

SWACHHATA SAMACHAR



March 2024



Swachh Bharat Mission - Grameen Newsletter

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“ Swachh Bharat Mission-Grameen (SBM-G) has reached a critical milestone in terms of program output and the focus needs to move towards sustainability. We must learn from our Honorable Prime Minister, who led the Swachh Bharat Mission from the front, and we must always remember to focus our work towards ‘Swachhata Ka Sammaan, Sanyuktah Ki Shakti’ which would be the way forward for Sampurna Swachhata. The steps must include engaging the public, advocating for increased program convergence, enhanced quality control measures in place for procurement and implementation, and a passionate commitment from all involved to be the change we want to see in this country. ”

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



Programme Highlights

As on Feb 29th, 2024

ODF
PLUS

Over 5.19 lakh of India's inhabited villages have declared themselves ODF Plus.

- Aspiring: **3,09,927**
- Rising: **51,713**
- Model: **1,58,144**

2,90,326 Villages have arrangements for solid waste management

4,53,498 Villages have arrangements for liquid waste management

1086 Biogas plants registered

621 Functional Biogas plants

98 Completed Biogas plants

3125 Blocks covered with Plastic Waste Management Units

Swachhta Pakhwada Activities : February 2024

Department of Atomic Energy

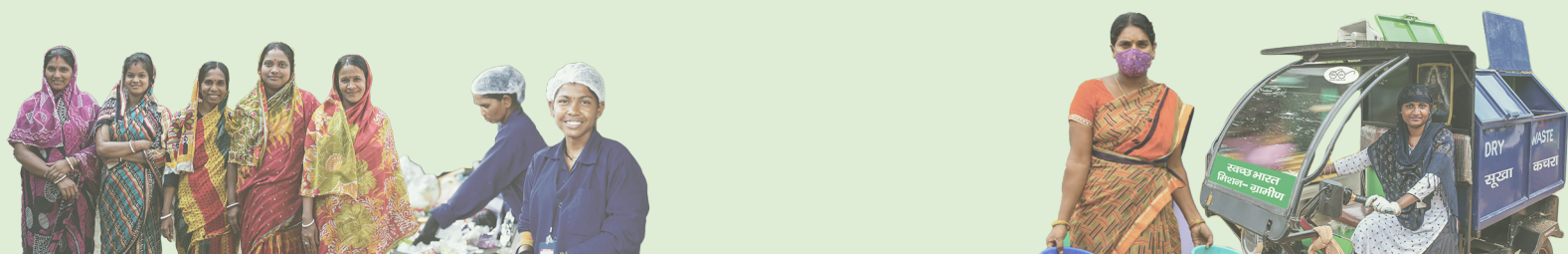
1. Conducting SKIT play in three Schools of DAE at Kalpakkam/Anupuram.
2. Awareness campaign in a tribal village located in West Medinipur, West Bengal on Swachhata and conservation of natural resources along with interaction with villagers.
3. Awareness Campaign: Street Play and awareness Campaign on Importance of Swachhata at different public venues.
4. Organised a Special Campaign on collection of used clothes, books and e-waste in DAE Colony at Kalpakkam.
5. Tree Plantation programme and walk for clean India at VECC, Kolkata.

Ministry of Consumer Affairs, Food and Public Distribution

1. Awareness drive at nearby Market, Officers of IILM, Ranchi may visit nearby market to communicate to the local Vendors and Shopkeepers on Swachhata with a special focus on Cleanliness, Waste management.
2. NSI- Essay/Drawing competition on "Curbing single Use Plastic and Discourage use of Plastic".
3. Vermicomposting of the biodegradable waste, promote jute bags and other recyclable items. Cleanliness of diesel generator area and toilets.
4. Cleaning and Disposal of Garbage and placement of dustbins at proper places. Cleanliness and beautification of in and around Residential Area.

Ministry of Electronics and Information Technology

1. NIC Ranchi District Centre: Workshop on Solid Waste Management.
2. Closing ceremony of Swachhata Pakhwada held at Mizoram State Centre.
3. A workshop on solid waste management conducted by NIC Jharkhand State Centre, Ranchi for all NIC district Centres.
4. NIC West Singhbhum District Centre: Workshop on Solid Waste Management.



