



एक कदम स्वच्छता की ओर



केन्द्रिय जल आपूर्ति विभाग
और स्वच्छता मिशन
भारत सरकार
DEPARTMENT OF DRINKING WATER AND SANITATION
MINISTRY OF JAL SHAKTI
GOVERNMENT OF INDIA

SWACHHATA SAMACHAR

November 2024



SWACHH BHARAT MISSION

Grameen



प्रखंड परियोजना अनुश्रवण इकाई
स्वगडिया

इष्ट घर



स्वच्छ भारत मिशन (ग्रामीण)
प्रखंड - परियोजना अनुश्रवण इकाई स्वगडिया
योजना का नाम - सामुदायिक स्वच्छता परियोजना
उद्घाटन करने- प्रिया कुमारी सिंह, मुखिया।
अभिकर्ता - सा. कांनिम (प. सतिव)
मुख्य प्रतिनिधि - राजेश कुमार (मुख्य कार्यकर्ता)
निर्वाहक प्रतिनिधि - शशंक नात्र (मुख्य कार्यकर्ता)
अ.च. - स्वच्छता - अमरेश कुमार (व्यक्तिगत कार्यकर्ता) ॥
गौरवमयी परिशिष्ट श्री राजेश कुमार सिंह और मांती मधु (एच.के.ए. परिषद)
प्रायोजित राशि - 3,00,000.00 (एक करोड़)
प्रारम्भ की तिथि -
समाप्त की तिथि -



From the **Union Minister**



Sanitation is not just a service; it is a movement that uplifts communities and transforms lives. The upcoming World Toilet Day, re-establishes and reaffirms the vital role Swachh Bharat Mission Grameen plays in ensuring safe and sustainable sanitation solutions across rural India. The work we do is deeply rooted in community participation—people coming together to take ownership of their environment. This campaign has not only seen unprecedented involvement from the grassroots but also the support of influencers who amplify the message of cleanliness and dignity. Together, we are building a healthier, more resilient India.

Sh. C. R. Patil

Union Minister, Ministry of Jal Shakti

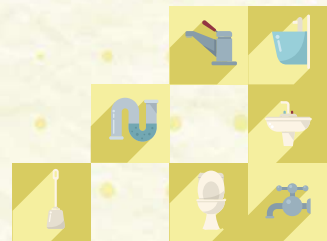
From the **Union Minister of State**

Sanitation is a continuous journey that requires a culture of cleanliness to be ingrained across all levels of society. Through the Swachh Bharat Mission, we are committed towards building more than just infrastructure—through regular campaigns, we are fostering a mindset that views sanitation as essential for healthy living. As waste generation is a constant, our efforts continue to promote sustainable practices must reach every corner of India, from households to schools and workplaces and more. The program has been able to garner a collective push towards cleanliness that will create a lasting culture of sanitation benefitting future generations.



Shri V. Somanna

Union Minister of State, Ministry of Jal Shakti



From the Secretary's Desk

Sanitation, as a mission, is dynamic and continues to evolve with the changing needs of our society. What began with the ambitious vision of achieving Open Defecation Free (ODF) status has now transformed into a larger movement focused on shifting mindsets and ensuring sustainable practices and contributing towards the vision of Viksit Bharat. The Swachh Bharat Mission is not just about infrastructure; it's about fostering partnerships, engaging youth, and aligning with the Sustainable Development Goals to create a healthier, cleaner future for all. As we move forward, this mission will continue to grow, adapting to new challenges and demands, while remaining rooted in the vision of a clean and sustainable India

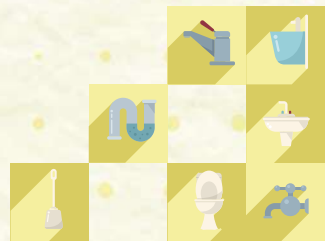
Shri Ashok Kumar Kaluaram Meena
Secretary, DDWS, Ministry of Jal Shakti



From the Mission Director's Desk

The work we have done in rural sanitation has been guided by the 5Ps of – people, participation, partnerships, processes, and performance. While the creation of toilets marked a significant achievement, our focus evolved towards ensuring sustained usage, access, and systems that reach everyone. States/UTs are at the forefront of this mission, working closely with communities to take it forward. By fostering participation at every level, we are committed to sustainable sanitation, aligned with the broader goals of the Swachh Bharat Mission and the Sustainable Development Goals, building a healthier and more inclusive India

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



Programme Highlights

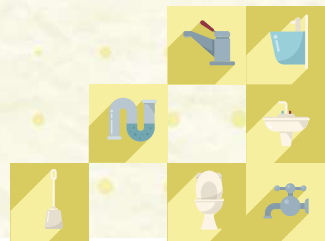
As on November 15th, 2024

ODF PLUS

Over **5.57 lakh** of India's inhabited villages have declared themselves ODF Plus.

