



SWACHHATA SAMACHAR

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“ I am also happy that many programmes related to cleanliness have been planned across the country on the occasion of Gandhi Jayanti. The ‘Swachhata Hi Seva Abhiyan’ is going on with great enthusiasm in all the offices of the Central Government...You too should take out time and help in this campaign related to cleanliness. You can also join this cleanliness campaign in your street, or neighborhood...or at a park, river, lake or any other public place and cleanliness must be undertaken wherever an Amrit Sarovar has been built.

This Karyanjali of cleanliness itself will be the true tribute to Gandhiji.

”

Prime Minister Narendra Modi
Mann Ki Baat - 24 September
2023



Swachh Bharat Mission - Grameen Newsletter

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“ This year marks 9 years of the Swachh Bharat Mission. The achievement of 75% ODF Plus villages is a significant milestone for India, as the country has moved from ODF to ODF Plus in Swachh Bharat Mission Grameen- Phase II. The SBM-G programme has been instrumental in improving the health and well-being of millions of people across the country. Swachhata Hi Seva has accelerated the ODF Plus momentum through Shramdaan activities through Jan-andolan towards achieving the targets and goals of the Swachh Bharat Mission. ”



Shri Gajendra Singh Shekhawat
Union Minister, Ministry of Jal Shakti

SHS launch

Swachhata Hi Seva (SHS) 2023 campaign was launched by three Union Ministers on September 15, 2023 - Minister of Panchayati Raj and Rural Development, Shri. Giriraj Singh; Minister of Housing and Urban Affairs, Shri Hardeep Singh Puri; and Minister of Jal Shakti, Shri Gajendra Singh Shekhawat. The event symbolized unity in the efforts of various departments of the government towards the achievement of a 'Swachh Bharat' as envisioned by the Prime Minister.



Hon'ble Prime Minister, Ministers and Senior Government Officers lead by example



Programme Highlights

As of 1st October 2023

ODF+

Over **4,49,005** of India's inhabited villages (**76%**) have declared themselves ODF Plus

- Aspiring: **2,95,966**
- Rising: **55,771**
- Model: **97,268**

2,32,889 villages have arrangements for solid waste management

3,82,395 villages have arrangements for liquid waste management

65 compressed Biogas plants across the country

623 functional biogas plants and **106** completed biogas plants across the country

2,611 Blocks covered with Plastic Waste Management Units

Uttar Pradesh, Tripura and Puducherry achieved ODF Plus status in September and Assam on October 2.



Swachhata Hi Seva Campaign becomes a Jan Andolan



The nation observed Swachhata Hi Seva (SHS) – a fortnight of cleanliness activities with the theme Garbage-Free India from 15 September to 2 October 2023. Taking inspiration from Prime Minister, Shri Narendra Modi's clarion call for Swachhata, more than 109 crore individuals participated in the nationwide campaign over an 18-day period, averaging around 6 crore people participation per day across the country.

The campaign led to the declaration of 76 percent of India's villages as ODF Plus, which means they are sustaining the Open Defecation Free status and having systems in place for solid or liquid waste management. With the participation of 71 Ministries and Departments of GOI, the campaign highlighted the unwavering commitment of communities and the Government towards sanitation and cleanliness.

As per the Swachhata Hi Seva Portal, as of 2 October 2023, over 53 crore citizens actively participated in Shramdaan, contributing voluntary labour to SBM activities. These efforts include cleaning nearly 7611 beaches, revitalizing 6371 riverbanks and waterfronts, reclaiming over 15,576 legacy waste sites, improving 3620 tourist and iconic destinations, and restoring over 1,23,840 public spaces. Over 16,000 water bodies have been cleaned, over 87,000 institutional buildings rejuvenated, and nearly 66,779 garbage-vulnerable sites were cleared.

The culmination of SHS 2023 was on 1st October, when the whole of the Government, as well as citizens of the country, participated in cleanliness drives in various locations as a part of 'Ek Tareekh Ek Ghanta Ek Saath' - a national call by the Prime Minister during the 105th episode of Mann Ki Baat to participate in 'Shramdaan for Swachhata' at 10 AM on the eve of Gandhi Jayanthi. Organised by Ministry of Housing and Urban Affairs (MoHUA) in association with DDWS, in partnership with around 71 Ministries/ Departments of GoI and all States/UTs, this campaign saw the participation of 10.21 crore people of which 8.38 crore were from the rural areas and 1.82 crore from the urban areas.

Notably, all sections of the community came forward to make SHS a huge success. The women - SHGs were mobilised in huge numbers, with many of them adopting villages for Shramdaan. The youth – in schools and colleges have shown great enthusiasm in cleaning up their cities, towns and villages, with colleges adopting villages as well. The senior citizens were engaged in Shramdaan in beaches, parks, and public places and played their part in the making of a clean society. Religious leaders ensured that shramdaan was carried out in places of worship. Additionally, various bodies such as Chambers of Commerce, the Red Cross, as well as trade and agricultural bodies were actively involved in Swachhata activities.

It was evident that the Swachhata Hi Seva, 2023 campaign reignited the spirit of voluntarism and community participation among the masses. It has indeed achieved the annual campaign's objective of making sanitation everyone's business. It also demonstrated that remarkable feats can be achieved when individuals, communities, and government agencies unite with a shared vision and work towards a mission, like the 'Swachh Bharat' Mission.



SHS 2023 for a Garbage-Free India (A few glimpses)



Rejuvenation of Temple Tanks, Karnataka



Ganga ghat cleaning, Bihar



Hygiene awareness campaign, Assam



Swachhata shapath & rallies, Kerala



Hygiene awareness campaign, Assam



Water bodies cleanliness drives, Maharashtra



Interdepartmental participation in SHS 2023

This year's Swachhata Hi Seva was unique as it involved 71 Ministries/Departments that carried out numerous activities to promote swachhata. From cleaning drives of their premises to tidying up public spaces, organizing Samvads, quizzes, and competitions to shramdaans, the activities saw massive participation. Swachhata is everybody's business was the understanding, as they worked to make a 'Swachh and Swasth Bharat' a reality.



An exceptional feature of the campaign was the increased focus on the welfare of the sanitation heroes – the Safai Mitra. Health check-up camps and yoga shivirs were organised for their welfare.

As far as mass mobilisation activities were concerned, they encompassed Swachhata Pledge, Swachhata runs and Human Chains, cleanliness drives at office premises and adjacent areas (convergence with special campaign 3.0 of DAPRG), railway tracks and stations, adjacent areas of airports, tourist places/pilgrim sites in convergence with World Tourism Day, ASI monuments/heritage sites, educational institutions, highways and adjacent areas, zoos, sanctuaries, parks, other high footfall areas; Pledge for Single Use Plastic ban and zero waste events. These collective efforts have rejuvenated the country's environment, creating a cleaner, healthier atmosphere.

While the Archaeological Survey of India (ASI) lit up all major monuments with the SHS branding; the Department of Civil Aviation and Railway Board had endorsed the SHS campaign in all the airports and railway areas.

Each Ministry/Department endorsed and contributed to the SHS campaign in its own unique way as follows:

Ministry of Tourism

To commemorate World Tourism Day on September 27, 2023, the Ministry of Tourism developed the Travel for LiFE programme under Mission LiFE to bring large-scale behavioral change amongst tourists and

tourism businesses, which would have a significant impact on environmental protection and climate action. It developed Travel for LiFE aspirations that include reduction in waste generation, water consumption, and Green House Gas emissions, among others; a Travel for LiFE Pledge; Plastic Shramdaan, SHS activities that list sanitation initiatives, while outlining the role and expectations of the hospitality industry as well as of States/UTs. The call-to-action lists tourist sites and activities to be carried out.



Further, the Tourism Ministry has identified 108 locations for the launch of the 'Travel for LiFE' initiative under which cleanliness drives were carried out at all those identified locations with mass mobilisation activities. It had also directed that all tourist sites have adequate institutional arrangements for dealing with solid and liquid waste, ensuring access to, functionality, and cleanliness of community sanitary complexes; also renovating those in need of repair.