National Conference on SBM-G & JJM concludes with a strong commitment to sustainable solutions in the Rural WASH Sector

DDWS organized a National Conference on Swachh Bharat Mission-Grameen and National Jal Jeevan Mission (JJM) and SBM-G, from 16th to 17th, February 2024, at Lucknow, Uttar Pradesh. This conference brought together a diverse array of stakeholders from States/UTs for discussions on best practices and experience sharing to promote innovation and collaboration. The Conference was marked by the distinguished presence of Hon'ble Union Minister of Jal Shakti, Shri Gajendra Singh Shekhawat, Shri Swatantra Dev Singh, Hon'ble Cabinet Minister Jal Shakti, Uttar Pradesh, and Hon'ble MP, Gorakhpur, Shri Ravi Kishan besides other eminent personalities including Shri Atul Kumar Tiwari, Secretary – Ministry of Skill Development and Entrepreneurship, GOI, and Smt. Vini Mahajan, Secretary – DDWS among others.



The Conference served as a vibrant forum for the confluence of ideas, and featured digital displays of innovative solutions, technologies, and best practices in the rural WASH sector. These interactive displays offered everyone an opportunity to get a walkthrough of the advancements and successes achieved across different States/UTs in their JJM and SBM-G journey. The Conference was attended by Special Chief Secretary/ACS/Principal Secretaries/Secretaries, Mission Directors in charge of rural water and sanitation and respective Engineer-in-Chief/Chief Engineer and select DMs/DCs.

Union Minister of Jal Shakti, Shri Gajendra Singh Shekhawat spoke about the critical time of this conference when both JJM and SBM-G have achieved significant programme milestones achieving great outputs. He spoke of the way forward that needs to look at sustainability and highlighted the working style, leadership, and guidance we receive from the Honorable PM, Shri Narendra Modi who not only launched SBM-G but has been leading and guiding it from the front. His approach whilst working on SBM-G was focused on 'swachhata ka sammaan, sanyuktah ki shakti', which was the way for making Sampurna Swachh Bharat. Hon'ble Minister said that the work we do for sanitation is 'pious' and the way forward needs to be focused on engaging the public and augmenting peoples' movement which not only enhances program uptake but also program sustainability. He spoke about the transformative missions, under which work must continue for Sampurna Swachhata, which must look at program convergence; enhanced quality control measures for procurement and implementation; and a passionate commitment from all involved with the work to be the change we want to see in this country.

Shri Swatantra Dev Singh, Jal Shakti Minister cited on how the state of Uttar Pradesh has made remarkable progress under the visionary leadership of the Hon'ble Prime Minister Shri Narendra Modi and the Hon'ble Chief Minister of Uttar Pradesh, Shri Yogi Adityanath.

Hon'ble Member of Parliament, Shri Ravi Kishan expressed his pleasure to be a part of the Conference. He congratulated the DDWS for the progress made in JJM and SBM-G and said that the missions have reached the last mile in line with the visionary objectives set by the Hon'ble Prime Minister and the Hon'ble Chief minister.

The conference also saw the release of five books –

- 1. Jal Jeevan Mission Compendium of Behavioural Best Practices:** A Comprehensive Insight into Progress and Achievements.
- 2. Behavior Change Communication Strategy:** Shaping the Future through Awareness.
- 3. Swachhata Chronicles: Transformative Tales from India- Vol. II:** A collection of best practices from the community where impactful change continues to unfold for SBM-G.
- 4. Swachhata Green Leaf Rating (SGLR) System Booklet** that is a benchmark index encompassing responsible sanitation across SBM-G aspects.
- 5. Compendium on Liquid Waste Management (LWM) Technologies:** A consolidated booklet of approved technologies, operational guidelines, and successful case studies, providing a knowledge bank for stakeholders on LWM, serving as a guide, fostering a cleaner and healthier rural environment.

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Ministry of Jal Shakti Celebrated 75th Republic Day, 2024



On the auspicious occasion of India's 75th Republic Day, the Ministry of Jal Shakti hosted a two-day event celebrating the invaluable contributions of women change makers in SBM-G. The first celebration was on January 25th, 2024, at Bharat Mandapam, Pragati Maidan which was more than a gathering—it was milestone in recognizing and elevating the role of women in shaping a cleaner, healthier India.