- Aspiring: **1,82, 665**
- Rising: **17,189**
- Model: **3,58,024**
- Verified: **1,76,154**

4,42,871 Villages have arrangements for solid waste management
5,06,838 Villages have arrangements for liquid waste management
1209 Biogas plants registered
859 Functional Biogas plants
67 Completed Biogas plants
4088 Blocks have arrangement for plastic waste management



Swachhata Pakhwada

Ministry of Electronics & Information Technology



- Cleaning of offices across various locations

Ministry of Civil Aviation



- During SHS, cleanliness drives undertaken at various offices
- Swachhata Pledge ceremony by led at DGCA HQ lawn by JDG for all officials

Ministry of Railways



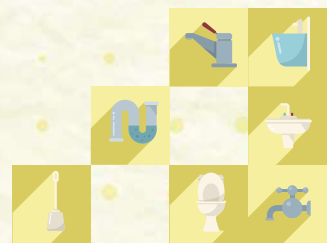
- Swachhata awareness rallies at various locations during SHS 2024 with the theme of Swabhav Swachhata, Sanskar Swachhata.
- Cleaning of various locations under identified cleanliness target units (CTUs) that required proper disposal of waste, trimming of trees/grass, installation, and cleaning of littered areas
- Seminars on waste management conducted across various locations
- Medical checkups for workshop staff and housekeeping staff were conducted.
- A “Swachh Awareness Rally” held in Byculla; Dustbin installations near tea booths at Tirupati
- Swachh Neer event conducted on various stations of BB Division
- EMU Kurla Car shed conducted mass cleanliness drives and formed a human chain to motivate staff to keep their workplace clean
- Swachh Stations (Clean Stations) Platforms with zero waste and litter free Intensive cleaning of all stations. Segregation of waste



Ministry of Rural Development



- Upkeep and cleaning of the office premises including the common areas like toilets, common corridors, and stair, lift etc.
- Essay competitions held at Unnati Conference Hall at Krishi Bhawan.
- Special cleanliness drives by employees focused on pond cleaning
- Plantation drives held across various locations
- Special sessions conducted on the importance of clean water, proper sanitation, and solid waste management.



Empowered by Wheels: A Safai Mitra Story of Breaking Barriers in Bastar, Chhattisgarh



Subhadra Bharti, a woman in her early forties, of village Adawal, Adawal Gram Panchayat, Bastar faced relentless financial struggles, ridicule making it difficult for her to manage day-to-day expenses. Her friend from a local Self-Help Group (SHG) working in HDFC Bank-CEE established Material Recovery Facility (MRF) at Bastar, recognizing her potential, guided her to seek opportunities & encouraged her to learn to drive an E-rickshaw being provided by the Bastar District Administration to earn a steady income.

She completed a 6-day training program on E-rickshaw driving for waste collection, covering driving skills, traffic rules, vehicle maintenance, and customer service. Subhadra drives approx. 35 Kms of E-Rickshaw per week in village Adawal with the help of two safai mitras collecting 12 MTs of dry & plastic waste from March 2023- July 2024. The waste is stored at Panchayat Shed that also has a charging point where Subhadra charges the rickshaw weekly.

Currently, the project is collecting dry and plastic waste every 6 days from households in 63 villages and 56 Gram panchayats. The initiative involves 83 SHGs with 436 members who manage waste collection and segregation at the MRF. Safai mitras, including Subhadra, use hand carts and E-rickshaws for waste transport, and they make collaborative decisions documented through social mapping diagrams. The program has been addressing the issue of collecting of user charges for these services which align with SBM guidelines that are focussed on program sustainability.

The District Administration, under SBM-Grameen, has provided 82 state-of-the-art E-rickshaws to the SHGs, designed to segregate dry and wet waste, enhancing collection efficiency, and creating sustainable livelihoods. Safai Mitras, including Subhadra, received practical training to operate the E-rickshaws safely.

