



# SWACHHATA SAMACHAR







# Swachh Bharat Mission - Grameen Newsletter

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# Swachhata Se Swasthya





# Swachhata Pakhwada

## Ministry of Health and family Welfare

- Public Lecture on Pollution and Health Effect held at Vallabhbhai Patel Chest Institute on 8th April 2024
- Voluntary Swachhta Shramdaan was held at medical hostel premises on 3rd April 2024. There was selfie booth installed with a clean hostel title
- Swachhata Pakhwada was held at the Vallabhbhai Patel Chest Institute on 13th April 2024 at the Maurice Nagar Staff Quarters
- Awareness programmes were conducted by Sanitary Superintendent/Sanitary Inspector for the general public in NEB, SSB Zone-II Building on April 14th, 2024 at Vardhman Mahavir Medical College and Safdarjung Hospital
- An awareness session was held by the Hospital Infection Control Officer on Biomedical Waste Management Policies using BMW Relay Trolley

# Ministry of Law and Justice

- Voluntary cleaning was in the office of and all obsolete items were segregated and physical files were scanned & uploaded on e-office.
- Dusting of records was done and essay competition was held on 8th April, 2024 for officers/staff of DoJ
- Secretary (J) administered the Swachhata pledge to all officers/staff of DoJ followed by Voluntary Shramdaan and banners and ply cards were displayed.



# Rajasthan's expediting implementation and O&M of Sanitation infrastructure through Innovative Training on SLWM

## Introduction:

In the pursuit of achieving and sustaining Open Defecation Free (ODF) plus status, Rajasthan has focused on accelerating the implementation and strengthening the Operation and Maintenance (O&M) of Solid and Liquid Waste Management (SLWM) infrastructure. The state, with support from UNICEF, conducted the comprehensive training to accelerate SLWM implementation that incorporated learnings from the SBM(G)-Phase 1 and the bottlenecks faced during the implementation of SLWM technologies collated through evidence-based field findings and reviews done by the state and UNICEF.

# Process:

Under the leadership of the District Collector, a two-day hands-on training session was organised with a total of 60 participants from Kekdi, Ajmer, and Beawar Districts. It was attended by technical and administrative teams comprising of Assistant Engineers



(AEs'), Junior Engineers (JEs'), Junior Technical Associates (JTAs), Block Development Officers (BDOs) and Block Coordinators (BCs) with locally relevant information and essential skills needed for SLWM planning, implementation, and monitoring. The training addressed localized challenges and showcased the establishment of Rajasthan's inaugural "Sanitation Park" in Lasadiya village, highlighting the SLWM technologies that were tailored to the district's typology and demographics covering both household and community level assets.

## **Key Outcomes:**

The training resulted in a deepened understanding of SLWM operations, composting, and correct construction methodologies among participants'. The detailed explanation and information on the material provided at the Sanitation Park bolstered stakeholders' capacity, including masons, who emerged as crucial allies in promoting SLWM

adoption. The training also heightened awareness of climate resilient SLWM practices and emphasized the importance of ongoing maintenance for environmental sanitation.

## **Way Forward & Conclusion:**

Building on this momentum, Rajasthan is committed to sustaining progress through continued stakeholder capacity building (including sanitation workers) enabling O&M of SLWM technologies, and replication of sanitation parks. Community engagement shall remain central to the work, with plans for further training, exposure visits, and integration of SLWM practices in educational institutions. Rajasthan's innovative approach underscores its dedication to a cleaner, healthier future for all.

With inputs Mr. Rushabh Hemani, WASH Specialist, UNICEF, Rajasthan at rhemani@unicef.org

For more information: Contact Bhoopen Jarwal, LWM Specialist at bhanujarwal94@gmail.com



# Integrating Environmental Initiatives: Uniting Jammu and Kashmir's Swachhata Banks



In a resolute endeavor to bolster waste management and environmental sustainability, several districts in Jammu and Kashmir have embarked on an innovative initiative known as the Swachhata Banks. These banks, inaugurated in various districts including Jammu, Srinagar, Udhampur, and Kulgam, serve as collection points for plastic waste, incentivizing individuals to participate in responsible waste disposal practices.