The event brought together over 475 women from 27 States/UTs in a vibrant dialogue with Hon'ble Union Minister of Jal Shakti, Sh. Gajendra Singh Shekhawat and Hon'ble Minister of State of Jal Shakti Shri Rajeev Chandrasekhar. The event was a platform not just for celebration but for meaningful policy discussions as the interactions focused on commemorating the achievements of women changemakers, appreciating their relentless efforts in the sanitation sector, and providing an opportunity for insightful exchanges that could influence future policy directions.

Shri Chandra Bhushan Kumar, Additional Secretary & Mission Director, JJM set the context of the event which was for Nari Sashaktikaran, as women have transformed themselves into leaders and changemakers across all sectors including SBM-G. His take on the cleanliness journey was to 'improve our waste management systems, learn from different states and continue to focus on 'Jan Bhagidari for Sampurna Swachhata'.

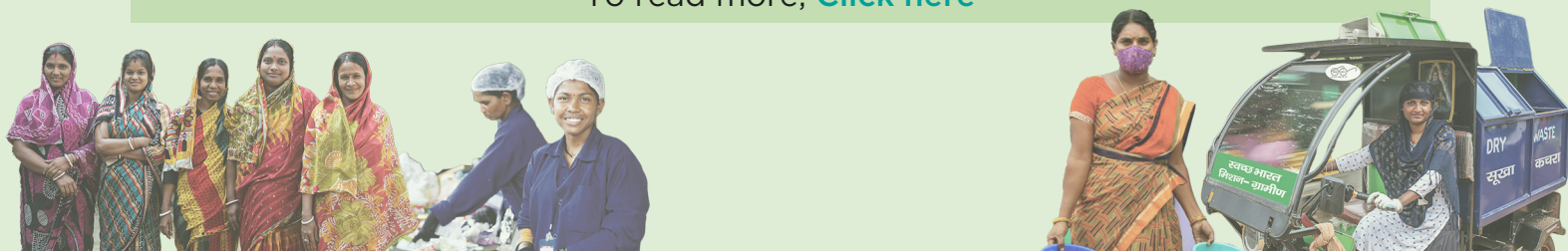
Shri Jitendra Srivastava, Joint Secretary & Mission Director, SBM-G welcomed the participants and congratulated the woman changemakers 'for being the change they want to see in the world.' He updated on the SBM progress across the country that shall soon witness more and more villages moving to the ODF Plus Model category, thanks to the zeal and motivation of the women leaders. A ODF Plus Model villages sustains its ODF status, has arrangements for solid and liquid waste management and is visually clean.

The event also put a spotlight on the "Swachhata Shakti: Stories of women transforming India's sanitation at the grassroot," a tribute to the exemplary work of these dedicated women.

During his interaction, Sh. Gajendra Singh Shekhawat, Union Minister of Jal Shakti observed that the success of SBM is evident with 'construction of more than 11 crore toilets, over 5 lakh villages declared themselves as ODF plus and over 4 lakh villages with arrangement of liquid waste management. These achievements are no small feat, yet it is not big enough that we rest on our laurels.' He emphasized the mission of SBM-G being a 'long-term endeavor' and speaking with the women changemakers is special because often, women have always provided a new momentum, new energy, and a new life to the journey forward on cleanliness. We must move forward on SBM-G movement by the declaration of more villages as ODF Plus model, for which he sought support from the women changemakers requesting them to continue creating a 'culture of sanitation and a sense of ownership in the community for the SBMG assets.'

The DDWS Republic Day celebrations continued till 26th January, 2024, where woman changemakers attended the parade and explored Delhi's cultural heritage, marking a commemoration of their journey and a recognition of their central role in nation-building.

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Lighthouse Initiative – Report of Phase I released & planning for Phase II initiated

Lighthouses are beacons of light that provide guidance for safe passage to sailors, symbolizing hope, and security. As the name suggests, the Lighthouse Initiative (LHI) was launched by DDWS in collaboration with India Sanitation Coalition (ISC) and corporate partners on July 29, 2022. The objective of this initiative was to develop 75 model ODF Plus blocks that cover all components of ODF Plus and serve as a learning lab, providing guidance and inspiration to other villages to enable them to achieve ODF Plus status at speed and scale.