Meanwhile, the Archaeological Survey of India (ASI) had identified 100 Centrally Protected Monuments and Sites (CPMS) and 55 site museums to carry out cleanliness activities while removing single-use plastics (SUP) and non-biodegradable products. Special emphasis was also given to cleaning water bodies around the sites, and promoting Garbage Free India messages during their sound and light shows at various CPMS.

Ministry of Home Affairs

More than 171 activities were organised across the country by the Ministry of Home Affairs.

Among them were cleanliness drives at 166 sites by Assam Rifles, Himveers of 8th Corps of Indo-Tibetan Border Police Force, Gauchar, Uttarakhand; 7th Battalion ITBP, Mirthi in Uttarakhand, 16th Battalion ITBP, Leh; 19th Battalion ITBP, Sarahan, Himachal Pradesh; and National Security Guard (NSG).



Troops were mobilized/sensitized through lectures, essay and painting competitions, shramdaan drives across NSG formations pertaining to cleaning of area

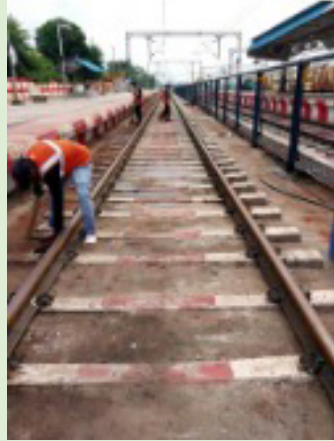


around Quarter Guard and shopping complexes. Special health checks were carried out for casual labourers and sanitation workers. Other activities included fogging in NSG campuses to prevent malaria and dengue; shramdaan at Motor Transport sections of NSG units, and swachhata walkathons.

Ministry of Railways

The Ministry of Railways observed Swachhata Pakhwada from 16 to 30 September 2023 with intensive cleanliness drives of stations.

Samples of food from vending units and pantry cars were assessed and feedback from passengers was taken. Further, cleanliness drives were undertaken at refreshment rooms and food plazas by Railway Officials in Tinsukia Division. Inspection and cleaning of pantry cars, nukkad natak for awareness generation at railway stations, and various clean rail track programmes were conducted at multiple locations.



A major initiative was the 'Art from Waste-Heritage Park' (Wagon Repair Workshop, Jhansi) by Railway Units. Under this, replicas of important monuments such as India Gate, Taj Mahal, etc., and a rotating model of a globe were made using condemned scrap and condemned material.

Another step to enhance the passenger amenities in Vande Bharat Trains was the launch of '14 Minutes Miracle' scheme under which train cleaning exercise will start after the last passenger de-boards the Vande Bharat train. The move will not only reduce the train turnaround time for Vande Bharat trains but also provide better-upgraded customer experience to the passengers. The scheme has been launched at 29 locations simultaneously.

Department of Defence

In the spirit of Swachhata Hi Seva, Sainik Schools across India united for various grand cleanliness drives. Students were involved in various activities such as the Pledge to keep India 'Clean and Green'. They spread the message of achieving a cleaner and healthier India. The Defence Secretary inaugurated a 'Mechanised Cleaning' programme to ensure faster and greener cleaning process through machines, at BEML Limited in Mysuru of Karnataka on 1st October. Under the 'Swachhata Hi Sewa' campaign, BEML has been carrying out a number of activities such as weeding out old records, cleaning Krishna Raja Sagara dam and displaying posters in school and college premises to create awareness about the need to ensure cleanliness. Other Defence Public Sector Undertakings across the country are also carrying out similar cleanliness drives at their premises as part of the campaign.



Sainik School Amaranathinagar

Armed Forces Medical Services (AFMS) conducted 191 events at 123 locations which included cleanliness drives, lectures on oral hygiene, health awareness, water harvesting and MHM, along with tree plantation, swachhata pledge-taking and poem and poster competitions.

Ministry of Agriculture and Farmers Welfare

Various cleanliness initiatives were undertaken as a part of the SHS 2023 campaign. At the Small Farmers' Agri-Business Consortium (SFAC) building, more than 300 members of the department actively participated in cleaning the corridors, yards, windows, elevators and other areas of the building. A truck loaded with waste papers and damaged or unserviceable electrical items from the SFAC office was sent for recycling and the garden area of SFAC building was thoroughly cleaned to ensure removal of debris, and other accumulated waste. Numerous cleaning events were held at high-footfall places such as yards, parks, schools, and roads, encouraging active participation from citizens.

Ministry of Education

The Department of School Education and Literacy promoted sanitation activities in all public and private schools of the country, while the Department of Higher Education encouraged colleges and universities to spread the message of Swachhata.

Under the leadership of Shri Sanjay Kumar, Secretary DoSEL, Ministry of Education, 'Ek Tareekh Ek Ghanta Ek Saath' Shramdaan was carried out under Swachhata Hi Seva campaign. A tribute was paid to Mahatma Gandhi by engaging in shramdaan in Sanjay Vihar Colony of Delhi Cantonment. At Rashtriya Bal Bhavan, waste was collected and segregated and the biodegradable waste was converted into compost.

Department of Water Resources, River Development and Ganga Rejuvenation

As many as 161 activities and programmes including shramdaan, mass mobilisation and cleaning activities were undertaken under the SHS 2023 campaign by the Department of Water Resources, River Development and Ganga Rejuvenation.



Ministry of Mines



National Aluminium Company Limited-India under the aegis of Ministry of Mines celebrated World Tourism Day with beautiful sand art at Puri's golden beach. They distributed 100 umbrellas to the Konark Temple management team. On 1st October, the Governor of Odisha, Shri Ganeshi Lal, joined officials of the Geological Survey of India (GSI) and Archaeological Survey of India (ASI) officials and local residents for shramdaan at Khandagiri Hills, Bhubaneswar. SHS also included rallies to spread the message of cleanliness.

Ministry of Women and Child Development

Under the aegis of Swachhata Hi Seva, numerous activities were organised by the Ministry of Women and Child Development to raise awareness among the masses across the nation. The Ministry encouraged its participants to persist in their efforts to create a cleaner and greener future - one step at a time, that would facilitate the building of a Swachh Bharat.

Cantonment Board

The Cantonment Board which implements the central government schemes of social sector, public health, hygiene, safety, water supply, sanitation, urban renewal and education held various cleanliness drives during the SHS campaign. Among them was fixing of nets in drains for collecting non-biodegradable waste at source.

Ministry of Youth Affairs

The Ministry of Youth Affairs organised various cleanliness activities as a part of Swachhata Hi Seva. This included street plays to promote awareness generation on matters of swachhata by NSS volunteers of St Ignatius Institute of Nursing Sciences, at Karwar Bus Stand in Honnavar of Karnataka on 25th September 2023.

Ministry of Road Transport and Highways

The Ministry of Road Transport and Highways is taking various initiatives to encourage the use of green fuel, technology, and practices in order to reduce carbon footprint. As a part of the ongoing Swachhata Pakhwada, various green initiatives are being taken to make India Carbon-neutral by 2070. Further, the Ministry and its agencies carried out massive cleanliness drives at 13,000 locations across the country, which include toll plazas, wayside amenities, roadside dhabas, etc.

Ministry of Information and Broadcasting

The Ministry of Information and Broadcasting ensured the playing of the SHS video on all cinema screens across the country while the Department of Telecom has been playing the SHS ringtone across all mobile networks.

Ministry of Housing and Urban Affairs

Swachhata reverberated during the fortnight of SHS with massive cleaning drives and innovative and unique methods of awareness for 'twin bins' and source segregation. All Government of India Ministries, PSUs, State Governments and local bodies organized massive cleanliness drives across various locations.

In the second edition of 'India Swachhata League' more than 4,000 city teams led rallies to clean beaches, hills, and tourist places. The programme mobilized youth groups at scale to take sustained ownership for swachhata.

On the other hand, under Safai Mitra Suraksha Shivar welfare camps were organized by various cities, aimed at saturating welfare schemes for sanitation workers and their dependents and to improve their well-being and quality of life. The objective of the shivar was to target all sanitation workers in Solid Waste Management (SWM) and Used Water Management (UWM). The key activities focused on mass awareness, preventive health checkups, yoga shivirs and extending entitlement of various welfare benefits of central and State Schemes in convergence with various ministries.

