



SWACHHATA SAMACHAR

November 2023



Swachh Bharat Mission - Grameen Newsletter

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“GOBARdhan initiative is all about promoting biogas systems that protect our air, water, and soil by recycling organic waste into renewable energy and soil products while reducing greenhouse gas emissions. More and more biogas plants are coming up around the country where communities are using animal and agricultural waste. The communities are beginning to experience the gains – from livelihoods to cleaner fuel, and improved health to visual cleanliness of their surroundings.

”



Shri Gajendra Singh Shekhawat
Union Minister, Ministry of Jal Shakti



Programme Highlights

As of 29th October 2023

ODF+

Over **4,65,685** of India's inhabited villages have declared themselves ODF Plus.

- Aspiring: **3,02,663**
- Rising: **56,643**
- Model: **1,06,379**

2,43,486 villages have arrangements for solid waste management

3,98,873 villages have arrangements for liquid waste management

70 compressed biogas plants

725 functional biogas plants

111 completed biogas plants

2,477 Blocks covered with Plastic Waste Management Units

Swachhata Pakhwada

During the first fortnight of October, the Ministries of Panchayati Raj and Rural Development observed Swachhata Pakhwada. From 16th-31st October, the Ministry of Food Processing Industries conducted swachhata activities while celebrating World Food Day on 16th October and the Ministry of AYUSH while observing National Ayurveda Day on 17th October. Special Campaign 3.0 ensured enthusiastic cleanliness activities across various institutions and organizations of the Ministry of Ayush, leading to a 100% target completion of its 'Cleanliness Campaigns' for a cleaner, healthier environment.



Improved waste collection system saves money for Karnataka's Kollur GP



Kollur Gram Panchayat (GP) in Yadgir District of Karnataka has found that an improved waste collection system can not only address the root cause of blocked drainages but also reduce the associated cleaning costs that were found to be escalating each year.

Several factors contribute to drainage blockages, including collapsed pipes, insufficient slopes, heavy rainfall, and inadequate maintenance. However, the biggest cause of drain blockages or overflows in the villages is the accumulation of plastic and other waste and debris.

Research by Saahas, a waste management company that provides end-to-end waste management based on the principles of circular

economy, found that local bodies spend a substantial amount on drain cleaning activities especially in villages, as most of the drains are not covered. However, by improving door-to-door collection, waste dumping was curtailed which resulted in lower expenditure incurred on drain cleaning.

In 2019-20, the Panchayat had spent Rs. 4 lakh just to clean the drainages. However, within just one year of starting the SBM-G solid waste management programme (SWM), which included a proper collection system, the GP was delighted to notice a significant drop in the expenditure. The cost came down to Rs. 2 lakhs, which meant a saving of 50%.

To read more, [Click here](#)

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Ganga ghats of 266 GPs cleaned during SHS 2023 in Bihar



As many as 266 Gram Panchayats in 12 districts of Bihar cleaned their Ganga ghats or riverfront steps leading to the banks of the Ganga River between 22nd to 24th September, as a part of the Swachhata Hi Seva campaign.

Shramdaan during the cleanliness campaign in Ganga villages saw the participation of communities together with youth from the Nehru Yuva Kendra and organisations working with Ganga conservation with the support of

sanitation workers of the Swachh Bharat Mission Grameen. They cleared the banks and the Ghats of the Ganga.

Ahead of the campaign, a special awareness campaign was conducted in Ganga villages when people were made aware of the importance of the Ganga – for fresh drinking water, for people's livelihoods, and for nature. People were aware that the river is revered as a goddess, whose purity cleanses the sins of the faithful and aids the dead on their path and its life-giving attributes. The fact that farming is possible in lakhs of hectares of land owing to the Ganga was discussed at length.

People were motivated and requested to join the Ganga cleaning campaign, which resulted in a large number of people participating in the shramdaan conducted from 22nd to 24th September.

To read more, [Click here](#)

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Ladakh provides plastic waste to Project Himank

The Union Territory (UT) of Ladakh on 1st March, 2023 signed a Memorandum of Understanding (MoU) with Project Himank (Border Roads Organisation (BRO)) for a period of three years, to produce and provide plastic waste to be used for pavement and road construction.

Signed by the Director, Rural Development Department (UT of Ladakh) and the Chief Engineer, Project Himank, the initiative is expected to utilize non-biodegradable plastic waste in Ladakh gainfully. The co-operation will increase economic opportunities and help reduce environmental pollution and plastic waste.