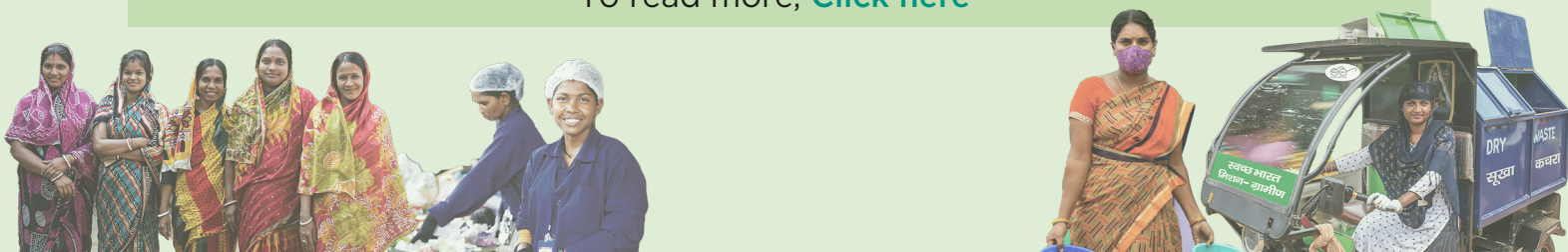
On 13th February 2024, DDWS in collaboration with ISC released the report of LHI Phase-1 by Secretary, DDWS- Smt. Vini Mahajan, Ministry of Jal Shakti. Gracing the occasion were Shri C.B. Kumar, Additional Secretary & Mission Director, JJM, Shri Jitendra Srivastava, Joint Secretary & Mission Director- SBM-G, Shri Samir Kumar- Economic Advisor- DDWS, Ms. Naina Lal Kidwai, Chair ISC, Ms Natasha Patel, CEO, ISC, State Mission Directors and Corporate Partners. The occasion also marked the announcement of phase-2 of the initiative with a much broader scope and with the participation of new corporates.

The phase-1 report highlighted LHI as a collaborative effort involving seven major corporate houses, a development foundation, and 15 State SBM-G missions. Partnerships with entities like Aga Khan Foundation, Ambuja Cement Foundation, HCL Foundation, ITC Ltd., Jindal Steel and Power Foundation, JSW Foundation, Nayara Energy, and TATA Trusts who have played a pivotal role. LHI Phase-1 concluded with 57 out of 75 Gram Panchayats achieving the ODF Plus Model, and 30 of them attaining Light House status.

As per the report recommendations LHI phase-2 would focus utilizing technology for operations and maintenance, wider adoption of the user-fee model, and the inclusion of funds for O&M in the program design. It also advocates for a holistic approach, addressing inclusivity, equity, and equality, especially concerning marginalized groups.

Lighthouses Initiative Phase-2 (April'24 -March'25) is set to be launched for a 12-month period, and Phase-3 is expected to commence in April 2025, and that would cover the rest of the shortlisted states. By the end of FY 2025-2026, 15 states, 44 Districts and 53 blocks are expected to have defined village Development Plan (VDPs) to achieve ODF Plus Model status as defined under the Lighthouse Initiative.

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Ruthu Prema Mobile App launched in Telangana's Siddipet district

In continuation of the ongoing Ruthu Prema (translated Love Your Periods) initiative that commenced in May 2022 with an aim to bust the myths surrounding menstruation, and empower and transform the lives of rural women while promoting Menstrual Hygiene Management (MHM), the district administration of Siddipet in Telangana has now launched a Ruthu Prema Mobile App. The groundbreaking Ruthu Prema Mobile App was launched on 7th October 2023 by Sri. Harish Rao, Minister of Health, Medical and Family Welfare, Telangana. It is expected to change the way women experience menstruation while fostering health awareness and monitoring the impact of the usage of menstrual cups.

Monitoring of Menstrual Cup Usage: The Mobile App will be used by field functionaries such as ASHA and ANM workers, Panchayat Secretaries, and resource persons, both in rural and urban areas. It will help them monitor regular, correct, and hygienic usage of menstrual cups and feedback if any, in the clusters assigned to them, and report to the district administration.

Health Education: The App provides essential information on menstrual hygiene, cup usage, and overall women's health.