To read more, click here



Empowering Sanitation Workers through SafaiMitra Suraksha Shivirs / Dignity Camps, during Swachhata Hi Sewa 2024



As an important part of the Swachhata Hi Seva (SHS) 2024 campaign, Dignity Camps—also known as SafaiMitra Suraksha Shivirs—are set to be organized across the country to enhance the welfare of sanitation workers. This year's SHS campaign theme "Swabhav Swachhata- Sanskaar Swachhata" aims to engage citizens from all walks of life to contribute towards swachhata.

Dignity Camps form a crucial component of the SHS 2024 campaign, designed to empower sanitation workers by connecting them to various government welfare schemes. Organized in phases, the camps will systematically address the immediate needs of sanitation workers and ensure their inclusion in the broader developmental agenda. The implementation of these camps/shivirs is structured into distinct phases to ensure effective coverage and maximum impact:

Phase 1: Awareness and Enrollment: Focus will be on spreading awareness about the various welfare schemes available to sanitation workers.

Phase 2: Scheme Integration and Access: Sanitation workers will be assisted in enrolling in relevant government schemes. Special efforts will be made to include them in welfare programs related to housing, water, sanitation, electricity, healthcare, financial inclusion, and social security.

Phase 3: Monitoring and Evaluation: The Focus will be on monitoring of the enrolled sanitation workers to ensure they receive the benefits of the schemes.

Key Welfare Areas Covered: Sanitation workers attending these Dignity Camps will be guided to enroll in a range of schemes, as per the directives provided. The Dignity Camps are a critical intervention in recognizing the contributions of sanitation workers and providing them with the support they need to thrive. These camps restore dignity and respect to those who play an essential role in maintaining public health and hygiene.

To read more, click here



Communities See Waste as a Resource: Coconut Recycling Initiative



In Ganjam district's Hinjilicut Block, Odisha, 89 villages and panchayats have joined hands with the Zilla Parishad and HDFC Bank in collaboration with CORE, a service provider, to run the Material Recovery Facility (MRF). This initiative, led by the Centre for Environment Education (CEE), is part of the "Rural & Urban Landscape Free of Dry and Plastic Waste" project under the Swachh Bharat Mission-Grameen (SBM-G). It aims to address the problem of coconut waste, which poses as a growing environmental hazard in the region.

For the past two years, CEE and CORE have been collecting plastics and dry waste in 105 villages, accumulating 1,100 tonnes of plastic. The MRF at Nuagada, Hinjilicut, is run by local women, or safai mitras, trained and supported by CORE. These women manage various machines that process dry and plastic waste, handling 3 to 3.5 tonnes of waste per day with guidance from CEE and CORE.

Ganjam is a major coconut-producing district, where coconut waste from households, markets, and religious ceremonies has posed a disposal challenge. To address this, women self-help groups (SHGs) have taken up the task of collecting coconuts from various sources and processing them at the MRF. By shredding the coconut husk and shells, the facility generates by-products such as coir, husk, and cocopeat, which are then sold as livelihood products.

This initiative not only reduces environmental pollution and mitigates clogged drainage systems but also prevents the release of harmful methane gas from decaying coconut waste. The project helps ease the burden on municipal waste management systems and creates income opportunities for women in the community. The MRF is equipped with advanced machines and the coconut waste is processed into valuable products, providing additional income for the safai mitras and addresses the coconut waste problem effectively.

To read more, click here



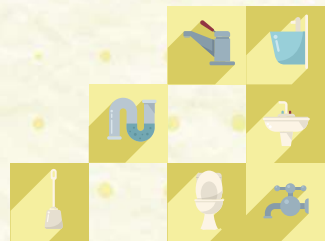
Gujarat Hosts District-Level Plastic Waste Management Training on SBM's 10th Anniversary



To commemorate the 10th anniversary of the Swachh Bharat Mission (SBM) and as part of the Swachhata Hi Seva 2024 campaign, the Government of Gujarat undertook a significant initiative focused on Plastic Waste Management (PWM). Under the leadership of Smt. Manisha Chandra IAS, Commissioner and Secretary, Shri Sujal Mayatra IAS, Mission Director SBM-G, and Shri Vishal Gupta IAS, Additional Commissioner SBM-G & Rural Development, the State organized a district-wide training program aimed at enhancing PWM practices at the grassroots level.

SBM-G Gujarat in collaboration with the Centre for Environment Education (CEE), Gujarat conducted "Swachhata Talks" across all 33 districts, with the active participation of over 1,550 officials and stakeholders on 30th September, 2024. These included Block Panchayat elected members, District Swachh Bharat Mission teams, Sarpanchs, Panchayat Secretaries, MGNREGA staff, and members of Self-Help Groups (SHGs). The aim was to engage local stakeholders on the critical importance of PWM, with a focus on waste segregation, sustainable disposal, and the economic opportunities that can be created for rural communities through proper waste management.