Led by Mission Director, SBM (G) J&K, Ms. Anoo Malhotra, the Swachhata Banks initiative aims to raise awareness about the importance of proper waste disposal while fostering community engagement in waste management efforts. Through the deposit of plastic waste at designated Swachhata Banks, individuals have the opportunity to earn rewards such as cash, stationery items, T-shirts, and caps, thereby encouraging active participation in environmental conservation.

The inauguration ceremonies of these Swachhata Banks witnessed the presence of local officials, elected representatives, and community members, all expressing their resolute support for the initiative. District Development Counsellors and community leaders emphasized the imperative for collective action in addressing waste management challenges, underscoring the noble nature of the initiative.

Further reinforcing the Swachhata Banks initiative is the "My 10 kg Plastic Campaign," launched in Panchayat Gazipur Kullian of district Jammu, in collaboration with the Indian Pollution Control Association (IPCA). This campaign incentivizes individuals to collect and dispose of 10 kg of plastic waste, earning them the coveted "Plastic Neutral Citizen Certificate."

The success of the Swachhata Banks extends beyond mere collection efforts, as evidenced by the recent auction held at the Swachhata Bank in Shopian. Organized by the Block Development Office (BDO), Kanjiullar, the auction showcased the collective efforts of the community in addressing plastic pollution. Bids starting at Rs 4 per kilogram culminated in a successful auction, with local firm "Green Guardians" emerging as proactive stakeholders in local environmental initiatives.

Key figures such as Mir Iqbal, IEC State Consultant SBM-G J&K, alongside RDD field officials and members of civil society, lent their support to the event, underscoring the collaborative nature of the initiative. Behind the scenes, individuals such as Secretary Panchayats Kanjiullar, Bisma Nazir, and GRS Ramiz Hyder played pivotal roles in establishing Swachhata Banks and raising awareness among the masses.

However, the initiative faces challenges, as some districts are yet to open Swachhata Banks. Nevertheless, the Swachhata Bank initiative remains steadfast in its commitment to promoting waste management practices across the region.

The ongoing efforts of Swachhata Bank Kanjiullar, fueled by the active participation of Government Higher Secondary School students as Brand Ambassadors, reflect a promising trajectory towards a cleaner, greener future for the region. As the initiative progresses, the next phase will involve linking Swachhata Banks to recycling facilities, further contributing to the circular economy and environmental sustainability.

Director-General Rural Sanitation, J&K, Ms. Anoo Malhotra, reiterated the importance of Swachhata Banks in creating a cleaner and greener environment, emphasizing the collective responsibility towards waste management. With Swachhata Banks serving as beacons of environmental stewardship, communities across Jammu and Kashmir are inspired to embrace similar initiatives, paving the way for a sustainable future for all.



# UP's Sanaha GP: Pioneering progress to ODF Plus Model



Situated along the sacred riverbank of Saryu in Ayodhya district, the Sanaha Gram Panchayat stands as a beacon of progress, having embarked on a journey to become an ODF Plus Model village for which it was also awarded the first prize of the GP Hon'ble CM's award in 2018-19. With a population of 1820 spread across 350 households, the village faced significant challenges, particularly concerning water management and waste disposal. However, under the leadership of Gram Pradhan Smt. Rina Pandey, the village initiated a series of transformative actions to address these issues and achieve comprehensive development.

Upon achieving Open Defecation Free (ODF) status in 2018-19, the village remained committed to advancing further towards ODF Plus status. Despite the high-water table and poor drainage, the Gram Pradhan and local authorities formulated a Village Action Plan to tackle the pressing issues. One of the primary challenges was the management of greywater, compounded by waterlogging and inadequate drainage systems. The untreated wastewater, along with solid waste, was contaminating the river, posing health hazards to the community.

To address these challenges, the Gram Pradhan spearheaded initiatives focusing on both liquid and solid waste management. A credit limit of Rs. 5.36 lakh was allocated for Solid and Liquid Waste Management (SLWM) work, complemented by Rs. 16.00 lakh for establishing a Plastic Waste Management Centre under SBM(G). Infrastructure improvements were prioritized, including the construction of drains spanning 2154 meters, along with 21 silt catchers to trap debris and sediment, preventing further contamination of the river.

Additionally, 32 soak pits were constructed to facilitate the proper disposal of greywater, significantly reducing stagnant water and waterlogging issues.

