



# SWACHHATA SAMACHAR

Volume 3 | Issue 8 | June 2023



## Swachh Bharat Mission - Grameen Newsletter

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“ Sujlam 3.0 Campaign has been launched to give impetus to the construction of eco-friendly Greywater Management assets such as individual and community soak pits. While helping us to preserve and protect the environment, the campaign will help us to transform our villages into ODF Plus villages, leading to Sampurna Swachhata.

”



**Shri Gajendra Singh Shekhawat**  
Union Minister, Ministry of Jal Shakti



## Programme Highlights

As on May 30, 2023

### ODF+

Over **3,23,398** of India's inhabited villages have declared themselves ODF Plus.

- Aspiring: **2,27,442**
- Rising: **35,658**
- Model: **60,298**

**1,76,657** villages have arrangements for solid waste management.

**2,61,587** villages have arrangements for liquid waste management.

**4,71,999** villages have minimal litter.

**4,61,893** villages have minimal stagnant water.

**596** completed GOBARdhan plants across the country.

**939** Plastic Waste Management Units have been established.



**Retrofit to Twin Pit Abhiyan:** Under the campaign, **6,40,964** were retrofitted of which **4,49,405** single pit toilets have been converted into twin pit toilets and **1,91,559** septic tank toilets have been attached to air vents and soak pits.



### Sujlam 3.0 Abhiyan:

**1182666** Greywater Management Assets reported

**898989** Soak pits

**78824** Leach pits

**125318** Magic pits

**79535** Community soak pits

## Swachhata Pakhwada

The Ministry of Power observed Swachhata Pakhwada between the 16th and 31st of May. Among the activities organized across the country were mass cleanliness drives, Prabhat Pheris focusing on environmental protection, water conservation, environmental cleanliness, menstrual hygiene and management, and distribution of dustbins.

Other ministries that observed Pakhwada during this period were the Ministry of Development of North Eastern Region and the three departments under the Ministry of Personnel, Public Grievances, and Pensions: the Department of Administrative Reforms and Public Grievances, the Department of Pension and Pensioners' Welfare, and the Department of Personnel and Training.



## Ganga bordering villages of Jharkhand observe Swachhata Pakhwada



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As a part of the Swachhata Pakhwada observed across Jharkhand from 29th April to 15th May 2023, a variety of cleaning and solid and liquid waste management activities were organized in Sahibganj district, the only district in Jharkhand which is a part of the Namami Gange programme.

There are 78 villages bordering the Gange River in the Sahibganj District of Jharkhand. During the state-level campaign, the district administration of Sahibganj organized various activities to promote cleanliness along the river and its banks and prevent pollution.

Among the IEC activities were; Swachhata rallies, essay writing, drawing and quiz competitions; Ganga aarti, slogan writing, administering of the swachhata oath; and plantation of saplings. A large number of students from various schools and institutions participated in the activities and took the swachhata oath in support of the

campaign. Moreover, various departments extended support to the campaign that saw a Ganga Aarti each evening.

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## World Hand Hygiene Day observed across schools in Punjab

On 5th May 2023, schools across Punjab celebrated World Hand Hygiene Day with a variety of educational and awareness-raising activities. During the campaign, the need for regular handwashing to prevent the spread of infectious diseases was emphasized.

While some schools conducted hand hygiene demonstrations and interactive sessions to teach proper handwashing techniques, others organized poster-making competitions and awareness drives to educate students about the benefits of good hand hygiene practices.

Good hand hygiene habits instilled in children from an early age promote a healthy and hygienic society. Students were encouraged to use hand sanitizers and soap regularly and make hand hygiene a part of their daily routine. Such small yet impactful efforts to raise awareness about hand hygiene will go a long way toward promoting a healthy and hygienic society in rural areas.



To read more, [Click here](#)

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## Tamil Nadu launches Namma Ooru Superu Campaign



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On the heels of last year's successful sanitation campaign, Tamil Nadu has once again launched the Namma Ooru Superu (Our village is the best) campaign with a view to ensuring safe sanitation practices and cleanliness in rural areas across the state. The campaign is being held from 1st May to 15th June 2023.