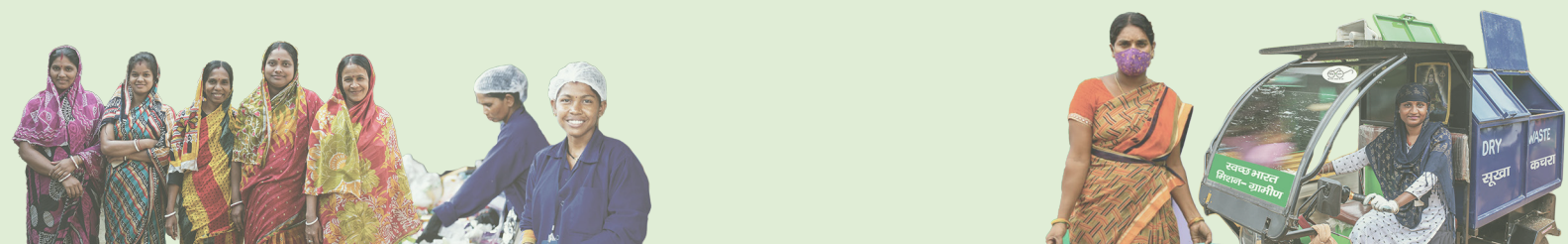
Impact Tracking: Ruthu Prema can monitor the positive impact of menstrual cups on the environment and women's well-being.

Community Support: Users can connect by audio and video with a supportive community of women, who can share their experiences and provide guidance.

Since the launch of the Ruthu Prema Initiative in the district, remarkable changes have occurred.



To read more, [Click here](#)



Bihar's Supaul District Pioneering Efforts in Plastic Waste Management



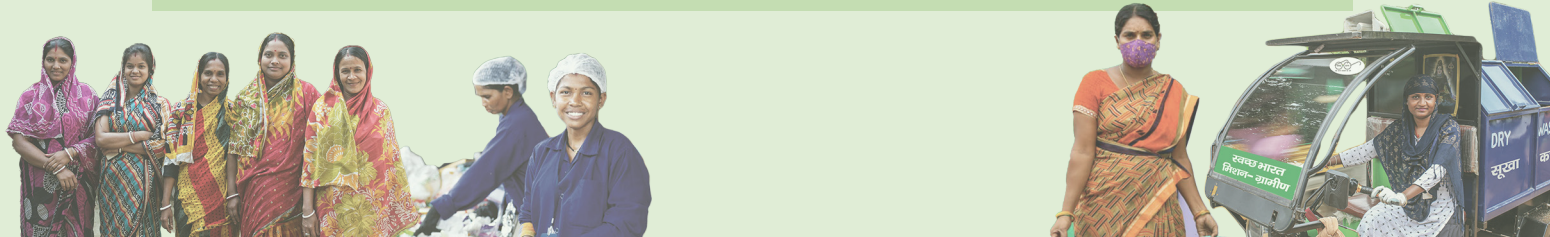
In the heart of Bihar, Supaul district emerges as a beacon of success in the realm of Plastic Waste Management. With an unwavering commitment to environmental sustainability, the district has orchestrated a transformative process through five strategically positioned Plastic Waste Management Units (PWMUs).

These units, a product of meticulous planning and community engagement have been placed under SBM- G Phase II and they have ushered in a cleaner, greener, and economically vibrant era for Supaul. The blocks of Basantpur, Chhatapur, Kishanpur, Pipra, and Supaul are at the forefront of this green revolution, as PWMU have been set up as part of a comprehensive waste management strategy. The journey commenced with orientation sessions for Block Development Officers and Coordinators, aligning them with the mission's objectives. These officers then identified suitable locations, obtained necessary approvals, and meticulously prepared Detailed Project Reports (DPRs). Following scrutiny and approval by the District Water and Sanitation Committee, funds were channeled to the designated blocks, enabling the procurement of essential machines—Dust Remover, Shredding, and Compressing—catalyzing efficient plastic waste management.

The Block Project Management Unit (BPMU) played a pivotal role in establishing connections with Gram Panchayats, Nagar Panchayats, and local vendors, ensuring a steady supply of diverse plastics as raw materials. The inauguration of the first PWMU in Basantpur block set a precedent for subsequent units across the district. These ceremonies, graced by the Sub-Divisional Officer and Block Development Officer, underscored Supaul's commitment to tackling plastic waste at its source.