Ministry of Petroleum and Natural Gas

On 1st October, Director of the Ministry of Petroleum and Natural Gas, Ms. Mamta led a cleanliness drive at Kalindi Kunj Ghat and administered a mass swachhata pledge under the Swachhata Hi Seva campaign.

Responding to the clarion call of the PM, a Swachhanjali event was jointly organised by ONGC and Ramakrishna Mission at Mangaluru which included plogging to pick up litter. A cleanliness drive was also rolled out at Pilikula Zoo in Mangalore by MRPL during which a 4 km stretch was tidied up with the support of NSS students from St Joseph Engineering College, Vamanjoor, Staff of Pilikula and the local public of Vamanjoor.

Ministry of Tribal Affairs

With the resolve to engage in cleanliness and service, the Union Tribal Affairs Minister Shri Arjun Munda on 1st October engaged in shramdaan in the Paharganj area of Delhi. Under the 'Grants in Aid' to Voluntary organizations working for the welfare of STs Schemes', supported by the Ministry of Tribal Affairs, Jeeyar Educational Trust, Telangana enthusiastically participated in another Swachhata Shramdaan initiative.

Further, Nukkad Natak and cleanliness drives were organized by Eklavya Model Residential Schools (EMRS), Kalsi in Vikasnagar of Dehradun, impactfully spreading awareness about the Swachh Bharat Abhiyan and safe sanitation practices. Also, the team at the premises of TRIFED and its offices and outlets participated in



the campaign, while the students of EMRS Rampur Pondiuproda in Korba district of Chhattisgarh engaged in a cleanliness programme.

Ministry of Steel



Ministry of Steel's, Joint Secretary, Shri Sanjay Roy, participated in shramdaan along with officers and employees of the Ministry of Steel at the Lotus Temple as a part of the SHS 2023. There was a cleanliness oath-taking ceremony administered to the employees by Shri Mukesh Kumar, Director (Finance) in English, and by Shri PK Dixit, Director (Projects) in Hindi. Other cleanliness drives were organised on the premises of the Metallurgical and Engineering Consultants (India) Limited (MECON) and a Quiz Competition on the theme 'Swachhata' for the employees of MECON.

Ministry of Labour and Employment

On 22nd September, 2023, Smt. Arti Ahuja, Secretary, Ministry of Labour and Employment inspected the Office of Director General of Labour Welfare at Jaisalmer House during the Swachhata Hi Sewa Campaign 2023 and Shramdaan. Ms Madhumitha Das, Joint Secretary and Financial Advisor, Ministry of Labour and Employment visited the office of DGMS Headquarters in Dhanbad, and interacted with the senior officers on the ongoing SHS activities. She kick-started the Ek Tareekh Ek Ghanta Ek Saath cleanliness drive and took part in cleanliness activities.

Ministry of Rural Development

The Swachhata Hi Seva campaign of the Ministry of Rural Development was a massive success, with over 5,98,222 participants, completing 3,764 activities. From clearing legacy waste sites to the administration of sanitation pledges and organizing quizzes and plantation drives, they also repaired and painted sanitation assets.

The shramdaan highlighted the Prime Minister's vision of a Garbage Free India and emphasized the importance of scientific waste management, waste to wealth initiatives, and the circular economy. The involvement of the local community exemplified their dedication to fostering a 'Jan Andolan' (people's movement) for cleanliness and sanitation.

Ministry of Health and Family Welfare

Cleanliness Drives were organised in the Indian Council of Medical Research; and Multi-Disciplinary Research Units (MRUs) of Department of Health Research as a part of Swachhata Hi Seva 2023. Besides cleaning the premises, they held a tree plantation exercise followed

by the screening of a film and lectures by scientists on health and sanitation. Other activities conducted were Swachhata Pledge, and awareness generation among nearby communities on 27 and 29 September 2023.

Ministry of Forests

Botanical Survey of India along with the Pune Municipal Corporation organised Swachhata Hi Seva activities at Mula Mutha river bank, in Koregaon Park. The event saw the participation of High Commissioner, Additional Commissioner, and Deputy Commissioner of Pune Municipal Corporation. Earlier, a shramdaan was carried out at Ramrekha Ghat. The Zoological survey of India organised a cleanliness drive at Ganga River Bank, Princep Ghat, Kolkata on 1st October. Minister of State, Shri Ashwin K Choubey actively participated in the Swachhata Campaign at Ram Rekha Ghat, Buxar, led by the Zoological Survey of India, Gangetic Plains Regional Centre, Patna. More than 1,000 participants, including NCC Cadets, volunteers, and students, joined hands to restore the Ghat's cleanliness. A symbolic human chain stretching over a kilometre showcased unity for a cleaner future. The Wildlife Institute of India on 1st October organised a cleaning drive under NMCG-WII Aquatic Project at Rail Colony village of Murshidabad District, West Bengal. At the event, students who were engaged in cleaning 200 metres of the village's main road pledged to keep the environment clean.

Ministry of Panchayati Raj

Union Minister of Rural Development and Panchayati Raj Shri Giriraj Singh performed Shramdaan for Swachhata at Rajendra Smriti Sangrahalaya (Rajendra Memorial Museum) in Patna, Bihar as part of "Ek Tareekh Ek Ghanta Ek Saath" initiative. On the other hand, Union Minister of State for Panchayati Raj Shri Kapil Moreshwar Patil led the cleanliness drive at Kon Gaon under Bhiwandi Taluka of Thane District in Maharashtra in the presence of elected representatives of Gram Panchayat and local residents.



The Ministry of Panchayati Raj organised a Maha Swachhata Abhiyan under Swachhata Hi Seva in Gopalpur Gram Panchayat of Solapur in Maharashtra in the presence of Sarpanch, Deputy Sarpanch, health / Anganwadi workers, assistants, ASHA, women of SHG, etc during which half a ton of garbage was collected.



Special Gram Sabhas and shramdaan activities were organised in GPs across the country on the occasion of Gandhi Jayanthi.

Department of Revenue

Chairman-Central Board of Indirect Taxes and Customs (CBIC), Sh. Sanjay Agarwal along with a team of officers from Jawaharlal Nehru Customs House (JNCH) and the local community carried out a cleanliness drive at Elephanta Caves. The Indian Bank united for cleanliness at Pannadhay Park, in Udaipur, while the Punjab National Bank organised clean-up of a 2 KM stretch around Dwarka Sector-10 Metro Station. The bank also organized various events to clean 1759 sites at 609 districts in 28 states and 7 union territories all over the country.

Bank of Baroda's Kolkata Zone came together for a remarkable Cleanliness Drive at Nabadiganta Bus Stand, Salt Lake City, an occasion graced by their ED, Shri Joydeep Dutta Roy.

Indian Bank reaffirmed its commitment to the Ek Tareekh, Ek Ghanta, Ek Saath initiative by organizing an hour-long shramdaan event at Rani Meyyammai School, Chennai. Bank of Baroda organised 'Swachhata Hi Seva Abhiyaan' at 345 centres across the country.



Maha Shramdaan by SHGs in Gujarat

Over 7 lakh members from over 1.20 lakh Self Help Groups participated in a Maha-shramdaan activity organised across Gujarat on 24 September 2023. Having been allotted areas where sanitation drives were being conducted, the SHG members, predominantly women from various SHGs were prepared, and enthusiastic to commence work that would showcase their commitment towards Swachhata and the Swachh Bharat Mission Grameen.



Watching them at work, their commitment and dedication obvious, the village communities applauded their efforts. In fact, the state is proud to be associated with this vast network of dedicated women who always make the State proud. The SHGs also took out rallies, administered the Swachhata pledge, and held public meetings to promote safe sanitation practices among the masses.

To read more, [Click here](#)

Tamil Nadu organises health camps for sanitation workers



As a part of the ongoing Swachhata Hi Seva (SHS) 2023 campaign in Tamil Nadu, a health and welfare camp was organised on 25 September 2023, specifically for all workers engaged in sanitation-related work at the grassroots level, including those referred to as Thooimai Kaavalars (environment protectors) who form the backbone of the state's swachhata efforts.

In Tiruvanamalai district alone, as many as 215 health camps were organised in coordination with the Health and Family Welfare department, spanning various health sub-centres and primary health centres situated in rural areas. Notably, these camps benefited over 2,500 sanitation workers, hailing from all 860 panchayats of the district.