The terms and conditions of the collaboration stipulate that the administration of Ladakh through the Rural Development Department will provide plastic waste as per the specifications and quantities required by Project Himank and dispatch the same when required. In return, payment will be made to Ladakh through a standard and transparent payment mechanism as mutually agreed upon.

According to the MoU, the initial requirement would be 2 MT of plastic waste of 5.2mm or less size, duly cleaned. Based on the feedback of the first lot, additional plastic may be procured.

To read more, [Click here](#)

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User fees ensure sustainability of SLWM processes in Bihar



Bihar which has introduced user charges for ongoing solid and liquid waste management (SLWM) services in rural areas has over 4,000 Gram Panchayats (GPs) on board, leading to over 14 lakh households contributing to over Rs. 3 crore for cleaner surroundings.

A user fee is a sum of money paid as a necessary condition to gain access to a particular service or facility. It can enhance the quality of services for which the fees are charged and ensure continuity. Crucial to guarantee service sustainability and operation and maintenance of assets, user fees also ensure that users take ownership of the assets created for the service.

With a view of making villages ODF-Plus, SLWM is being carried out across Bihar. Garbage is being picked up by e-rickshaws from houses and transported to the waste processing units set up in the GPs, where the waste is converted into resources such as manure or recycled. Further, greywater and faecal sludge are managed at the village level. The state has also initiated far-reaching interventions to ensure ODF Sustainability. However, the cost of SLWM assets being created, and the human resources engaged to implement them is phenomenal, and sustainability of those assets is a huge challenge.

It is to help with this issue, that the state decided to collect user charges from households without coercion. Initially, public awareness activities were conducted, and a proper enabling atmosphere was created through various IEC activities such as community mobilization, rallies, processions, public meetings, sandhya chaupals, slogan writing, etc.

Alongside, the quality of door-to-door garbage collection and village cleaning services was upgraded with the preparation of a route chart, fixing timings of garbage collection, and regular cleaning of drains. Dialogue that followed, assured the community of all such services on a regular basis before introducing user charges, which the communities agreed upon.

To read more, [Click here](#)

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8.9 lakh students participate in Nirmal Sathi programme in West Bengal

As many as 8,90,550 students from 12,298 schools were involved in the Nirmal Sathi programme implemented in all 22 districts of West Bengal from 7th to 15th August 2023. From participating in rallies, village meetings, and walkathons to cleaning villages and removing legacy waste, the week-long programme saw enthusiastic participation from the youngsters.

The objective of the campaign was for students to take on the role of ambassadors or change agents through school-based activities to promote hygiene and safe sanitation practices among their communities. The ultimate goal was to generate awareness of the concept of ODF Plus beyond school boundaries to reach families of students and their neighbours.

With a view to transforming villages into ODF Plus and ensuring that every ODF Plus aspect was covered, various themes were assigned to the campaign such as waste segregation; institutional level/household level composting; single-use plastic free village; dry waste and plastic waste management; greywater management; and personal hygiene management including hand hygiene.

Among the school-led activities for the communities were: 7,218 school-organized rallies; 2,968 demonstrations; 3,886 legacy waste removal and plastic waste collection drives; 3,130 village cleaning activities; 1,268 street plays, audio announcements; 20 Marathons/Walkathons; 39 Folk tableaux; and 2,011 village-level meetings.



To read more, [Click here](#)

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UP's Mirjapur Ajigaon GP uses organic waste in fish farming



In an innovative waste management method, the Gram Panchayat (GP) of Mirjapur Ajigaon in Unnao District of Uttar Pradesh has started using wet waste consisting of mainly food leftovers and garden waste from households in fish farming.

This method of aerobic composting uses the maggots that are bred when organic waste rots. Fish that feed on these larvae which are typically found in decaying organic matter, rapidly grow and can be sold.

This was one of the projects visited by Joint Secretary and Mission Director-SBM-G, Shri Jitendra Srivastava, at the GP recently to review their ODF Plus achievements.

Fish farming: The replicable project was set up at a cost of Rs.16,000. It consists of a cement tank filled with water in a spot that has ample shade. Adequate oxygen levels have to be maintained in the tank in which mixed fish are bred. It takes about 45 days for the fish to grow large enough to be sold.

Procedure: The waste used in fish farming needs to be purely organic and should not contain any recycled or non-biodegradable waste. At a height of 3-3.5 feet above the tank is a bed onto which organic waste mixed with a cow dung solution is deposited in layers. Thereafter, the bed is covered from all sides with jute sacks or banana leaves. The bottom of the tank should be filled with water. When insects or maggots that fall from the bed above are seen in the water, small fish can be dropped into the tank. When fish eat the maggots, they grow rapidly and gain weight.