To read more, click here



Rajsamand, Rajasthan's Waste-to-Art Innovation: Turning Plastic into a Cleaner, Greener Future



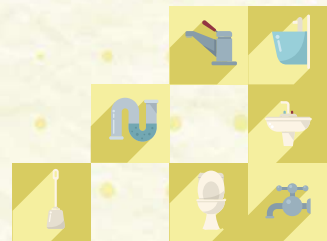
Rajsamand district is breaking new ground in sustainable waste management by packing 50 lakh single-use plastic bags into 1.25 lakh plastic bottles under Swachh Bharat Mission's Swachhata Hi Seva (SHS) 2024 campaign.

This innovation is part of the district's 4 P concept of cleanliness: removing plastic, planting trees, saving water, and making the environment beautiful that was implemented as a part of SHS 2024.

Led by District Collector Shri Bal Mukund Asawa, the campaign focuses on turning plastic waste into practical, eco-friendly solutions for visual cleanliness in Open Defecation Free (ODF) Plus Model villages.

The bottles filled with single-use plastic are being used in a "waste to art" initiative, which began as a part of the Swachhata Hi Seva 2024 campaign across various Gram Panchayats. The initiative, coordinated by Nana Lal Salvi, District Project Coordinator for SBM-G, involves transforming these bottles into artistic creations such as platforms, tree guards, benches, and other structures. This innovative pilot project is being implemented in each Gram Panchayat to encourage environmental protection and beautification.

[To read more, click here](#)



Kerala's Leap in Responsible Tourism: Swachhata Green Leaf Rating System



Kerala has always been a trailblazer when it comes to tourism, and now the state has taken a significant step forward in responsible tourism with the Swachhata Green Leaf Rating (SGLR) system. This initiative, in partnership with the Department of Drinking Water and Sanitation (DDWS) and the Ministry of Tourism, emphasizes the importance of sanitation standards across hospitality facilities.

Taking the Lead in Sanitation Standards

Kerala's proactive approach stands out with the introduction of a user-friendly online platform, making it easier for hospitality facilities to assess their sanitation standards. Through this platform, registered users can perform self-assessments, marking their compliance with the Swachhata Green Leaf Rating system. This simplified process allows facilities to easily gauge where they stand in maintaining sanitation standards.

Outcomes from the First Phase

In the first phase, a total of 425 hospitality facilities in Kerala earned the Green Leaf Rating out of 680 self-assessments submitted via the online platform. Of these, 96 facilities didn't pass the initial self-assessment, and 159 failed to qualify for certification as they didn't meet the minimum required score of 100 marks. However, the verification phase saw 67 facilities achieve the prestigious 5-leaf rating, with others scoring either 3 or 1 leaf ratings, showing varying levels of compliance.

[To read more, click here](#)



Village Awareness and Social Mapping Session Held at Billori, Chhattisgarh as Part of Swachhata Hi Seva 2024



Under the banner of Swachhata Hi Seva 2024 on September 18, 2024, District Administration of Bastar, Chhattisgarh, in association with CSR and RWPF partner organized a village awareness meeting and social mapping session at Gram Panchayat Billori-01. The event was designed with the objective of enhancing community participation and raising awareness about local sanitation efforts, under the SHS 2024 campaign. The main objectives includes:

- **Understand Community Needs:** To gather insights about the community's specific sanitation challenges, needs, and priorities through participatory discussions and mapping exercises.
- **Enhance Community Participation:** To foster active involvement of community members in the planning and decision-making processes, promoting ownership of sanitation initiatives.
- **Visualize Data:** To create a visual representation of the community's landscape, making it easier to understand spatial relationships and identify gaps in sanitation services.

The event was attended by over 50 community members, including the Sarpanch, village secretary, public representatives from the Gram Panchayat, and SBM Grameen.

[To read more, click here](#)



Bihar: Raising Awareness on Global Handwashing Day through SBM-G



On Global Handwashing Day (15th October), Bihar initiated a state-wide hand hygiene awareness campaign under the Swachh Bharat Mission Grameen (SBMG). The campaign aimed to emphasize the critical link between sanitation and handwashing as essential components of public health. Across schools, Anganwadi centers, hospitals, and communities, the importance of washing hands with soap and water was highlighted. Hand washing events and demonstrations were organized in more than 75,000 schools and 60,000 anganwadi centers across entire state.