The health camps featured a range of healthcare services, encompassing screenings for conditions such as high blood pressure, diabetes, skin examinations, and lung function tests, among others. Further, in alignment with the State's dedication to providing financial protection, it was ascertained if eligible workers were enrolled under the State's Chief Minister's Comprehensive Health Insurance Scheme.

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Rejuvenation of Kalyanis in Karnataka

As many as 52 Kalyanis in the districts of Ramnagar, Gadag, Mandya, and Kolar in Karnataka were cleaned and rejuvenated during the first week of the Swachhata Hi Seva Abhiyan. Thousands of people dedicated their time and efforts through Shramdaan to achieve the mammoth task that was implemented by the Rural Drinking Water and Sanitation Department of Karnataka.

The Kalyanis which are deeply associated with ancient and historical temples of the region and abandoned for many years, were cleaned and revived.

Over 1,500 people invested their time, effort, and resources to revive the Kalyanis. As a prelude to this activity, the CEOs of the respective districts and the district administration raised awareness about the SHS cleanliness drive and the need to protect water bodies for future generations.

Stepwells in Karnataka hold historical and cultural significance as they were used for water storage during dry seasons while ensuring a reliable water supply for drinking, irrigation, and other daily requirements. The stepwells are also architectural marvels featuring intricate carvings and ornate pillars. They have historical inscriptions and carvings that provide valuable insights into the history, culture, and traditions of the region and thus a rich source of historical documentation. Not just utilitarian structures, they served as gathering places for communities. They hosted social and cultural events and provided a sense of identity and belonging to the local people.



To read more, [Click here](#)

Assam promotes pipe composting this SHS



Endorsing a technology that is simple and effective for the disposal of biodegradable waste at the household level, Assam is actively promoting pipe composting this Swachhata Hi Seva among its rural communities.

Pipe composting technology is a method of converting organic waste into compost using PVC pipes. Organic waste is simply any material that comes from a plant or animal and is biodegradable. It includes leftover food, fruit and vegetable peels, flowers, dung, agricultural waste, etc.

The District Water and Sanitation Committee of Biswanath District in Assam has been promoting Pipe Composting as a way of managing biodegradable waste in schools for the waste

generated in midday meals for a long time now. On 26th September, the district officials installed two pipes in Chariali Majaliya ME School under the Swachhata Hi Seva 2023 programme. Some of the benefits of pipe composting are - it converts biodegradable waste into manure within a short time without harming the environment; it helps maintain a clean and hygienic environment on the school campus; it is odourless and fly-proof; and it is space efficient.

To read more, [Click here](#)



Puducherry ropes in ex-servicemen to promote Swachhata

More than 100 ex-servicemen, in complete uniform along with 2500 others in the Union Territory (UT) of Puducherry participated in the ongoing nationwide Swachhata Hi Seva campaign held in Puducherry on 24th September 2023.

Together they cleaned and removed garbage from tourist spots such as boat houses in Nonankuppam and water bodies. The ex-servicemen belonging to the Indian Ex-Servicemen League (IESL) were led by their President, Shri Mohan.

Other dignitaries that participated in the event were Speaker - Shri. Embalam Selvam, Secretary Rural Development, Mission Director (SBM-G), Project Officer (DRDA), Block Development Officers, and members of the Puducherry Ex-Servicemen League.

In Karaikal district, more than 3000 individuals participated in the cleanliness programme. This initiative aligns with the broader goals of Swachhata Hi Seva by promoting cleanliness, sanitation, and responsible waste management.



To read more, [Click here](#)

J&K's Swachhathon promotes sustainable sanitation



More than 2500 individuals participated in J&K's Swachhathon – a run at the historic Mansar Lake situated 62 km from the city of Jammu to promote swachhata and sustainable sanitation practices. For the runners, it was a win-win situation, given that by deciding to run they were investing in their physical health and wellbeing and at the same time, raising awareness on safe sanitation.

A part of the nationwide Swachhata Hi Seva that included awareness campaigns, waste segregation programmes, and tree planting drives, among others, the 4-KM run witnessed a diverse age group of participants, including senior citizens, the elderly, youngsters, men, and women, all running together for a common cause.

Director Rural Sanitation J&K, Mr. Charandeep Singh flagged off the 'Run for Fun and Cleanliness' and ran with a spirited crowd of over 2500 locals, showcasing J&K's dedication to preserving its natural beauty and cultural heritage by promoting sustainable sanitation practices in rural J&K.

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Mizoram cleans garbage-vulnerable sites, public spaces & drains

The village communities in Mizoram showcased their commitment to a cleaner environment by clearing garbage-vulnerable sites, public spaces, and drains during their Swachhata Hi Seva (SHS) activities. They participated with much enthusiasm, knowing full well that the cleanliness of their villages would contribute to the health and well-being of the entire community.

On 23rd September 2023, in Khawpuar village of Aizawl district which is home to 678 individuals from 102 households, around 43 members engaged in

shramdaan, spending about 3 hours cleaning up their garbage-vulnerable sites. On the other hand, in Tuisumpui village of Siaha district, a swachhata pledge was administered to the community followed by a swachhata rally. Thereafter about 31 members engaged in cleaning their public spaces and side drains.

Owing to the extensive IEC activities of the state ahead of the SHS campaign, the community in Mamit district realised that it was up to them to clean up their own mess. Bearing this in mind, about 40 boarders of the Government Mamit High School hostel campus, soon after their church service on 24 September, spent two hours cleaning the entire compound. Similarly, in Lunghauka district which is home to 644 residents from 93 households, about 69 residents engaged in cleaning their public spaces for 5 hours.



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SHS campaign contributes to Tripura's ODF Plus status



Swachhata Hi Seva campaign of 2023 has played a significant role in Tripura's journey to ODF Plus status. The campaign was launched by the DDWS in September 2023, with the aim of mobilizing people to participate in sanitation activities. The campaign was particularly focused on rural areas and marginalized communities. With widespread participation of the village communities and in collaboration with village councils and non-governmental organizations, Tripura achieved 100 percent ODF Plus status in September 2023.

Among the activities carried out during SHS 2023 were swachhata rallies, cleanliness campaigns, swachhata pledge and walk, human chains, roadside legacy waste removal, cleaning of public spaces and plantation drives that saw huge participation from village, block and district officials along with the communities, who joined in with enthusiasm to make their villages clean.

To read more, [Click here](#)



Border villages, tourist spots covered in Ladakh's SHS

Cleanliness drives were organised in tourist spots, border villages, and other vibrant villages of the Union Territory (UT) of Ladakh during the ongoing Swachhata Hi Seva being implemented across the country. The success of the campaign in this ODF Plus UT is attributed to voluntarism and community engagement.

Cleanliness drives: In Durbuk Block, each day a cleanliness campaign was held in a different village, under the leadership of the Block Development Officer (BDO). The events saw the participation of all block-level officers who held discussions with all stakeholders, generating awareness on safe sanitation. They motivated people to do their bit to promote a clean environment which led to a 6-hour shramdaan in which almost 620 people participated.

Sanitation drive at Pangong Lake: Block Development Officer (BDO), Mr. Rigzin Dorjay conducted a cleanliness drive near Pangong Lake and the neighbouring villages of Fobrang, Yourgo, and Merak in which 220 individuals participated. A talk on the importance of keeping the environment clean and sustaining the beauty of nature was given, the key message being, that cleanliness is the biggest service we can offer. This was followed by shramdaan.

Women self-help groups drive sanitation activities: In the villages of Tangtse, Durbuk, Chushul and Shayok, women's self-help groups (Ama Tsogspa) played a leading role in the implementation of Swachhata Hi Seva 2023. All year long, they have inspired people to practice safe sanitation practices, informed them of ways to manage waste at home, and encouraged them to participate in solid and liquid waste management activities conducted under SBM-G, while promoting behaviour change.



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Green hearts work for a green, clean Manipur



In the picturesque state of Manipur, nestled in the northeastern corner of India, beauty and turmoil have often coexisted. However, amid the chaos and uncertainty, a group of resilient individuals decided to bring about change in an unexpected way – through cleanliness activities.