The impact of PWMUs extends beyond mere revenue generation, transforming the landscape of plastic waste management. Before their establishment, Gram Panchayats struggled to secure fair prices for plastic waste, often selling to local scrap dealers. PWMUs now guarantee fair prices for all types of plastics, fostering a sustainable and revenue-generating plastic waste management model. The inclusion of Self-help Groups (SHGs) and CLFs (Jeevika) in PWMUs further ensures sustainability and revenue generation. State-wide, these impactful endeavors have left an indelible mark:

To read more, [Click here](#)



Himachal Pradesh's Kanaid Village: A Paradigm of Cleanliness and Sustainable Living



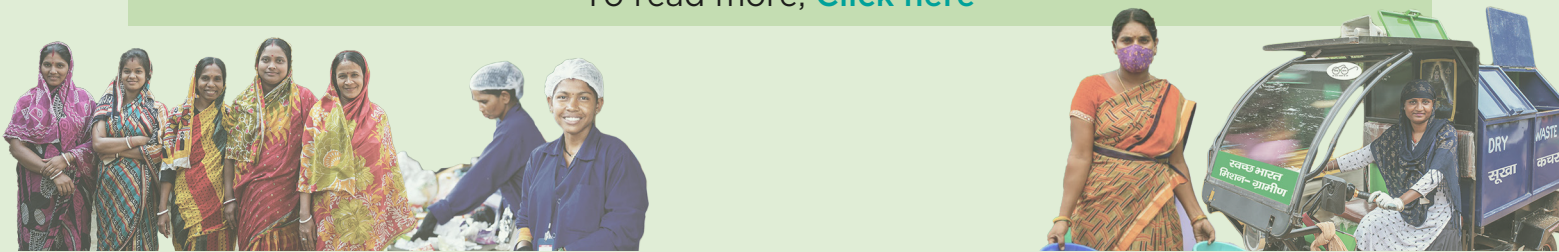
In the verdant landscapes of District Mandi, the Gram Panchayat of Kanaid stands as a testament to environmental stewardship and community resilience. Achieving the status of an ODF Plus Model GP, Kanaid has meticulously woven sustainability into the fabric of its daily life, setting a benchmark for villages across the nation. Central to Kanaid's success is the universal adoption of Individual Household Latrine (IHHL) facilities, with the phased construction of twin pit toilets ensuring sustainable sanitation solutions for every household. This initiative not only underscores the village's commitment to ending open defecation but also highlights a proactive approach to environmental health.

In an innovative stride towards waste management, Kanaid has established segregation sheds for plastic and non-plastic waste materials. This segregation at the source facilitates the recycling process, as waste materials find new life through local Kabadiwalas. This cycle of reuse and recycling not only reduces environmental impact but also promotes a circular economy within the community.

The village's Community Service Centers (CSCs) exemplify functional infrastructure, equipped with water facilities and managed collaboratively by the Panchayat and community self-help groups (SHGs). This partnership ensures the seamless operation of community services, fostering a sense of ownership and collective responsibility among the villagers.

A cornerstone of Kanaid's environmental initiative is its comprehensive Grey Water Management system. The construction of soak pits in all houses addresses the challenge of greywater disposal, preventing waterlogging and contamination, and contributing to the replenishment of groundwater levels. Kanaid's efforts were recognized at the highest levels when it was awarded first place in the State-level cleanest GP competition. This accolade not only celebrates Kanaid's achievements but also serves as a beacon of inspiration for other communities striving towards cleanliness and sustainability. The financial blueprint behind Kanaid's transformation reveals a strategic allocation of resources: the construction of a Segregation Shed funded through a blend of Swachh Bharat Mission-Gramin (SBM-G) funds and the 15th Finance Commission grants, totaling Rs. 0.81 lakh. Retrofitting of toilets and the implementation of drainage systems with soak pits were realized with an investment of Rs. 16.96 lakh, a testament to the village's commitment to leveraging government schemes and local funds for sustainable development. Kanaid Village's journey from a conventional rural setting to a model of sanitation and environmental sustainability is a narrative of vision, commitment, and collaborative effort.