To read more, [Click here](#)

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Garbage-dumping: Decision to reward informants elicits good response

The government of Kerala's direction to Local Self Government Institutions (LSGIs) to reward citizens who report illegal dumping of waste has yielded good results within a few days. Using the WhatsApp numbers published widely and email, socially conscious citizens have reported incidents of illegal or indiscriminate dumping of waste.

After verifying information from the public, LSGIs swung into action against the reported incidents in many places. High conviction rates for illegal waste dumping have been observed in Palakkad, Thrissur, and Ernakulam districts. Out of the total 68 cases in which informants were rewarded for reporting offenses related to illegal waste disposal, dumping, and burning, 38 cases were reported from these three districts.

A total of Rs. 1,40,450 has been disbursed as rewards to informants, and to date, 68 informants have received these rewards. The number of instances in which information was received is 473, and out of these instances, fines were imposed in 421 cases, with the total amount of fines imposed reaching Rs. 4,041,330. So far, an amount of Rs. 2,655,840 has been collected as fines from the 421 offenders against whom fines were imposed.

The Kerala government recently came out with an order enabling the LSGIs to reward citizens providing credible inputs of illegal waste dumping as part of the 'Malinya Muktham Nava Keralam' (Garbage-free New Kerala) campaign, seeking to make the state garbage-free by next year.

Acting fast on credible information including photographs and video clippings, LSGIs across the state cleared garbage and other pollutants found dumped in public spaces.



To read more, [Click here](#)

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Assam's Hailakandi district gets a PWMU



A Plastic Waste Management Unit (PWMU) has been set up in Lala Block of Hailakandi district in Assam which will cater to 87 villages, ensuring plastic waste generated in households and establishments is effectively managed.

The PWMU was inaugurated by Shri Nisarg Hivare, District Commissioner in the presence of Shri Joydeep Shukla, CEO Zilla Parishad, and Shri Jilas Uddin, Executive Engineer (Hailakandi Division) on 10th August 2023.

Constructed under Swachh Bharat Mission Grameen (SBM-G), the total cost of the PWMU was Rs. 22.06 lakh using funds

from both SBM-G and 15th FC. The civil construction of PWMU and machinery was obtained from SBM-G (Rs. 14.64 lakh), while Rs. 7.42 lakh was availed from 15th FC tied grants of Anchalik Panchayat, Lala Block for external electrification of the PWMU and for the operation of the dust remover, bailing, and shredding machines.

All biodegradable waste collected from weekly markets, shops, etc., is converted into compost in a centralized Material Collection Facility (MCF) at the GP level. Further, all recyclable non-biodegradable waste is sold to local recyclers, while non-recyclable non-biodegradable waste is transferred to the PWMU.

At the block level, the PWMU is operated by the Cluster level federations, which are under the supervision of the Anchalik Panchayat. Discarded plastics from the GPs which are suitable for shredding are processed in the PWMU. The shredded plastic is sold to a local contractor engaged under PWD and will thereafter be used for road construction.

To read more, [Click here](#)

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Punjab trains officials on O&M of GOBARdhan plants

The Department of Water Supply and Sanitation, Punjab conducted an onsite capacity building cum awareness programme for pump operators and officials of Gaushalas who are directly involved in the operation and maintenance of biogas plants. The training programme was held at the Government Gaushala in village Gazipur of Block Samana in District Patiala.

More than 70 participants from 14 districts visited the Gazipur Gaushala to attend the training programme on 9th October 2023.

Block Development and Training Centre (BDTC) of Punjab Agriculture University in Ludhiana conducted the training programme. Speaking on the occasion, Dr. Iqbal Singh, a Scientist from the university gave a detailed presentation on the technical know-how of biogas plants and the role of Gram Panchayats in the implementation of the plant.



Thereafter, Dr. Sarabjit Singh Sooch, Principal Scientist, Department of Renewable Energy Engineering, Punjab Agriculture University, Ludhiana explained that the key objectives of a biogas plant were twofold: to effectively manage large quantities of cattle waste produced in Gaushalas and to harness the potential of the waste for the generation of clean and renewable energy.

To read more, [Click here](#)

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Karnataka organises 'No Food Waste Day' signature campaign



During Swachhata Hi Seva 2023, Karnataka organised a unique signature campaign titled 'No Food Waste Day,' under which people were required to sign on boards displayed in restaurants, hotels, and hostels, giving their word that they would not waste food.

Hunger is a global issue, and this campaign was initiated across the state in alignment with Swachhata Hi Seva 2023 to raise awareness about the need to prevent food wastage, a state official said.