Demonstrations were conducted on the proper technique for handwashing and the key times when it is most crucial, such as before meals and after using the toilet. These demonstrations were led by teachers and frontline workers.

Hand hygiene plays a pivotal role in preventing diseases, which remain significant public health concerns in rural areas. The campaign in Bihar aligns with the broader objectives of SBMG, which focuses on promoting sustainable sanitation practices.

[To read more, click here](#)



DDWS Hosts the National Visioning Workshop for WASH on October 28th



The Department of Drinking Water and Sanitation (DDWS) recently held a transformative workshop at Bharat Mandapam, New Delhi, bringing together experts and leaders to assess achievements and set the course for sustainable community engagement in Water, Sanitation, and Hygiene (WASH). This National Visioning Workshop, marking ten years of the Swachh Bharat Mission – Grameen (SBMG) and five years of the Jal Jeevan Mission (JJM), aimed to align future strategies with national development goals.

The event witnessed participation from key dignitaries and senior officials, including Smt. Vini Mahajan, Secretary, DDWS; Shri Ashok K.K. Meena, Officer on Special Duty (OSD), DDWS; Dr. Chandra Bhushan Kumar, Additional Secretary & Mission Director, NJJM; Smt. Richa Misra, Joint Secretary & Financial Advisor, DDWS; Shri Jitendra Shrivastava, Mission Director & Joint Secretary, SBM-G; and Smt. Swati Meena Naik, Joint Secretary, NJJM. Senior representatives from States/UTs including Secretaries, Mission Directors, Engineer-in-Chiefs joined the workshop, underlining their commitment to advancing WASH objectives nationwide.

The workshop focused on assessing progress while refining strategies for the future, with a keen emphasis on effective community engagement. Officials acknowledged the significant role of Smt. Vini Mahajan in shaping India's WASH landscape and aligning SBM and JJM with broader development objectives.

[To read more, click here](#)



Voice from State- Himachal Pradesh's Rural Plastic Waste Solution: A Community-Centric Model



**Raghav Sharma,
Mission Director**

Himachal Pradesh is setting an example in plastic waste management, especially in rural areas where waste infrastructure is often limited. Under the Swachh Bharat Mission-Grameen (SBM-G), the Department of Rural Development has launched an initiative that tackles plastic waste from the ground up.

The process begins at the village level, where Segregation Sheds help sort plastics. Items that can be recycled, like PET bottles, are sent to local recyclers. But what happens to the stubborn, non-recyclable plastics? This is where Himachal's model shines. Non-recyclable waste is directed to Plastic Waste Management Units (PWMUs) at the Block level. Here, equipped with balers and

shredders, the waste is prepared to be used as Refuse-Derived Fuel (RDF) in local cement plants.

The state is in the process of joining hands with cement giants Ambuja Cement Ltd. and Ultratech Cement to co-process this plastic waste as fuel. At the high temperatures in cement kilns, plastics burn completely, leaving minimal residue and emitting no harmful pollutants. This approach will reduce dependency on landfills, saves fossil fuels, and align with India's goals to cut down greenhouse gases. Ambuja Cement even supports the project by offering free backhaul transportation of waste to the plants, making the process cost-effective.

This partnership will be more than just waste management; it's a commitment to a cleaner Himachal. It also means rural communities' benefit from employment opportunities and an improved local waste system. By converting waste into a resource, Himachal Pradesh has crafted a practical, community-focused model for sustainability, one that could inspire similar efforts across India. This approach not only supports India's sustainable waste management goals but also contributes meaningfully to the vision of a Swachh Bharat, offering a replicable pathway for cleaner, greener rural areas across the nation.



Crossword

E	W	B	T	L	Z	E	R	O	W	A	S	T	E
L	L	U	S	S	A	N	I	T	A	T	I	O	N
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BIOFUEL | LATRINE | SOAKPIT | GOBARDHAN | SANITATION
GREYWATER | PLASTIC | SEWAGE | TRENCHING | ZEROWASTE
COMPOSTPIT | BIODEGRADABLE | SLUDGE | PHYTORID

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पेयजल एवं स्वच्छता विभाग
जल शक्ति मंत्रालय
भारत सरकार

DEPARTMENT OF DRINKING WATER AND SANITATION
MINISTRY OF JAL SHAKTI
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सत्यमेव जयते

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