the ideals of Mahatma Gandhi in the true spirit. ”

Address by the Hon'ble President of India
Smt. Droupadi Murmu to Parliament
On 27 June, 2024

Programme Highlights

As on 28th June, 2024

ODF
PLUS

Over **2.04 lakh** of India's inhabited villages have declared themselves ODF Plus.

- Aspiring: **2,98,650**
- Rising: **42,436**
- Model: : **2,04,185**

3,34,504 Villages have arrangements for solid waste management

4,81,255 Villages have arrangements for liquid waste management

709 Functional Biogas plants

87 Completed Biogas plants

275 Biogas plans are under construction

3326 Blocks have arrangements for plastic waste management

Swachhata Pakhwada Activities (June, 2024)

Ministry of Coal:

- Swachhata Pakhwada, a dedicated fortnight aimed at promoting cleanliness and hygiene, was celebrated with great fervor across all offices and mines.
- Swachhata Pledge was undertaken at the SECL HQ, Bilaspur on 16 June 2024 in presence of CMD, SECL, SECL Functional Directors and all employees.
- Swachhata pledge was undertaken at GM office at Argada, attended by senior officers and staff.

Gevra:

- Swachhata Pledge conducted at Gevra along with AGM, HODS and all employees.
- Distribution of dustbins in the areas around the Gevra coal mine was done to ensure waste segregation by residents.
- Awareness sessions held in peripheral villages of Gevra project on the importance of clean drinking water, sanitation, and regular cleanliness of water bodies.
- Community mobilization activities such as community dance, drama and nukkad naataks conducted for higher program uptake and understanding.
- Educative sanitation focused activities held in schools adjoining the Gevra project for children that included essay writing, drawing and quiz competitions.
- Social media was used for dissemination of ongoing work at the Swachhata program at Gevra
- Awareness drives to curb single use plastic (SUP) in all markets was undertaken and cloth bags were also distributed in nearby areas of Shaktinagar and Urjan.

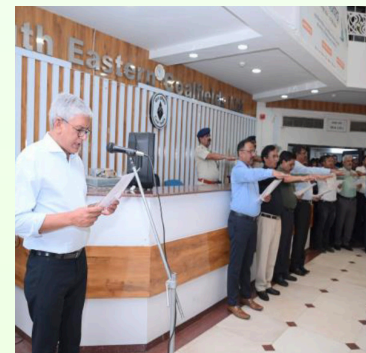


Korba:

- Sanitation pledge ceremony was undertaken at all Mines/Departments/PSUs, attached officers, organizations and institution of SECL Korba area.

Chirmiri

- Cleaning of Hospitals, Dispensaries premises and disposal of garbage and waste was done.
- Schools and offices of mine department were cleaned and blue and green dustbins were placed in all office premises.
- Appropriate IEC messages and banners were placed at all mine establishments.



Planting Hope: Telangana's Siddipet District's World Environment Day Celebration



On World Environment Day, June 5th, 2024, Siddipet district in Telangana State united for a heartfelt celebration of nature and sustainability. Under the guidance of the Union and State government, the district showcased its commitment to environmental preservation and community empowerment through a series of impactful activities.

Leading the charge was the District Collector, Sri M. Manu Chowdary, IAS, and Additional Collector Smt. Garima Agarwal, IAS, along with the efforts of DRDO, Sri Jayadev Arya, and District Panchayat Officer, Smt. Devaki Devi. Coordinated efforts across all villages, involving various line departments, marked a day focusing on significant environmental action.

The highlight of the celebrations was an ambitious mega plantation drive under MGNREGA. Thousands of volunteers, public representatives, Self Help Group (SHG) members, school children, local farmers, and officials came together to plant approximately 70,000 saplings. This massive collective effort aimed to enhance green cover, combat climate change, and instill a sense of environmental responsibility in the community.