The introduction of systematic solid waste management included the establishment of a Resource Recovery Centre (RRC), individual and community compost pits (NADEP), and the procurement of an E. Rickshaw for regular waste collection. Plastic banks and dustbins were strategically placed throughout the village to encourage waste segregation and disposal. Community facilities underwent significant upgrades, with the construction of a Community Sanitary Complex (CSC) ensuring proper sanitation for all residents. A dedicated caretaker from the Self-Help Group (SHG) was appointed to maintain cleanliness, with remuneration (Rs 600/-) provided for their services. The Panchayat Bhawan emerged as a central hub for developmental activities, overseen by the Panchayat Sahayak, who played a pivotal role in sanitation efforts. Education and awareness initiatives were also prioritized, with English medium primary schools and Anganwadi centers equipped with adequate sanitation facilities. The village embraced technology with the establishment of a Common Service Centre, facilitating access to essential services for the community.

The establishment of a Plastic Waste Management Centre marked a significant milestone, equipped with machinery for processing plastic waste. As of the latest report, the center has collected 300 kgs of plastic waste, with 143 kgs shredded and sold, generating revenue for the Gram Panchayat.

In addition to infrastructural improvements, the village adorned its walls with vibrant wall paintings conveying messages of ODF plus, further fostering a culture of cleanliness and sustainability. The visual transformation of the village has not only improved the quality of life for its residents but has also attracted the attention of neighboring communities, inspiring them to emulate Sanaha's success story.

In conclusion, the journey of Sanaha Gram Panchayat from ODF to ODF Plus Model village exemplifies the transformative power of grassroots initiatives and community-led development. Through strategic planning, innovation, and collective effort, the village has overcome formidable challenges, emerging as a shining example of holistic development and sustainable living.

With inputs from: Mr. Abhiral Pathak, DC, SLWM, Ayodhya and Mrs. Tuhina Roy, State Consultant, UNICEF/SBM(G), U.P.

# State-Level Workshop: Roadmap for Dry & Plastic Waste Management in Jharkhand







A pivotal workshop on the "Roadmap for Dry & Plastic Waste Management in Jharkhand" was organized by Drinking Water & Sanitation Department (DW&SD), SBM(Grameen), Govt of Jharkhand in partnership with HDFC Bank, Centre for Environment Education (CEE), NEEDS (Service Provider), and UNICEF on 5th January 2024, which was attended by 180 participants from all 24 districts of Jharkhand.

Distinguished participants included Dr. Neha Arora, IAS - Mission Director, SBM(G), Govt of Jharkhand; Mr. Prabhjot Sodhi (MBE) - Sr. Program Director, Circular Economy, CEE Delhi; Team of NEEDS, Executive Engineers, District Coordinators, District Program Managers and Gram Mukhiyas from more than 30 villages.

The objective of the workshop was to sensitize representatives from blocks and villages about the crucial aspects of managing plastic waste in rural areas, with an aim to develop a comprehensive roadmap to implement sustainable and scalable models of Plastic Waste Management Units (PWMUs) across Jharkhand.

Participants deliberated on the necessity of creating a revenue generating system to ensure the sustainability of PWMUs, linking them with the existing government schemes and programs. The workshop involved discussions around identifying challenges and opportunities in dry & plastic waste management within rural areas. The event shed light on various aspects including the lack of awareness, inadequate infrastructure, challenges in collection, transportation, segregation, recycling methodologies, and establishing market linkages. The forum also facilitated the sharing of best practices and innovative approaches from various states such as the Extended Producer Responsibility (EPR) policy and the Swachhata Kendra model.

An interactive session by Mr. Prabhjot Sodhi, Sr. Program Director, Circular Economy, Centre for Environment Education focussed on Plastic & Dry Waste Management. He demonstrated various types of plastics and explained their characteristics and ensured providing all participants a critical understanding of Waste, Types of Waste, Importance of Source Segregation, Setting up of MRF (with models on cluster of 2 blocks, 3 blocks and 4 & more blocks), Selection of Machineries, Selection of Service Partners, Inclusion of Informal Sector, Waste Collection Mechanism, Social Mapping of Villages and Panchayats, Importance of Community Ownership and Importance of strong Monitoring, Reporting and Documentation. He shared an in-depth strategy and approach that is being implemented in HDFC Bank-CEE project 'Rural & Urban Landscape Free of Dry & Plastic Waste'.