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Aama Sundargarh, Swachh Sundargarh: Transforming Waste into Women's Empowerment in Odisha

The tranquil district of Sundargarh in Odisha is undergoing a silent revolution, not in terms of protests or uprisings, but through a groundbreaking waste management initiative - Aama Sundargarh, Swachh Sundargarh. This collaborative effort between the Sundargarh district administration and UNICEF has not only addressed the mounting issue of solid waste, especially plastic waste but has also woven a tapestry of empowerment, communal harmony, and environmental guardianship.

The Landscape of Sundargarh:

Encompassing 6.23% of Odisha's land, Sundargarh grapples with the repercussions of rapid urbanization in its rural and peri-urban areas, leading to a surge in solid waste generation. Aama Sundargarh Swachh Sundargarh, initiated as a pilot project, has now expanded to cover all 279 Gram Panchayats by March 2022.

A Unique Approach: The initiative's core objective is to create a sustainable model for solid waste management, specifically focusing on recycling. The emphasis on the fourth 'R' - Recycle - sets it apart, aiming to develop and promote sustainable waste management practices in rural Sundargarh.



Objectives and Implementation: The project focuses on creating awareness, setting up collection and storage centers, promoting local entrepreneurs (recyclers), ensuring social security, and conducting behavior change communication. The approach ensures segregation at the source, creating awareness on the harmful effects of single-use plastic, and establishing forward linkages with recyclers and industries.

Empowering Women Entrepreneurs: The key to the initiative's success lies in its inclusive, self-sustainable, all-women-led entrepreneurship model. Swachhata Sathis, members of Self-Help Groups, play a pivotal role in waste collection, transportation, and processing. The revenue generated supports their livelihoods and ensures the project's continued operation and maintenance.

Milestones and Success: With over 3.63 lakh households and 5,031 schools benefiting, the initiative has reduced carbon emissions, improved community health, and cleaned up legacy dumping sites. Approximately 557 Swachhata Sathis find livelihood through the project, handling an estimated 300 Metric Tonnes of waste.

Overcoming Challenges: Implementing such a large-scale project in rural Odisha posed unprecedented challenges, including social and behavioral change, convergence of government schemes, and execution of a self-sustainable business model within a government setup.

Replicating Success: The project's bottom-up and decentralized approach, coupled with its reliance on a self-sustaining model, makes it a potential blueprint for replication. The convergence of various government schemes increases the likelihood of adapting this model to other regions.

In conclusion, Aama Sundargarh, Swachh Sundargarh, stands as a beacon of sustainable waste management, women's empowerment, and environmental stewardship. It showcases the transformative power of collaborative initiatives and paves the way for a cleaner, greener future.

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Comic for Change: A Creative Leap in Sanitation Awareness in Madhya Pradesh



In the heart of India, Madhya Pradesh has embarked on an innovative journey to bolster sanitation and hygiene awareness through a unique initiative called “Comic for Change.” This collaborative effort between the State Swachh Bharat Mission-Gramin Phase II (SBMG-II) and UNICEF in Bhopal district harnesses the power of comics to foster dialogue on health, hygiene, and environmental conservation.

Background and Implementation: Madhya Pradesh, striving to meet the goals of SBMG-II, has seen remarkable success, achieving 90% of its target for Open Defecation Free (ODF) plus villages. Recognizing the importance of Social Behaviour Communication in sustaining these achievements, “Comic for Change” was born. The initiative involved training girls from a management college as master trainers, who then led interventions at the village level, particularly in Nipaniya Sukha Gram Panchayat. The “Comics for Change” (C4C) campaign is grounded in Bandura’s social learning model, emphasizing the influence of observing and imitating positive behaviors. Through a three-day workshop, stakeholders including students, teachers, and community members, come together to create comics that address sanitation and hygiene issues created by the



local population. This method proved to be an accessible and engaging way to discuss topics such as ODF plus villages (solid and liquid waste management), climate change (water conservation), and menstrual hygiene management.

Engagement and Outcomes: The campaign successfully trained over 150 students as master trainers, who then facilitated workshops for around 700 school children from five villages. These workshops not only educated the participants on various environmental themes but also equipped them with the skills to create impactful comics. The resulting comics, filled with local narratives and humor, were displayed across the community, sparking discussions and raising awareness on critical sanitation issues.