Providing a glimmer of hope, even in the darkest times, more than 100 volunteers from Noney Division in Kampong district of Manipur gathered together to participate in the Swachhata Hi Seva Campaign. They organized a cleanliness drive which included cleaning of public spaces followed by an awareness session regarding safe sanitation practices.

Their message was clear – the path to peace and progress could begin with something as simple and powerful as a clean and green environment. By the end of the day, sanitation champions knew

they had taken a significant step towards a brighter future for their beloved state. They were determined to keep moving forward, one clean street and one green neighborhood at a time.

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Vector control & management during SHS in West Bengal

One of the focus areas of Swachhata Hi Sewa Campaign 2023 in West Bengal was vector control and management. The key activities undertaken in this regard were the identification and treatment of mosquito breeding places at both community and household levels.

Ahead of the campaign, to generate awareness on this as well as other sanitation-related issues, announcements were made using mikes, and officials from the district administration visited communities, seeking their participation. Around 12 lakh people from village communities participated in swachhata awareness sessions that promoted safe sanitation.



From 24 to 27 September, emphasis was given to vector management in order to control the outbreak of vector-borne diseases in some areas of the state. All districts facilitated drainage cleaning drives in the villages. Meanwhile, the state took measures to reduce littering and waste generation in and around waterbodies and improve cleanliness in public spaces. Such drives were carried out under the leadership of district administration, Block officials and PRI members. Village communities also participated in Swachhata rallies where announcements were made to disseminate messages on cleanliness, personal hygiene, and how to prevent vector-borne diseases.

More than 1,80,975 people were involved in the Shramdaan activity during the drives cleaning over 2,479 KM of drainage.

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Swachhata Hi Seva 2023 sweeps across Punjab



Swachhata Hi Seva 2023 campaign started with great enthusiasm in Punjab, with the involvement of prominent figures, including politicians and district administrators who launched the campaign across all 23 districts of the state. The Department of Water Supply and Sanitation (DWSS) along with other departments participated in the nationwide cleanliness and awareness initiative to achieve the goal of a 'Garbage-Free India.'

Cleanliness drives and sanitation messaging activities were carried out at markets, zoological parks, city parks, and near small water bodies in both cities and villages. Similar activities were also organized at Anganwadi centers, schools, and government offices across the state.

As of 26 September, more than 40 lakh residents participated in the campaign through over 8,000 activities, contributing around 1 crore human hours. Repairing, painting, and cleaning of sanitation assets brought rural and urban volunteers and residents together for a common goal in their respective areas. Various cleaning and plogging drives cleared waste from water bodies and public places. Shramdaan (volunteering) saw the participation of more than 13 lakh people, completing approximately 3500 activities, including cleaning of 1053 institutional buildings, 752 public places, 594 garbage-prone sites, 213 water bodies, 95 riverside and waterfront areas, 57 legacy waste sites, 38 community sanitary complexes, and 28 iconic tourist spots.

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Transformative efforts of Odisha during SHS 2023

Odisha launched SHS 2023 for a Swachh and Sustha Odisha on 15th September 2023, with the participation of all Chief Development Officers (CDOs) of all 30 districts and Block Development Officers (BDOs) of all 314 Blocks along with their teams. Thereafter, on 17 September, districts launched the campaign at district, block and GP levels with various activities.

Special focus was given to promoting the concept of 'Zero-Food Waste' during Ganesh Puja and Nuakhai (an agricultural festival welcoming the new rice of the season) along with safe disposal of idols and garbage-free sites, post the celebrations.

As of 26 September, a total of 9,551 Shramdaan activities were undertaken, witnessing the participation of 38,12,878 individuals. This included beach and riverside cleaning, clearing of legacy waste sites, public spaces, institutional buildings such as schools, anganwadis, panchayat ghars, and cleaning of garbage vulnerable sites. As many as 5,186 mass mobilization activities such as Swachhata pledge, Swachhata run, human chain formation and Samvad activities were undertaken in which, 28,89,470 people participated. Moreover, 438 special Gram Sabhas were held to disseminate IEC messages on Swachhata.

Odisha being a major tourist destination, cleaning drives of the tourist places were also carried out on 27th September (World Tourism Day) in around 180 tourist sites. On 1st October, under the "Ek Tareekh Ek Ghanta Ek Saath" initiative, over 7000 events have been planned in rural areas across the state. Other activities carried out in the state were beautification of SBM-G assets, cleaning of garbage-vulnerable sites, and plantation drives through school children.



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Andhra Pradesh felicitates sanitation workers, provides health checks



For their invaluable service to the community, around 84 sanitation workers were felicitated at a Swachhata Hi Seva function at the office of the Commissioner of PR&RD in Vijayawada, Andhra Pradesh on 25 September 2023. The event provided an opportunity to review the safety and dignity of sanitation workers.

The event was a part of the Safai Mitra Shivar, conducted jointly by SBM-G Rural and Urban, which come under the Swachh Andhra Corporation of Andhra Pradesh. The most dedicated and hardworking sanitation workers

were honoured on the occasion. Speaking at the event, a few sanitation workers talked of the needs and support they would require to help them perform their duties and take care of their families. 'Safai Mitra Shivar' posters were launched by the women's group of SBM team and others assembled there. Additionally, a mega medical camp with 40 counters was organized under the leadership of the District Collector of Guntur and various health check-ups were given to about 3000 sanitation workers working in both urban and rural areas of Guntur District by well-known doctors with advanced medical equipment. The Commissioner and MLA participated in this event. The district collector (DC) of Eluru organised 'Coffee with Sanitation workers' with a view to ensuring that sanitation workers who work tirelessly are given the dignity they deserve. During the function, the DC enquired about the welfare of workers and instructed the concerned officials to enroll them in the welfare schemes. As many as 150 individuals participated in this event when they were provided with sanitary and cosmetic kits.

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Madhya Pradesh marks World Tourism Day with a cleanliness drive at Bhimbetka

Demonstrating its commitment to cleanliness and environmental preservation, the Government of Madhya Pradesh along with local authorities and educational institutions, organized a massive 'Cleanliness is Service' campaign at the renowned World Heritage Site, Bhimbetka, situated in the Gram Panchayat of Tigaria in the Aubeidullaganj Development Block of Raisen district on World Tourism Day, September 27, 2023.



The initiative, spearheaded by Dr. Kedar Singh, Mission Director of the State Water Sanitation Mission, and Chief Executive Officer of District Panchayat, Anju Pawan Bhadauria, sought to instill the value of a 'Garbage-Free India' in the hearts of the youth and local community. College students, government officials, village members and self-help groups participated enthusiastically, pledging their commitment to the cause. Their shramdaan involved the cleaning of the historic site and its surroundings. This resulted in the collection of approximately 5 kgs of single-use plastic and other solid waste, all of which was handed over to the Municipal Council Obaidullaganj for proper disposal.

Meanwhile, the students from Jagran Lake City University, Bhopal, and the Indian Institute of Hotel Management, Bhopal, pledged to support cleanliness initiatives. The event also featured street dramas and cleaning activities to convey the importance of cleanliness to tourists visiting the site.

Thereafter, in a dialogue on cleanliness, students of Chief Minister Janseva Mitra Excellence School in Obaidullaganj and the village community from Gram Panchayat Tigaria shared their insights and aspirations while Sanjay Yadav, Sarpanch pledged to transform his Panchayat into a model of cleanliness and a garbage-free haven. With over 500 participants involved in the programme, the event witnessed a resounding commitment to cleanliness and a determined effort to reduce single-use plastic consumption.

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Students in Kerala lend their hands to SHS-2023



More than 250 students of Priyadarshini College in Tirur town of Mallapuram district in Kerala participated in cleaning the scenic Koottayi Beach which is a favourite destination for domestic and international visitors as well as nature lovers.

The initiative taken on the advice of the Gram Panchayat authorities was a part of the ongoing nationwide Swachhata Hi Seva 2023.

Koottayi area is noted for migratory birds, that gather in thousands during February - April. Crowds that flock to the area to take in the scenic beauty and watch birds, often litter the

area with plastic waste, also affecting the fisher-men community that resides there. The panchayat decided to hold a cleaning drive there under the Swachhata Hi Seva campaign.