The workshop concluded with a consensus among all participants on the need to adopt a holistic and participatory approach to address plastic waste management in Jharkhand. The key resolutions included promoting awareness and behavioural changes among rural communities through Information, Education, and Communication (IEC) initiatives and the available platforms for dissemination.

Participants committed to drafting actionable plans with monitoring & evaluation for implementing PWMUs in their respective districts and villages within a designated timeframe. The workshop stands as a beacon for a collective effort in combating plastic waste, laying the groundwork for a sustainable and innovative waste management model in Jharkhand.

For more information: Reach out to

Mr. Prabhjot Sodhi; Sr Program Director (Circular Economy) & Director MRAI (Hon.) on prabhjot.sodhi@ceeindia.org; Amarpreet Kaur, Project Officer-Communication & IEC at amarpreet.kaur@ceeindia.org

# Pioneering Sustainable SLWM in Village Panchayats Chicalim, Mormugao Taluka Goa

Amidst the idyllic landscapes of Goa, the village of Chicalim stands as a beacon of innovation in solid waste management (SLWM), embodying the spirit of SBM-G.

In a collaborative effort between Chicalim Village Panchayat and Responsible Earth Foundation (REF) three housing societies have been lauded for their exemplary adoption of waste management strategies. Launched in January 2024, this program is in adherence to the SWM Rules 2016, Bulk Waste Rules 2018 of the Government of India, and the Goa Panchayat bylaws, that continue to serve as a testament to the village's dedication to cleanliness and sustainability. At the heart of this initiative lies the establishment of common waste storage facilities within housing complexes, a departure from traditional doorstep waste collection methods. By centralizing waste storage, Chicalim not only enhances security and convenience but also fosters a culture of cleanliness and community engagement, aligning with the SBM-G vision.

The Sarpanch of Chicalim, emphasized the transformative impact of centralizing waste storage that minimizes external worker presence within housing societies, reducing security risks, 15-04-2024 and promoting a safer living environment for residents.

Dylan Fernandes, the Sustainability Manager of "Yes In My Backyard," a Goa-based waste management company, underscored the broader benefits of this centralized approach that can significantly enhance cleanliness and aesthetics, while residents enjoy the flexibility of disposing of their trash at their convenience, without rigid collection schedules.

Prasiddh P. Naik, Deputy Director of Panchayats South, who is also the State Coordinator for SBM-G applauded the residents of Chicalim Panchayat for their conscientious efforts and suggested the way forward as one where other panchayat follow suit, fostering a collective movement towards sustainable living across the entire state.

Inovativa Waste Aid and Management Solutions are partners of the Chicalim Panchayat for this mission and through their work they integrate advanced technology to treat both solid and liquid waste comprehensively. Through this program, they are setting a precedent for effective waste management, paving the way for cleaner, healthier communities.

This streamlined waste disposal process in Chicalim ensures that no household is overlooked during collection rounds, promoting inclusivity and efficiency. As Chicalim pioneers sustainable waste management practices, it not only sets an example for neighboring communities but also contributes to the larger national goal of a Swachh Bharat. Together, we can embark on a journey towards a cleaner, greener future, one centralized waste storage facility at a time, echoing the spirit of the SBM-G initiative.



Responsible Earth Foundation has recently awarded 3 Housing societies within the panchayat's jurisdiction towards their commendable journey for adopting innovative waste management practices complying to the Solid waste management rules 2016 and bulk waste rules 2018 of Govt. of India and by-laws of Goa Panchayat.

# Sustainability goal of common waste storage set by Chicalim





# Building Sustainable Sanitation: A Case Study of Skilled Human Capital Development in Madhya Pradesh

### Introduction:

Madhya Pradesh's Swachh Bharat Mission-Grameen (SBM-G) 2.0 signifies a transformative step in rural sanitation, emphasizing Liquid Waste Management (LWM) & Faecal Sludge Management (FSM). To address the need for skilled personnel in planning and managing Faecal Sludge Treatment Plants (FSTPs) and LWM structures, the state has adopted a strategic approach, appointing engineers and coordinators from each district. Under the leadership of Mission Director Ms. Tanvi Sundriyal, a comprehensive three-day residential Training of Trainers (ToT) program has been initiated in collaboration with development partners UNICEF & Water Aid for all 52 districts.