Complementing the plantation drive, the women of Siddipet villages showcased their skills by making eco-friendly leaf plates. This traditional craft emphasizes sustainable living and provides an alternative to plastic. Women, including SHG and MGNREGA workers, collaborated to produce around 60,000 leaf plates. Made from natural leaves of 'Modhuga' plant, these leaves are believed to be medicinal in nature that help in building immunity. These plates are biodegradable, compostable, and free from harmful chemicals. Promoting the use of leaf plates was also a significant step towards reducing plastic waste and encouraging eco-friendly practices.

[To read more, click here](#)



Sustainable Solutions: Empowering Women Through Waste Management in Erattayar Gram Panchayat, Kerala



Nestled in the picturesque landscapes of Kerala's Idukki district, Erattayar Gram Panchayat epitomizes sustainable development and community empowerment. Waste management has emerged as a dual solution: preserving the environment while creating employment opportunities, particularly for women.

Aligned with state guidelines, the Panchayat's waste management strategy emphasizes resource recovery and recycling. Door-to-door collection services, spearheaded by Haritha karma sena volunteers, reach over 4,600 households and 500 institutions, ensuring safe and proper waste disposal for approximately 20,000 residents.

Moreover, around 30 local women find employment through the Haritha karma sena, earning an average of Rs. 10,000 per month. This initiative not only contributes to cleanliness but also challenges gender inequality, promoting inclusivity and economic empowerment within the community. Despite initial challenges, including hesitancy in fee collection and infrastructure setbacks, the Panchayat's resilience and adaptability have driven progress. Reorganization efforts, enhanced training, and partnerships with private agencies have strengthened waste management practices.

The 28 dedicated members of Haritha karma sena play a crucial role in solid waste management, ensuring the successful implementation of door-to-door collection systems. Their efforts result in the collection of user fees from approximately 85% of households and around 90% from institutions, generating approximately Rs. 2,50,000 per month.

[To read more, click here](#)



Transforming School Midday Meal Waste: Pipe Composting Initiative



The Swachh Bharat Mission Phase II seeks to build on the success of its initial phase by maintaining Open Defecation Free (ODF) status in villages and enhancing overall cleanliness in rural areas through comprehensive waste management. This phase emphasizes ODF sustainability, solid and liquid waste management, and maintaining visual cleanliness. Students, as key agents of change, play a crucial role in these efforts. By engaging students, significant community transformations can be achieved. Recognizing this, the Mission Directorate of Swachh Bharat Mission (Gramin) in Assam has launched a unique initiative to involve students in managing biodegradable waste from the Mid Day Meal program through 'Pipe Composting.'

The Need for Pipe Composting

Focus Group Discussions (FGDs) during 'Gaon Sabhas' in various districts highlighted a common issue: waste from the Mid-Day Meal program was often discarded in the open, contaminating water bodies and harming the environment. To tackle this problem, the state headquarters instructed district Public Health Engineering (PHE) authorities to identify 50 schools in each of the 42 divisions that participate in the Mid-Day Meal scheme. School authorities were trained in the 'Pipe Composting' method, a do-it-yourself technique for managing food waste. This method is highly effective for composting organic matter, producing nutrient-rich compost.

Pipe Composting: How It Works

The process of pipe composting begins with the daily segregation of waste. For ground surface pipe composting, three PVC pipes (1.5 meters in length and 150 mm in diameter) are used. The pipes are inserted into the ground near the kitchen, spaced 1-2 meters apart with half of their length underground. The underground portion remains open to the earth, with small holes to allow leaching. Each pipe is covered with an inverted reusable bag to prevent rainwater and foreign materials from entering. The bags should have holes for air passage.

[To read more, click here](#)



Sustainable Waste Management: Insights from Bastar's Workshop

State Level Plastic Waste Management Workshop: A Model for Rural-Urban Convergence



On May 21st and 22nd, 2024, the S.G. College of Agriculture & Research Station in Kumhrawand, Jagdalpur, Chhattisgarh, became a hub of innovation and collaboration for waste management. The State Level Plastic Waste Management Workshop, organized with the support of the Ministry of Jal Shakti, showcased the remarkable achievements of the "Rural & Urban Landscape Free of Dry & Plastic Waste" project, setting new benchmarks for sustainable practices under the Swachh Bharat Mission- Gramin.