This year's campaign is intended to strengthen the State's progress toward ensuring environmentally sustainable and clean villages. Further, emphasis will be given to the effective management of legacy waste, and achieving the State's retrofitting target. It will also include health and welfare measures for workers undertaking sanitation-related works.

While the districts have formed village-level committees to oversee the campaign, the state has called upon all Departments to support the campaign and ensure its success. Among the

activities that will be implemented are: Mass cleaning of public institutions/places; Awareness in schools and colleges on water, sanitation, and waste management; Awareness of water, sanitation, and waste management at households and institutions through Self Help Group (SHG) Members; Ban on Single Use Plastics (SUP) and use of alternatives; and Plantations and other cleaning activities that would make villages clean and green.

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## MoJS releases booklet on Best Practices of SBM-G Assam

A booklet titled, 'Best Practices of SBM-G Assam' was released by the Minister of Jal Shakti, Shri Gajendra Singh Shekhawat at a meeting to review the status of implementation of SBM-G and JJM in the North Eastern States, held in Guwahati, Assam on May 1, 2023.

Also present at the meeting were Secretary DDWS, Smt. Vini Mahajan; Additional Secretary and Mission Director - JJM, Shri Vikas Sheel; and Joint Secretary and Mission Director - SBM-G, Shri Jitendra Srivastava from DDWS; and Minister of Public Health and Engineering, Shri Jayanta Mallabaruah, and Union Minister of State for Agriculture and Farmers Welfare, Shri Kailash Choudhary and other dignitaries from the Central and State Government.

The 22-page booklet depicts interesting case studies, best practices, and innovative approaches in Assam's ODF Plus journey. It also includes details of the implementation of ODF Plus initiatives under various verticals, in keeping with the Phase II guidelines of SBM-G.



To read more, [Click here](#)

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## OSSS WASH Mitras ensure timely repair & maintenance of WASH facilities



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In a move to ensure the sustainability of ODF Plus assets, Maharashtra's 'One-Stop Shop and Services (OSSS) WASH Mitra' initiative offers comprehensive skill training to young people in the areas of WASH facility repair and maintenance.

Sanitation and hygiene in schools are essential for enhancing student learning, reducing dropout rates - particularly among girl students, improving children's health, and preventing disease. However, an educational institution lacking inadequate water, sanitation, and hygiene (WASH) facilities and having faulty electrical fittings, broken furniture, blocked drains, and leaking pipes, in addition to poor operation and maintenance of available facilities, cannot fulfil its goals adequately.

To find a solution for the upkeep of WASH infrastructure in schools, Pratham Education Foundation (PEF), Centre for Youth Development and Activities (CYDA) and UNICEF Maharashtra

came together to launch the One-Stop Shop and Services (OSSS) WASH Mitra initiative to address the operation and maintenance demand cum services crises in Government Schools through Young WASH Entrepreneurs (YWEs) as Service Providers in schools/institutions and Gram Panchayats in 14 districts of Maharashtra.

OSSS WASH Mitra helps to keep WASH facilities in schools functional, enabling students to stay in schools, build hygiene habits for life and stay healthy. In doing so, the OSSS initiative also aims to support the Swachh Bharat Mission (Grameen) and the Jal Jeevan Mission by building cadres of youth who can help improve and enhance the WASH services and the ongoing efforts aimed at improving hygiene and upkeep of facilities.

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## FSTP in Benipur services 11 GPs

A Faecal Sludge Treatment Plant (FSTP) of 3 KLD (kilolitres per day) capacity was constructed across an area of 1.92 acres in Benipur Gram Panchayat (GP) of Amethi district in Uttar Pradesh under the Swachh Bharat Mission Grameen (SBM-G) campaign. The plant which services a cluster of 11 GPs and one Nagar Panchayat, and caters to a population of 6,30,503 individuals, has been operational since 2021.

The 11 GPs in the cluster are Jangal Ramnagar, Jangal Tikri, Tikariya, Saraikhema, Mehmudpur, Parsawa, Kharauna, Thaura, Sarwanpur, Raibha, and Benipur. Until now, 752500 litres of faecal sludge have been brought to the facility for treatment by desludging tankers 156 times.