Students together with the village community cleared one KM stretch of beach, collecting and segregating garbage. All recyclable material was handed over to the Haritha Karma Sena (Green Task Force) for recycling and forward linkages.

The segregated material has been stored in the Material Collection Facility (MCF) of the panchayat and a follow-up activity has been planned at the same location on October 1 as a part of Ek Thareek Ek Ghanta campaign.

The students pledged to keep their surroundings and water bodies clean. They offered their full support to Swachhata Pakwada activities, ensuring their participation and engagement in all cleanliness drives that the Panchayat would conduct in the future.

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SHS in vibrant villages along the India-China border of Arunachal Pradesh

The arrival of autumn heralded not just the changing colours of leaves but also the beginning of the Swachhata Hi Seva 2023 campaign in the 455 villages surrounded by towering peaks in the heart of the Himalayan wilderness, along the India-China border in Arunachal Pradesh.

For weeks, a dedicated team of volunteers, comprising the village community and others, came together to plan and execute a series of activities aimed at rejuvenating the villages. Thereafter, sanitation-related activities were taken up in all the 455 villages across the northern border with China. Around 50,000 people participated in the activities including school children, officials of the district administration, community members, and local leaders.

First on the agenda was the cleaning of the village community premises. It was a herculean task as over the years, garbage had piled up in street corners, while the ditches had become dumping grounds, and the narrow lanes were choked with filth. Carrying brooms and dustpans, the village communities embarked on a mission to transform their surroundings. The air was filled with the sounds of laughter and cheerful banter and the occasional sigh as they worked tirelessly to make their villages clean.



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SHS 2023 in Uttarakhand's Vibrant Village Mana



A cleanliness campaign signifying that 'Cleanliness is Service' (Swachhata Hi Seva 2023) was organised in the marginal village of Mana in Chamoli district of Uttarakhand on World Tourism Day - September 27, 2023.

About 40 local residents and tourists participated in cleaning activities of picking up garbage and segregating the same for appropriate disposal. This was one of the many programmes organized from time to time in Mana village which has also been declared a Vibrant Village by Swajal Uttarakhand under the Swachh Bharat Mission (Rural).

Situated 4 km from Shri Badrinath Dham, at an altitude of 3219 meters above sea level, and about 24 km from the international border of India and China, Mana village has a population of around 400 individuals from 60 households.

Following the construction of concrete roads, Mana village has seen a huge crowd of tourists every year. One of the reasons is its connection to the Mahabharata period and Lord Ganesha. It is believed that the Pandavas went to heaven through this village. Further, legend has it that whoever visits the place will be blessed by Lord Shiva and be free of poverty. Additionally, there are other tourist places adjacent to Mana village including the Ganesh Cave and Vyas Cave from where Ved Vyas composed the Puranas; and the Saraswati Temple, Bhima Bridge and Vasudhara etc.

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Focus on MHM & cleaning of a tourist site in Chhattisgarh

All across Chhattisgarh there was a commendable display of community spirit and dedication to cleanliness during the Swachhata Hi Seva activities of 2023. Among them, considerable focus was given to menstrual hygiene management and personal hygiene, and cleaning up of certain popular tourist spots.

In the inaugural week of the 'Swachhata Hi Seva' campaign, Bhikharimal village in Gopalpur Tarapali Gram Panchayat witnessed an important initiative spearheaded by the village women. They went door-to-door, spreading awareness of safe sanitation practices and ensuring 100 percent adoption of sanitary napkins to make the village a Menstrual Hygiene Management (MHM) success story.

Further, through the dedicated work of women's Self-Help Groups, they effectively educated the residents about the significance of maintaining cleanliness throughout the village. Their diligent efforts played a pivotal role in the Gram Panchayat's transformation into a clean and hygienic community.

Further, at Belpan Tourism Destination which attracts visitors from far and wide owing to its cultural significance; Narmada Kund, and the Fairground, there was a community-led cleanliness initiative that made a noticeable impact. The 3 areas were meticulously cleaned by local representatives as part of the Swachhata Hi Seva initiative, in which about 30 people participated in shramdaan for 4 hours.



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SHS 2023 transforms Jharkhand's Latehar district



Approximately 260,919 individuals from 115 Gram Panchayats joined hands to contribute to the cleanliness drive under the Swachhata Hi Seva campaign of 2023 in Latehar district of Jharkhand. The surge of enthusiasm was particularly notable among the district's youth.

Latehar district, nestled in the heart of Jharkhand, is known for its scene beauty. It is home to the Queen of the Hills -

Netarhat, and the Lodh waterfall the highest waterfall in Jharkhand.

The campaign was not just about cleanliness; it was a call to action for the entire community. It aimed to foster a sense of ownership and responsibility among the residents of Latehar district to keep their surroundings clean and free from waste. The campaign which was inaugurated on 15th September encompassed a wide range of activities, including voluntary clean-up efforts, administration of the swachhata pledge among village communities, cleaning of garbage vulnerable sites, water bodies, and institutional buildings, Samvad with various categories of people, swachhata quizzes and swachhata rallies to raise awareness and promote active participation.

One unique initiative was when students and some residents of Latehar distributed as many as 155 hand soaps and 20 sanitary napkins to girls of the Government Higher Secondary School in Chandwa. The move was a step towards improving the girls' health and well-being.

The enthusiastic participation of the community contributed to transforming the landscape of the district. Areas that were marred earlier by waste and unpleasant odour for years underwent remarkable improvements. All 115 Gram Panchayats had taken significant strides in cleaning the surroundings of their panchayat buildings.

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Bihar: Over 50 lakh Jeevika didis participate in SHS, sensitize communities on sanitation

During a five-day campaign, Jeevika didis have been involved in the sensitisation of the communities on safe sanitation practices, under the ongoing, nationwide Swachhata Hi Seva (SHS) 2023 campaign. The campaign held from 27 September to 1 October is focused on the importance of personal hygiene and cleanliness, waste management methods and processes, collection of user charges, etc.

More than 50 Lakh jeevika didis have participated in SHS activities so far. The relevant topics are being discussed during various SHG-led community-level meetings. Earlier, under SHS public Swachhata dialogue, chaupals and group meetings were held on 28th September across the state. The community was acquainted with separating dry and wet waste, plastic waste management, and the process of making soak pits and leach pits to manage grey water. Further, the village communities took out processions propagating messages of cleanliness.

In Bihar, women's self-help groups (Jeevikas) are playing a leading role in the implementation of Swachhata Hi Seva 2023. Through the community-based organization, Jeevika Didis have been inspiring people to understand the importance of cleanliness, ways to manage waste at home, and the importance of participating in solid and liquid waste management activities conducted under the Swachh Bharat Mission (Rural) while simultaneously promoting behaviour change. Owing to this, a community movement towards cleanliness is being created in the entire state. Today, there are more than 10 lakh SHG groups in Bihar each with 10 to 12 women and Jeevika - an Initiative of the Government of Bihar for poverty alleviation, has more than 74,000 village-based organizations across the state. This adds up to more than 1.24 crore Jeevika Didis in the state.



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Women SHGs: The changemakers in SHS of Maharashtra



Building on the fact that women are the pioneer stakeholders in all sanitation activities, Maharashtra has strategically placed women's Self-Help Groups (SHGs) at the forefront of the Swachhata Hi Seva (SHS) 2023 campaign. It ensured that all existing SHGs were geared to carry out cleanliness drives.

For mobilization of the communities, a few women from every village were identified who also motivated other women of their SHGs, while the women Sarpanches played the leading role in the sanitation drives. With consistent efforts, every SHG group became a part of the SHS programme.

More than 4 lakh SHG women participated in the SHS Campaign across the state and they in turn encouraged all men, youth, and children to enthusiastically participate in all activities.

In Dudhad village which is situated 28 KM from Aurangabad district which is home to 2,661 individuals from 537 households, 30 SHGs emerged to take the lead role in sanitation activities. They talked about personal hygiene and the importance of maintaining a clean environment while explaining the integral components of ODF Plus. They introduced the need to segregate waste at source, and effective waste disposal techniques including composting, and visited schools to generate awareness on sanitation and waste management to youngsters.