The move was in keeping with the International Day of Awareness of Food Loss and Waste observed on 29 September with the 2023 theme "Reducing food loss and waste: Taking

Action to Transform Food Systems." The occasion was an opportunity to call to action both the public and the private sectors, to prioritise actions and move ahead with innovation to reduce food loss and waste towards restoring and building back better and resilient-ready, food systems.

The campaign aimed to promote awareness and reduce food wastage in rural areas of Karnataka. In this regard, Zilla Panchayats, Taluk Panchayats, Gram Panchayats and schools organized zero food waste signature campaigns. It also targeted various establishments such as restaurants, hotels, hostels, and marriage halls.

To read more, [Click here](#)

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Voice from the State



Shri JK Abhir,
Director, Rural Development,
Haryana

Haryana to introduce ranking system for WASH initiatives

Mahatma Gandhi's words, "Sanitation is more important than political independence," still resonate today.

In Haryana, the Development and Panchayat department has been at the forefront of organizing grassroots campaigns and training sessions to make sanitation a collective responsibility. The commitment of Gram Sarpanches in driving these initiatives has been pivotal in fostering a culture of cleanliness at the grassroots level. A significant moment in the Swachh Bharat Mission's journey in Haryana was the 98th episode of "Maan Ki Baat," in which the Hon'ble Prime Minister addressed the Dulheri Gram Panchayat in Bhiwani District. This event showcased the dedication and active involvement of the village community in door-to-door waste collection. The Prime Minister's recognition served as a morale booster and further emphasized the importance of citizen participation in maintaining cleanliness.

To accelerate the progress of the Swachh Bharat Mission (G), a ranking system has been developed for all districts in Haryana. This system evaluates districts based on their performance in key components i.e., Liquid Waste Management, Solid Waste Management, Plastic Waste Management, Gobardhan, Faecal Sludge Management (Retrofitting)/ Registration of Tankers, and Individual Household Latrines. By assessing each district's

performance in these areas, the ranking system provides a comprehensive view of sanitation and the well-being of citizens. This holistic approach ensures that all aspects of cleanliness and sanitation are addressed, from waste management to toilet facilities.

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



State Visits



Smt. Vini Mahajan, Secretary DDWS and Chief Secretary, Sh. Durga Shankar Mishra, Government of Uttar Pradesh jointly reviewed the progress of the implementation of SBM-G and JJM at Lucknow on 10 October 2023. They discussed the status of ODF Plus achievements and SLWM activities in the rural areas of Uttar Pradesh.

From DDWS, Additional Secretary and Mission Director, Sh. Vikas Sheel, and Joint Secretary and Mission Director, Sh. Jitendra Srivastava, and senior officials attended the meeting. UP Government was represented by Sh. Manoj Kumar Singh, Agriculture Production Commissioner and Sh. Raj Kumar, Mission Director.

Earlier, Sh. Jitendra Srivastava, JS&MD, SBM-G, presented the district-wise progress on ODF Plus, Liquid Waste Management, Solid Waste Management, and ODF Sustainability. Senior officers from DDWS, and the Government of UP attended the meeting. All DMs and DCs joined the meeting through VC.

Secretary-DDWS visited Hullas Kheda and Dahiya GPs in the Development Block of Mohanlalganj, in Lucknow to assess the ODF Plus achievements in rural Uttar Pradesh. She was accompanied by Sh. SN Singh Nodal SBM-G UP; Sh. Himanshu DPRO Lucknow; Sh. Balkar Singh MD Jal Nigam; and Chief Engineer from JJM.

JS&MD visited Mirjapur Ajaon village in Unnao district of Uttar Pradesh where he interacted with the local community and examined the segregation centre in the village.



From the Secretary's Desk



Smt. Vini Mahajan

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

Some of the best outcomes of the SBM-G campaign stem from the cross-cutting themes being addressed in addition to WASH which contribute to strengthening inclusion, such as climate change, gender equity, and marginalisation. This is evident in GOBARdhan and other solid and liquid waste management activities. I am delighted to note that states are including such activities in their SBM-G activities as also seen during the SHS campaign. Incorporating environmental considerations into WASH programming helps build resilience and ensures sustainability.

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

Our progress towards an ODF Plus India has been gradual but steady with more Gram Panchayats adopting sustainable waste management techniques such as reducing, reusing and recycling waste and at the same time investing in renewable energy systems. SBM-G has indeed issued a wake-up call to the waste collection and management industry. Given that irresponsible management of solid waste contributes directly to greenhouse gas emissions and climate change, the key to addressing waste management challenges is for our systems to be innovative, sustainable, and adaptable.

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