### **Process:**

The ToT program aimed to institutionalize training at various levels, employing participatory and adult learning principles. Through interactive sessions and hands-on exercises, participants gain essential skills for efficient management, including DPR preparation, O&M of FSTPs, LWM structures, and social behavior change communication. The training addresses localized challenges and showcases successful implementations, in Toomda and Mugaliyachap Panchayats of Bhopal district

### **Key Output:**

The program has successfully built the capacity of 106 engineers and district/block coordinators, integrating them into the District Training Management Unit. These trained professionals will serve as master trainers at the block level, ensuring knowledge dissemination to grassroots levels. Additionally, 22 districts have been included in the training, benefiting 1700 participants. To sustain this momentum, a comprehensive plan focusing on continuous training and capacity building has been devised, with state experts providing support at the district level.

### Way Forward & Conclusion:

Madhya Pradesh's commitment to sustainable sanitation and liquid waste management is evident through stakeholder capacity building and community engagement efforts. Ongoing investment in stakeholder training, regular refresher courses, and monitoring mechanisms are essential for effectiveness. Integrating LWM principles into local governance structures and convergence with line departments will further ensure sustainability. By leveraging its innovative approach, Madhya Pradesh can lead the way towards a cleaner, healthier future for rural communities.

With Inputs- Mr. Kripashankar Yadav, Team Lead, PMU and Ms. Isha Singh, CB & IEC Expert, PMU-SBM-G, For more Information Contact: Ms. Isha Singh, CB & IEC Expert, PMU-SBM-G at swsmmp@gmail.com







# Fueling Sustainability: The Gobardhan Biogas Revolution at Erumeli Police Camp, Kerala





The implementation of the GOBARdhan biogas plant at the Erumeli police camp in Kottayam District, Kerala, has heralded a new era of cleanliness and cost-saving measures. Previously grappling with pollution issues and high expenses on LPG, the camp officers now revel in the noticeable improvements brought about by the plant.

Gone are the days of incessant refills of gas cylinders and hefty expenditure on firewood. The plant's conversion of waste into fuel not only resolves the longstanding pollution problem but also slashes the camp's monthly fuel expenses significantly. With a capacity to serve up to 900 people during the Sabarimala pilgrim season and an additional 200 people on regular days, the plant has emerged as a beacon of sustainability and efficiency.

Built at a cost of 9.5 lakh rupees under the SBM(G) Phase-II in 2022-23, the GOBARdhan plant stands as a testament to the power of innovative waste management solutions. Operating with a 200 Kg capacity, the plant processes an average of 180 Kg of waste per day, yielding approximately 7 cum of gas utilized for cooking. This translates to a monthly savings of approximately rupees 37,500/- in LPG costs.

Despite initial challenges posed by land constraints, the concerted efforts of the Gram Panchayat, aided by the allocation of five cents of land by the Forest Department, paved the way for the establishment of the plant. Today, the Erumeli police camp stands as a model of sustainable waste management practices, offering a glimpse into a cleaner, more efficient future for similar establishments across the state.

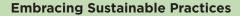
To know more contact: Abraham Thomas Renjith, Program Officer (IEC) at atrmsw@gmail.com



# Murmha Village, West Bengal: A Beacon of Sustainable Living Community-Led Zero Waste Initiatives

Nestled amidst the serene landscapes of the Darjeeling district in India, Murmha Village shines as a testament to the transformative power of community-driven sustainability. With 500 households, this village stands as a beacon of hope, showcasing how collective action can turn rural settlements into models of zero-waste living.

Community Engagement and Responsible Waste Management: At the heart of Murmha Village's success lies the proactive involvement of its residents in waste management. Through the widespread use of locally crafted dustbins, ingeniously fashioned from available drums and bamboo, the community fosters responsible waste disposal practices. This sense of ownership and accountability is further exemplified by the villagers' weekly collective clean-up efforts, demonstrating their unwavering dedication to maintaining a clean and pristine environment.



### Household Composting:

Aligned with their zero-waste goals, Murmha Village residents actively engage in household composting of biodegradable waste. This practice not only reduces waste but also produces nutrient-rich compost, promoting agricultural sustainability and completing the cycle of resource management.