The workshop spotlighted the Material Recovery Facility (MRF) established in Bastar as a part of the collaborative efforts involving the District Administration Bastar, HDFC Bank, Centre for Environment Education (CEE), and SWMS. This facility stands as a beacon of effective waste management, currently connecting 82 of the targeted 114 villages in Bastar and serving as an exemplary model for rural-urban waste management convergence.

The first day of the workshop was designed to arm the 63 participants, including district consultants and SBM coordinators from across Chhattisgarh, with comprehensive knowledge about plastics and waste management operations.

The event marked a significant milestone in advancing the goals of the Swachh Bharat Mission- Gramin and showcased Bastar as a model for rural-urban convergence in waste management.

[To read more, click here](#)



Creating a #PeriodFriendlyWorld: World Menstrual Hygiene Day in Nawagarh Panchayat, Jharkhand



On May 28, 2024, Nawagarh Panchayat Bhawan buzzed with an energy it had never felt before. For the first time, the community came together to celebrate World Menstrual Hygiene Day, breaking old taboos and embracing a future where menstrual health is openly discussed and prioritized.

Organised by Wrickchhanda Sarkar, a dedicated Gandhi Fellow from the Piramal Foundation, in collaboration with the local Gram Panchayat, Community Health Officer, and the NEEDS Foundation, this event was nothing short of transformative. With the theme #PeriodFriendlyWorld, it attracted 75 enthusiastic adolescent girls, local health workers, and community leaders.

The day commenced with a heartfelt chetna geet and song, "मुँह से कअब जी न पाऊँगी, जरा सबसे ये कह दो," which echoed through the venue, symbolizing the breaking of societal barriers and menstrual taboos. This powerful start set the stage for open and honest discussions.

During the discussion, the group delved into the significance of World Menstrual Hygiene Day, emphasizing that it's about more than just sanitary napkins. The conversations focused on the importance of clean spaces, access to water, personal hygiene, and proper sanitary pad disposal. The group was informed about the date, May 28th, which represents the average menstrual cycle and duration, underscoring the importance of this cause. The girls during the discussions, shared their first menstruation experiences, with initial hesitations, they openly discussed their challenges, highlighting the cultural taboos that still exist around menstruation.

[To read more, click here](#)



Inspiring Journey of Jharkhand's Paika Village Towards ODF Plus Aspiring Status



Paika village in Jharkhand has emerged as a beacon of transformation in water sanitation and hygiene, showcasing remarkable behavioral change and dedication. Under the leadership of Urmila Devi, a local Jal Sahiya, the village embarked on a journey towards achieving ODF Plus status, a crucial step in ensuring a sustainable, open defecation free environment.

In the early days, Paika struggled with poor sanitation practices, leading to widespread waterborne diseases, particularly among children. The launch of the Swachh Bharat Mission–Grameen marked the beginning of change. Household toilets were constructed, and open defecation practices were curbed. However, sustaining this newfound cleanliness presented a new set of challenges.

The second phase SBM–G infused a fresh impetus into Paika's sanitation movement. Urmila Devi, trained by district and block–level teams, galvanized the community towards maintaining an ODF environment and transitioning to ODF Plus status. This involved not just the use of toilets but also effective solid and liquid waste management.

Urmila's journey was not without obstacles. Convincing villagers of the importance of using household toilets and managing waste required persistent efforts. She utilized various platforms, engaging with self–help groups, youth groups, and holding community meetings to spread awareness. Her initiatives were supported by the district's Department of Drinking Water and Sanitation, which provided information on available resources such as compost pits and soak pits for managing biodegradable waste and greywater.

Under her guidance, the villagers developed a comprehensive plan for achieving ODF Plus status, which was approved by the Panchayat and the district authorities.