A Memorandum of Understanding (MoU) was signed between the District Panchayat Raj Department and 11 Panchayats for the operation and maintenance (O&M) of Benipur FSTP on 13 October 2022. From the date of signing of the MoU, the responsibility of O&M has been taken over by the respective Panchayats. The main stakeholders for O&M currently are the District Panchayat Raj Officer, Amethi, and the 11 Gram Panchayats.



To read more, [Click here](#)

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## Swachhata Se Samridhhi underway in Bihar



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With a view to enhancing public participation and community awareness; expediting user charge collection, and quality ODF Plus service delivery, a three-month-long behaviour change communication (BCC) campaign titled Swachhata Se Samridhhi (cleanliness to prosperity) has been rolled out in Bihar.

The focus of the campaign being held between April and June 2023 is on clearing legacy waste and plastic waste in all Ganga Grams and Gram Panchayats of all districts. In this regard, cleanliness drives are being carried out, covering water bodies, Ganga ghats and other public spaces.

Under the campaign, 10 days (15th to 24th of each month) during the months of April to June 2023 are being dedicated to the sanitation and hygiene awareness campaign across the state. The first leg of the campaign was successfully completed between the 15th and 24th of April 2023.

The state has enlisted the support of swachhata supervisors, sanitation workers, Swachhagrahis, Self Help Group (Jeevika didis) members, frontline workers, community influencers and other stakeholders to be engaged in various community awareness activities.

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## A voice from the state



**Shri. K T Balabhaskaran**  
Executive Director  
Suchitwa Mission, Kerala

Kerala has taken a great leap towards achieving the goal of a zero-waste state by adopting a digital solution to waste management. This is in keeping with our efforts to make waste management more efficient which includes enhancing the efficiency of door-to-door collection service through Haritha Karma Sena (Green Task Force) and allied services.

Haritha Keralam Mission, along with the Suchitwa Mission, last year launched a smart garbage monitoring system named Haritha Mithram Smart Garbage Monitoring System App. The App helps to streamline the activities of Haritha Karma Sena and its waste management interventions through time-to-time monitoring of various functional aspects covering the volume of generation from each waste source, its collection, transportation, and various other enormous processes that follow.

The App enables the public to directly participate in the process through a special module incorporated in the App and thereby creates a platform for the Local Self Government Institutions (LSGI) to identify the area of improvisation in waste management allied services.



## GWM in Punjab's Sultanpur has enhanced cleanliness, improved health



To read more, [Click here](#)

Greywater management (GWM) is a crucial aspect of sustainable water management practices, especially in rural areas. Sultanpur village in the Malerkotla district of Punjab has taken an effective step towards grey water management that has contributed to beautifying the village, improving the health of its residents, and increasing the capacity of the pond.

The construction of the waste stabilization pond was completed in 2020 by availing INR 11.95 lakh funds under SBM-G.

Sultanpur is spread across 261 hectares and has a population of 1141 individuals from 230 households, the main occupation being agriculture. Having been declared ODF in 2017, the village has been sustaining its ODF status and is now focusing on solid and liquid waste management in keeping with Phase II of SBM-G.

One of the main challenges in the village was the 2-acre filthy pond that emitted bad odour and posed health risks to the community. With the support of the district administration, a comprehensive action plan was framed.

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## Jharkhand to ensure all its villages are ODF Plus by Dec 2023



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The Department of Drinking Water and Sanitation in Jharkhand had a meeting on 9th May 2023 to review the progress of the Swachh Bharat Mission Grameen (SBM-G) campaign and to ascertain what needed to be done to ensure that all its villages declare themselves as ODF Plus by December 2023.

Jharkhand comprises 24 districts which are divided into 5 Commissionerates or Administrative Divisions namely South Chotanagpur, North Chotanagpur, Kolhan, Palamu and Santhal Pargana.

The review meeting for the Kolhan Commissionerate held on 9th May at the Auto Cluster-Adityapur was chaired by the Secretary, DDWS - Jharkhand, Dr. Manish Ranjan and was attended by Dr. Neha Arora (IAS) - Additional Secretary-Cum-Director of SBM-G Jharkhand and all Executive Engineers, the Member Secretary of Drinking Water and Sanitation Committee - West Singhbhum, East

Singhbhum and Seraikela-Kharsawan and his team of Assistant Engineers, Junior Engineers, all District Coordinators of JJM and SBM-G, contractors, ISAs partners, and others.