## Plastic-Free Environment:

Remarkably, Murmha Village highlights a plasticfree status, with not a single piece of plastic littering its premises. This achievement underscores the community's steadfast commitment to sustainable living practices and environmental conservation.

## **Showcasing Sustainable Initiatives**

During interactions with local villagers, visitors witness firsthand the village's achievements in sustainable living. From locally made products to hosting zero-waste marriage ceremonies, Murmha Village proudly showcases its dedication to holistic sustainability, inspiring communities worldwide to follow suit.

The Local Committee Samaj spearheads Murmha Village's grassroots initiative, empowering residents to embrace environmental responsibility and sustainable living practices. Through education, community engagement, and resource provision, this organization catalyzes positive change, driving Murmha's journey towards a zero-waste future.





# A Model for Sustainable Living

Murmha Village's waste management system, featuring locally crafted dustbins, 'doko' and community-driven cleaning initiatives such as clean ups on Sundays serve as a model for effective waste reduction and disposal strategies. The village's embrace of household composting reflects a holistic approach to resource management, contributing to agricultural sustainability and soil enrichment.

## **Community Empowerment:**

Driven by the Local Committee Samaj, Murmha Village exemplifies the power of community empowerment in fostering a culture of sustainable living and environmental stewardship. The village intends on setting up plastic storage units that will enable economic opportunities

In conclusion, Murmha Village stands as a blueprint for sustainable living, showcasing how collective action, community empowerment, and environmental stewardship can transform rural settlements into models of zero-waste living. As we draw inspiration from Murmha's journey, we are reminded that sustainable development is not merely a goal but a tangible reality achievable through shared vision and collective effort. Murmha Village serves as a guiding light for communities around the world, paving the way towards a more vibrant, resilient, and environmentally conscious society.



# **Voice from the State**



K Nagendraprasad

As the Mission Director for Karnataka, I'm humbled to share the remarkable progress we've made in the state. The ones which come through distinctly are Faecal Sludge Management (FSM) and the Swachhata Green Leaf Rating (SGLR) system.

In our journey towards Sampoorna Swachhata (complete cleanliness), Karnataka is

taking bold steps forward. With FSM, we're not just upgrading treatment facilities but also ensuring that 77 existing STPs are linked to co-treatment facilities, pushing towards a total of 234 treatment facilities. It's a testament to our commitment to improving sanitation infrastructure across the state. The guidance and the regular reviews across levels allow us to plan ahead and pre-empt challenges

The adoption of the SGLR system reflects our dedication to sustainable tourism.

Guided by the centre, we have been working with the state closely and have over 182 hotel and homestay establishments participating in this endevour. Karnataka is at the forefront of this transformative initiative that is focused on instilling a culture of

cleanliness and environmental responsibility in the hospitality sector.

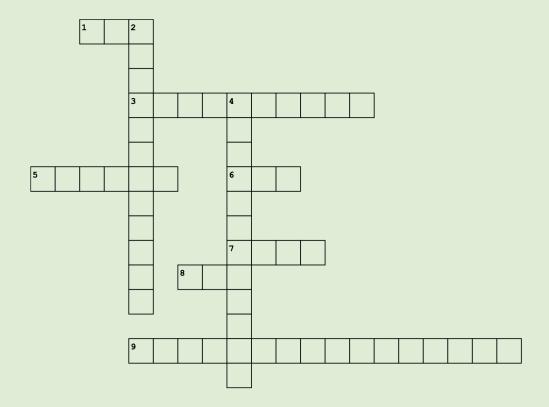








# **SBM IN A NUTSHELL**



# Across

- 1. Annual campaign for shramdaan
- 3. method of solid waste management
- 5. Campaign for construction of community soak pits for grey water management under  $\mathsf{SBM}(\mathsf{G})$
- 6. collection, storage, and disposal of plastic waste
- 7. Collaborative system aimed to uphold sanitation standards for responsible tourism
- 8. safe collection, treatment, and disposal of faecal waste under SBM(G)
- 9. Designated area where waste is sorted recycling, composting, or disposal for SBM(G)

## **Down**

- 2. grassroots volunteers who drive community involvement under SBM(G)
- 4. SBM Phase II objective

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.