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25 lakhs participate in 12,833 SHS activities of Rajasthan

In a show of strength towards the cause of swachhata, as many as 24,85,451 people consisting of government officials, public representatives, SHG women, village communities, corporate partners and school students participated in 12,833 Swachhata Hi Seva (SHS) 2023 activities that added up to 87,60,945 manhours, as reported by Rajasthan.

Among the activities carried out were Shramdaan, Swachhata Shapath, Swachhata Samvad, distribution of PPE kits for the health and safety of sanitary workers, cleanliness drives of water bodies, roads, streets, ban on SUP, drawing and essay writing competitions, Nukkad Nataks and various IEC activities to create awareness about Swachhata at State, District, Block and Gram Panchayat levels.

Alongside, various other campaigns were launched: Samay aa Gaya Udaan Bharne ka - to create awareness about menstrual health issues and to ensure safe disposal of menstrual waste; Geela Sukha Alag Alag - to motivate people about segregation of waste at source; and Swachh Aangan with Swachhata Hi Seva- to celebrate World Tourism Day on 27 September 2023 during which 27 iconic religious, tourist and historical places were identified and cleaned.



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Uttar Pradesh launches SHS 2023; achieves 100% ODF Plus status



The statewide Swachhata Hi Seva campaign of Uttar Pradesh was launched by the Agriculture Production Commissioner (APC), Government of Uttar Pradesh, Shri Manoj Kumar Singh at the Lohiya Bhawan Auditorium, Directorate of Panchayati Raj, Lucknow, on 18th September 2023. Swachhata Shapath (Sanitation Pledge) was thereafter administered to a gathering of 600 participants. Speaking on the occasion the APC said, "A cleanliness campaign should not be a matter of a few days. It should be continued to yield sustained results."

The APC noted that given the growing population, the use of non-biodegradable materials such as plastics and thermocal is growing rapidly, adding to the huge volume of garbage that is difficult to manage. "Every

effort should be taken to scientifically treat garbage, ensuring that equal attention is given to behaviour change which is most important," he added. During the event, 60 best Gram Panchayats (comprising Gram Pradhan, GP Secretary, Panchayat Sahayak and Safai Karmi) who have contributed towards transforming their GPs into ODF Plus Model GPs were felicitated with trophies, certificates and mega phones. Moreover, 75 Safai Karmis (one from each of the 75 districts) were similarly felicitated by the APC and other dignitaries.

Over the next two weeks, various swachhata activities were undertaken, including shramdaan and cleanliness drives in public spaces, roads, drains and river banks. Further legacy waste sites, institutional buildings, school and Anganwadi premises, water bodies and tourist spots were cleaned. As many as 15,38,286 persons participated in Shramdaan across the state. They included state and district officials, political leaders, students, and the community. Further, 6538 institutions, 2125 CSCs, 926 river fronts of Ganga/Yamuna, 559 legacy waste sites, 1084 water bodies, and 94 tourist spots were cleaned.

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Massive shramdaan in Sikkim's Ravangla

On 28 September 2023, a massive cleanliness drive was conducted in Ravangla and its surrounding areas with the help of 2000 volunteers. They work hard to clean the area that has a string of tourist attractions, charming settlements and tea gardens.

The event was organised by the Office of Additional District Collector (Development) Ravangla Circle, Namchi District in Sikkim in collaboration with gram panchayats, government departments, local residents and stakeholders.

The tourist town of Ravangla situated at an altitude of 7000 feet offers an unmatched view of the Greater Himalayan Range, and is considered a must-visit place in Sikkim for tourists looking for an ethereal nature retreat.

The shramdaan was also attended by the Area MLA, Barfung Constituency, Shri TT Bhutia, amongst many other dignitaries and local dignitaries. Wide publicity was given to the event through different social media handles and through miking by the Police Department and details of the activity were entered on the swachhathiseva.com portal which facilitated the massive turnout of the volunteers. Approximately 2000 volunteers joined the event.

The cleanliness drive began with a Swachhata Pledge, administered by Shri Sisum Wangchuk Bhutia, Sub-Divisional Magistrate, Ravangla when he also briefed the gathering about the campaign, while details of Swachhata Hi Seva were given by Shri Sunil Kumar Mothay, Additional District Collector (Development) Ravangla. The event was coordinated by Shri Bikash Tiwari, SDPO Ravangla.



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Cleaning Drives at tourist spots of Meghalaya on World Tourism Day



To mark World Tourism Day, villages in different parts of Meghalaya engaged in cleaning drives. The move was not only a symbolic gesture but a practical and meaningful way to demonstrate the people's commitment to preserving nature while celebrating the positive aspects of tourism.

The impactful activity saw the participation of school children, village communities along with their village headmen, secretaries, village committee,

youth, women organizations, church-based organizations, and staff of Swachh Bharat Mission Grameen.

Among the areas cleaned during Swachhata Hi Seva 2023 were Nongkhnum River Tourist Spot in West Khasi Hills; Rongon River Tourist Spot in East Garo Hills; Dapogre Dilnigre and Babagre village Tourist Spots in West Garo Hills; Mawlangwir Tourist Spot in South West Khasi Hills; Mawkdok Tourist Spot II, Mattilang Park, and Laitmysaw Village in East Khasi Hills.

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Cleanliness drives around institutions & offices in Nagaland

As a part of the nationwide Swachhata Hi Seva 2023, Nagaland held awareness campaigns and cleanliness drives around institutions, offices, Anganwadis, schools, markets, places of worship, garbage-vulnerable sites and water bodies. It also conducted plantation drives and ensured that SBM-G assets were repaired and cleaned. The campaign with an aim to achieve a clean and garbage-free India was led by the Public Health Engineering Department, Government of Nagaland. Among those who participated in the events were an MLA and Advisor, Municipal Councils, the administrator, various organizations, GBs Association, Naga Women Hoho, WATSAN Committee, PHED officials, swachhagrahis, students and youth.



Clean-up drives were carried out at various water bodies like rivers, lakes, ponds and water sources, which are prone to pollution due to dumping of waste. This drive was carried out with the aim of educating the public about the adverse effects of water pollution and the importance of preserving water bodies. Additionally, an awareness campaign was conducted among school-going children to promote safe sanitation habits. Awareness of waste segregation and proper disposal were also conducted, emphasizing the importance of a clean and healthy environment. In conjunction with the cleanliness drives, a plantation drive was carried out to promote a greener and cleaner environment. Furthermore, a poster campaign was organized to raise awareness about cleanliness and the need for proper waste management.

Repairing and cleaning of SBM-G assets was also executed across the state as part of Swachhata Pakhwada so as to encourage active participation in keeping surroundings clean. Continued efforts are necessary to sustain the momentum and realize the vision of a Swachh Bharat, clean India.

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Goa cleans its world-famous beaches, tourist spots



As a part of the ongoing Swachhata Hi Seva (SHS) 2023 being held across the country from 15 September to 2 October 2023, Goa was engaged in cleaning its world-famous beaches, monuments, churches and other tourist areas, in compliance with the directions received from the DDWS, Ministry of Jal Shakti. Following the launch of the SHS campaign in the UT, by Shri. Mauvin Godhino, Minister of Panchayati Raj, Goa, instructions were issued to all the concerned stakeholders, appealing to them to make the campaign a great success.

Among the activities carried out were:

- Cleaning of world-famous beaches along the Goan coastal line such as Candolim, Calangute, Baga, Anjuna, Vagator and Morjim in North Goa and Colva, Majorda, Betalbatim, Benaulim, Varca and Cavelossim in South Goa District.
- Cleaning of world-famous ancient monument sites in association with The Archeological Survey of India: Some of sites cleaned were the Chapel of Our Lady of Mount at Old Goa, St Francis Xavier (Basilica of Bom Jesus) Church, at Old Goa, Se Cathedral Church at Old Goa, the Reis Magos Church at Reis Magos, St. Anne Church Talaulim near Goa Velha, Aguada Fort, temple of Shree Manguesh at Mangueshi, temple of Shree Naguesh at Nagueshi, temple of Shree Shantadurga at Kavalem, temple of Shree Mahadev at Tambdi Surla etc.

Garbage and debris were also removed from important places and from all water bodies in the State of Goa which are also used as Shree Ganesh idol immersion sites. Moreover, people were involved in activities to promote safe sanitation - such as wall paintings, cleaning of markets, public places, tourist spots, etc. Approximately 451 activities were conducted all over the State of Goa in all 191 Village Panchayats and 14 Municipal Councils. About 28671 people participated in the successful execution of the Swachhata Hi Seva Campaign to date.