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## State visits



**Jammu and Kashmir:** Secretary-DDWS, visited Jammu on 23rd and 24th April 2023 to review the implementation of SBM-G and JJM in the UT and understand the various challenges. She also visited village Dhok Waziran in Nagrota Block which is in the ODF plus Aspiring category, and inaugurated the newly constructed waste collection centre where a baling machine was installed. At the community meeting that followed, around 200 men, women and children were present.

Secretary-DDWS also visited village Chak Lalu Shah in Surey-Chak Gram Panchayat, Block Mandal Phallian which is a model ODF Plus village where she saw the 45 cum Community Bio Gas Plant and interacted with implementing agency (SWAHA) team members to understand the process and O&M plan. The state-level review meeting that followed was also attended by Shri Jitendra Srivastava, Joint Secretary and National Mission Director, SBM-G.



**Assam:** Union Minister, Jal Shakti chaired a meeting to review the progress of JJM and SBM-G in all the North East States, on May 1, 2023. Present at the meeting were Shri Kailash Baytu, Union Minister of State for Agriculture and Farmers' Welfare, and Sh. Jayanta Malla, Minister, PHED, Government of Assam. The best performing 2 Districts under Swachh Bharat Mission Grameen, based on half-yearly performance from 01/10/22 to 31/03/23 were felicitated. Present at the meeting were Smt. Vini Mahajan, Secretary-DDWS; Shri Jitendra Srivastava, JS&MD, and senior officers from Assam. A booklet named 'Best Practices of SBM-G Assam' was released during the meeting.

On 1st May – JS&MD visited a Plastic Waste Management Unit, a village-level solid waste management facility, and soak pits that were constructed for Greywater Management in Chhaygaon Block of Guwahati District in Assam.







**Manipur:** On 2nd May 2023, Secretary DDWS visited Yarou Bamdiar Village in Imphal West District, in Manipur to see the progress of work done under Jal Jeevan Mission and SBM-G. She also visited the villages of Kontha Ahallup and Tharoiyam.

**Meghalaya:** JS&MD also visited the community storage shed and household-level greywater management arrangements in Mawdiangdiang and Umroh villages in East Khasi district to assess ODF Plus achievements in rural Meghalaya.

**Bihar:** Secretary-DDWS along with Shri Jitendra Srivastava (JS&MD) visited Patna, Bihar on 5th May. They met with Shri Bala Murugan D., Secretary RDD, Shri Rahul Kumar Mission Director, SBM-G Bihar; and Chief Secretary Shri Amir Subhani. They interacted with swachhata karmis engaged in waste collection and processing and saw the Waste Processing Unit (WPU) in Sikandarpur village. They also looked at the Plastic Waste Management Unit in Bihta Block and the Amrit Sarovar maintained under MGNREGA and also the Solid Waste Management unit. The Secretary planted a tree along with the Joint Secretary cum Mission Director and other State Officials in Purshottampur Painathi village, Bihta.



**Odisha:** On her day-2 visit to Odisha on 19th and 20th May, Secretary-DDWS visited Sasan Ambagam, Badiambagam, and Sindurapalli villages in Ganjam district along with Sh. B. Parameswaran, Director-cum-Additional Secretary, DW&S, Department.

A virtual review meeting was held with all District Collectors under the co-chairmanship of Shri Pradeep Jena, Chief Secretary-Odisha, and Secretary-DDWS on the implementation of JJM and SBM-G programmes in Odisha.