The success of “Comic for Change” has set the stage for broader engagement, with the campaign extending to fine arts colleges and integrating various art forms under the “Art for Change” initiative across five fine art colleges. This expansion aims to continue leveraging local talents and creativity to foster community-wide dialogue and action on sanitation and environmental sustainability. “Comic for Change” stands as a testament to Madhya Pradesh’s innovative approach to achieving sanitation goals. By turning waste management and hygiene practices into engaging comic narratives, the initiative has made significant strides in community education and empowerment. It symbolizes a promising path forward, where creativity and local engagement can lead to lasting behavioral change and improved public health outcomes.

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Voice from the State:



Rakesh Kumar, (DANICS)
Director Panchayats &
Mission Director SBM(G) Lakshadweep

Shri. Rakesh Kumar reports Lakshadweep's success in Swachh Bharat Mission (Grameen) Phase-II. Lakshadweep is a group of 36 islands and is India's UTs, however it has managed to achieve the ODF Plus status in all 10 villages. Infact, all the villages are declared as ODF plus model category in the SBM IMIS portal. This has been made possible through the monthly mass cleaning programs, fortnightly shramadhan cleaning and effective door-to-door waste collection.

There are 4,800 blue and green bins and 35 red bins for sanitary waste put at important spaces. The District Panchayat has also supplied 11,982 segregated bins with lids to all the Islands, ensuring appropriate waste segregation at source. The department of Panchayat provides door to door collection of solid and plastic waste using e-carts, vehicles; the VDP manages the central garbage depository yard where waste from public spaces is collected for transportation to mainland. Greywater is handled through leach pits, and plans include individual soak pits for all 10 villages. Faecal sludge management involves

individual toilets, community facilities (including Madrassa institutions and Mosque Committees) and plans for a Mobile Treatment Unit. Lakshadweep has no recycling unit yet, and the UT has transported 80 MT of recyclable waste to the mainland up to December 2023.

Some of the best practices that have helped in the journey has been banning of single use plastic items in the islands and ensuring no plastic manufacturing unit in the islands. Effective monitoring mechanism which includes the three-tier monitoring arrangement that include a special task force that regularly inspect shops and establishments as part of the monitoring of SUP and strict vigilance in transportation of single use plastics from the mainland port to islands.

SLWM Word Match

1. Biodegradable waste can be converted into	a. gardening
2. Plastic waste management promotes	b. Biogas
3. Biogas can be used for	c. Circular economy
4. Treated greywater can be used for	d. Single use plastics
5. Plastic waste can be used in	e. Compost
6. This is one of the cleanest forms of cooking fuel	f. cooking and lighting
7. Common in packaging and service items	g. Road construction
8. Greywater can be safely treated using	h. In-situ
9. When faecal sludge is treated on site	i. soak pits
10. How can we manage waste in rural India?	j. Reduce, reuse, and recycle

Answers:

1-e, 2-c, 3-f, 4-a, 5-g, 6-b, 7-d, 8-i, 9-h, 10-j

From the Secretary's Desk



Smt. Vini Mahajan

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

The transformative impact of SBM-G is evident across 6 lakh villages of this country. This makes it important to ensure we have effective Operation & Maintenance (O&M) policies in place. It is time for a shift towards empowering local communities and motivating them for leading and sustaining infrastructure management. The nature of our work calls for inter-departmental convergence, shared learning of successful practices and collaborative solutions for the comprehensive development of the WASH sector.

From the Mission Director's Desk



Shri Jitendra Srivastava,

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

Through SBM- G, India has transformed from facing 60% of the world's open defecation stigma in 2014 to achieving ODF status in 2019. Today, nearly 90% of our 5.91 lakh villages are ODF+, but the real challenge lies in making the remaining 75% of them Model villages. To achieve this, a Jan Andolan must be fostered, leveraging community involvement, especially empowering women. Ensuring ODF sustainability involves not just infrastructure, but also addressing emerging issues like faecal sludge management and menstrual hygiene. Our comprehensive strategy must extend beyond infrastructure to ensure sustainability, responsible tourism, and continual usage of sanitation facilities in schools and health centers.

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