[To read more, click here](#)



Voice from state

Under the Swachh Bharat Mission- Grameen, Uttarakhand is making strides in eliminating plastic waste through coordination with various departments and focusing on household-level waste segregation. At the block level, plastic management units have been set up. These units feature sheds constructed by Swachh Bharat Mission- Grameen and compacting machines provided by the Department of Panchayati Raj. Zila Panchayats are responsible for operating and maintaining these centers, with many women self-help groups, known as "Paryavaran Sakhi," actively involved.

As a major tourist destination, Uttarakhand sees a significant number of visitors. Managing plastic waste, particularly along travel routes and in the high Himalayan tourist areas, is crucial. The Swachh Bharat Mission- Grameen, in collaboration with the Tourism Department, the Department of Panchayati Raj, and the District Administration, is working to ensure proper disposal of plastic waste.

During the Chardham Yatra, which draws millions of pilgrims, special attention has been given to building Community Sanitary Complexes along the route. These complexes provide essential sanitation facilities and are maintained by Gram Panchayats, Vyapar Mandals, and Temple Committees. Additionally, the Swachh Bharat Mission- Grameen works with the Veterinary Department, the Department of Panchayati Raj, and the District Administration to manage solid and liquid waste, including animal waste.

Through the Viksit Bharat Yatra, the Swachh Bharat Mission- Grameen has raised public awareness about sanitation. Gram Pradhans from villages that achieved the ODF Plus model category were honoured with Abhinandan Patras, spreading success stories and leading most districts to achieve ODF Plus status.

Gaumukh in Uttarakhand, the source of the Ganga River, sees ongoing cleanliness efforts under the Namami Gange campaign. This includes preventing untreated water from entering the river and ensuring all Ganga Grams reach ODF Plus status, with 87% achieving ODF Plus model status.



To sustain sanitation efforts, there is a strong focus on health and sanitation education in Anganwadi centers and schools. By coordinating with relevant departments, these initiatives help children adopt proper hygiene habits early on. Campaigns like Swacchata Selfie and Swacchata Slogans further promote awareness.

Mr. Alok Kumar Pandey (IAS)

Mission Director, Swachh Bharat Mission- Grameen/Director Swajal
Department of Drinking Water and Sanitation
Government of Uttarakhand



Glimpses of World Environment Day celebration



Spot the Difference: Clean Village Edition

Can you spot the differences between a clean, well-maintained village and one that needs a little TLC? Look closely at the images below and circle the differences you find.



Good luck, and remember, a cleaner village starts with each one of us!



From the Secretary's Desk



Smt. Vini Mahajan

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

As we enter the second quarter of the 10th year of Swachh Bharat Mission (SBM), we must all re-dedicate ourselves to the success of our mission. We need to expedite our efforts and ensure that the work on the ground truly reflects the needs and voices of the communities we serve. Our sanitation initiatives must remain relevant, effective, and sustainable.

We call upon all stakeholders—government officials, local leaders, NGOs, and most importantly, the citizens—to collaborate closely and drive forward the momentum we have built. Together, we can achieve our goal of a cleaner, healthier India for all. Let us focus on innovation, inclusivity, transparency, and sustainability, as we move towards the realisation of a truly 'Sampoorna Swachh Bharat'. Let's make this 10th year a landmark in our journey towards a sustainable and hygienic future.

From the Mission Director's Desk



Shri Jitendra Srivastava,

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

"As we advance our sanitation mission, we are committed to introducing innovative ideas and forging new partnerships. By collaborating with academia and diverse stakeholders, we aim to create a dynamic learning curve for all involved. Our goal is to elevate sanitation from a necessity to a shared societal responsibility, making it integral to everyone's lives. We will take the Jan Andolan (people's movement) to new heights, ensuring that every citizen is actively engaged. Through enhanced community involvement, cutting-edge research, and practical solutions, we will foster a culture where sanitation is universally prioritised. This holistic approach will not only sustain but amplify our efforts, ensuring a cleaner, healthier India for all."

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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