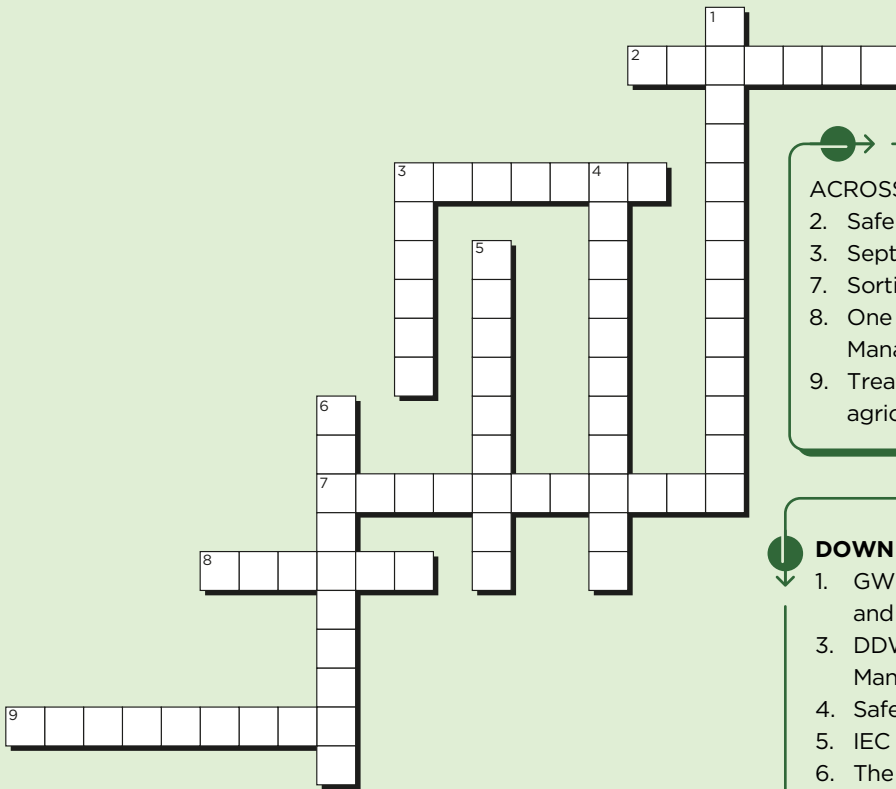
Secretary-DDWS also interacted with VWSC members, women drivers, and waste collectors and emphasized the importance of source segregation of waste in Sindurapalli Village, Chamakandi Gram Panchayat in Chatrapur Block and Mallad GP in Ganjam Block and interacted with the locals.





**JS&MD-DDWS** visited an FSTP of 75KLD, run and managed by a transgender SHG group in Bhubaneswar, and the Material Recovery Facility in Hasanpur Village of Sujanpur GP and interacted with the community.

## ODF Plus initiatives



- ACROSS**
- 2. Safe disposal of Faecal Sludge
  - 3. Septic tank should be attached to
  - 7. Sorting of wet and dry waste at source
  - 8. One of the 'R's in Plastic Waste Management
  - 9. Treatment of animal dung and agricultural waste

- DOWN**
- 1. GWM at household level, where fruits and vegetables can be grown
  - 3. DDWS campaign for Greywater Management
  - 4. Safe disposal of menstrual waste
  - 5. IEC messages promote
  - 6. The process of removing sludge from a tank, pit, or another storage unit

**Answers:**  
**ACROSS:** (2) Twinpit (3) Soakpit (7) Segregation (8) Reduce (9) Gobaradhan  
**DOWN:** (1) Kitchen garden (3) Sujlam (4) Incinerator (5) Awareness (6) Desludging



## From the Secretary's Desk



**Smt. Vini Mahajan**  
Secretary, Department of Drinking  
Water and Sanitation, Ministry of Jal Shakti

Menstrual Hygiene Management (MHM) is a vital step towards protecting the girl child while safeguarding her dignity and giving her a life of opportunities to pursue her dreams, of achieving a gender-balanced world. MHM has therefore been included as an important component in SBM-G. It underlines the need for the construction of toilets in households and schools to encourage safe menstrual hygiene practices. It further calls for skill development and setting up of sanitary napkin dispensers and incinerators in schools and public toilets.

## From the Mission Director's Desk



**Shri Jitendra Srivastava**  
Joint Secretary & Mission Director (SBM-G)  
Department of Drinking Water and Sanitation  
Ministry of Jal Shakti

Recent visits to various states have shown tremendous work in all areas of solid and liquid waste management. Clearly, many innovations and campaigns in the form of Apps, raths, pakhwadras, and more are being held to meet the last mile requirements for the making of a Swachh and Sampoorna Bharat. With more than 3.23 lakh ODF Plus villages and more than 596 completed GOBARdhan plants, we still have a long way to go. But I am confident that in the post covid scenario, where hygiene and sanitation have become an integral part of our lives - the new normal that rural communities too are beginning to embrace, will help us meet the objectives of the SBM-G.

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).