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Beach Cleanup on World Tourism Day in D&NH&D&D

On the occasion of World Tourism Day, 2023 and the ongoing Swachhata Hi Seva 2023, the Department of Panchayat Raj Institutions and Rural Development (PRI/RD) along with the Department of Tourism, UT Administration of Dadra and Nagar Haveli and Daman and Diu organized various beach cleanup drives on 27th September 2023.

The Beach Cleanup Drives were organized at two beaches in the Daman District, namely, Devka Beach and Jampore Beach and three beaches in the Diu District, namely, Nagoa Beach, Ghoghla Beach and Gomtimata Beach.

Elected Representatives from the District Panchayat and Gram Panchayats, women SHGs, officials and functionaries from the Department of Panchayat Raj Institutions and Tourism, Hotels and Restaurant staff along with tourists participated in the Beach Cleanup Drive and volunteered for Shramdaan towards making the beaches clean and promotion of tourism in the UT.

Around 1,200 people from Daman District and 350 people from Diu District including staff of hotels and restaurants along with tourists participated in the Beach Cleanup drives.



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A&N observes World Tourism Day with beach cleaning & waste collection activities



On World Tourism Day 2023, the Union Territory (UT) of Andaman and Nicobar Islands organised a beach cleanup and collection of non-biodegradable waste such as plastic, polythene, and tin waste that has been a growing concern among the islands, stemming from tourism-related activities.

World Tourism Day is celebrated annually on September 27 to foster awareness about the importance of tourism, its social, cultural, political, and economic value, and how it can contribute to sustainable development. The theme of the event held at Radha Nagar Beach in Swaraj Dweep was Tourism and Green Investment. Various stakeholders, including women's self-help groups,

the local community, forest staff, tourism staff, and lifeguards stationed at Radha Nagar Beach were engaged in the cleaning activity, promoting a sense of collective responsibility for the conservation of the beach and the surrounding ecosystem. Beginning at 8 AM, the cleanup continued for about 2.5 hours when participants worked tirelessly, collecting non-biodegradable garbage - plastic, polythene and tin that had accumulated on the beach. Such materials pose a significant threat to marine life and the overall health of coastal ecosystems. Biodegradable items were forwarded to separate areas for composting, emphasizing the importance of responsible waste disposal and the potential benefits of recycling organic materials.

Thereafter, all participants assembled for reflections on the importance of cleanliness and environmental stewardship. The chief guest, Pramukh, emphasized the role of responsible tourism in preserving natural beauty and ensuring the sustainable development of Swaraj Dweep. Meanwhile, members of Zila Parishad, a Samiti Member of Shyam Nagar, and a Ranger from the Forest Department offered insights into the collaborative efforts required to address environmental challenges and promote sustainable tourism practices.

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Over 24 lakh people participate in Telangana's SHS

On 27 September 2023, as many as 24,18,609 individuals participated in the nationwide Swachhata Hi Seva 2023 activities across the State of Telangana. In a spirit of comradeship, they worked together in various cleaning activities with a view to making their state, cleaner, greener, and healthier.

Given that 27th September was World Tourism Day, they focused on cleaning tourist places, historical and heritage sites, and places of worship.

Among those involved were NCC cadets, members of the National Service Scheme, and students from schools and colleges who worked alongside state, district and Gram Panchayat officials.

There were swachhata rallies, followed by cleaning up of marketplaces, public spaces and premises of institutions. Cleaning of water bodies and plantation activities were also included.

The 3Rs of plastic waste management - refuse, reduce and reuse of single use plastics were promoted as also the use of alternatives such as jute and cotton bags and the need to ban the use of single use plastics in households and tourist places.

The Swachhata Pledge was administered to all participants.



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Haryana's SHS 2023 - an opportunity to impress upon future generations the need to sustain a clean environment



More than 1.15 million people from 22 districts of Haryana have participated in cleanliness initiatives and sanitation activities that started on 15 September and will continue until 2 October, as a part of Swachhata Hi Seva 2023. The programme was seen as an opportunity to leave a lasting impression on future generations about the need to maintain a clean environment.

One of the prominent activities was the flagging of the Swachhata Rath, displaying a green flag to symbolise the need to work towards a green, clean and healthy environment.

The Swachhata Rath was flagged off on September 28th in the districts of Kaithal, Jhajjar, and Rohtak and the cleanliness chariot is expected to traverse the cities for 5 days to create

awareness about cleanliness. Thereafter, from 28 September to 2 October, it is scheduled to visit all villages in the districts to spread awareness about the Swachh Bharat Mission campaign and ODF Plus components in particular. Through the Rath, the residents of villages will be informed about the need to curb the use of plastics and ban the use of single-use plastic, while focusing on the detrimental effects of plastic pollution. Communities of the Gram Panchayats will be encouraged to participate in shramdaan scheduled to be held on 1 October in their respective GPs and take ownership of the cleanliness of their habitations.

School children in all districts have participated enthusiastically in the Swachhata Hi Seva programme that included slogan writing and painting competitions, as well as tree plantation activities in all schools of the villages. To leave a lasting impression on the minds of youngsters, every day, in all government and non-government schools, students were administered the Swachhata Pledge during prayer. In two days, more than 6500 students took the pledge for cleanliness.

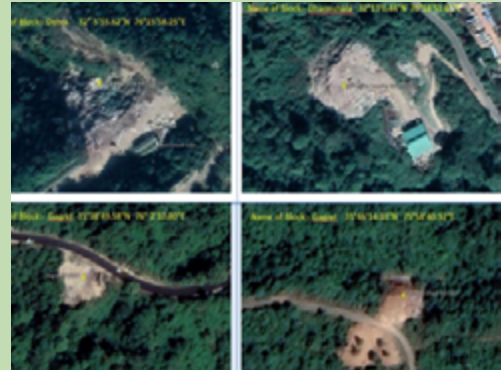
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Satellite images to track & clean legacy waste sites in Himachal Pradesh

Using satellite imagery, the Aryabhata Geo-informatics and Space Application Centre (AGiSAC) in Himachal Pradesh has identified 70 legacy waste sites. Of these, as many as 43 hot spots situated in rural areas were selected for cleaning during the Swachhata Hi Seva 2023 programme.

The 43 hot spots of legacy waste are situated in the districts of Bilaspur (6), Chamba (1), Hamirpur (5), Kangra (4), Kullu (1), Mandi (5), Shimla (13), Sirmour (3), Solan (2), and Una (3), as per data issued by Mission Director (SBM-GO, Rural Development Department, Himachal Pradesh). These sites have been identified on the basis of their plastic waste signature and geographical coordinates and the list was shared with the concerned Deputy Commissioners and Block Development Officers.



Necessary directions have been issued to the concerned BDOs to take steps for the removal of legacy waste including plastic waste from identified sites before 2nd October 2023 by carrying out a special drive in those Blocks. After eradication of plastic from those sites, the BDOs/GPs will ensure that:

- No waste is dumped in those sites in the future
- A sign board is set up, warning people to refrain from littering at those sites
- Provision of installation of CCTVs to be explored
- Fine to be imposed by GP on offenders

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Lakshadweep cleans lagoon area; over 8500 people engage in shramdaan



The Union Territory (UT) of Lakshadweep made special efforts to clean the lagoon area in Kavaratti, the capital of the UT, which is also the name of the atoll upon which the town stands, during the Swachhata Hi Seva of 2023. People gathered in large numbers to clean the white sand beaches and lagoons.

Further, according to Mr. Rakesh Kumar, Director of Panchayats, Lakshadweep, at all the islands, multifaceted and multifarious events such as rallies, Samvads, quiz competitions, beautification initiatives, waste management enforcement drives, and beach cleaning drives were organised

during the fortnight leading to October 2, 2023. Besides, residential cleaning programmes, choupal discussions, etc., were organised - all activities involving Self Help Groups, Swachhata Praharis, Swachhagrahis, Aapda Mitras, school students, Gram Panchayat leaders and communities and Non-Governmental Organisations and UT officials.

On 1st October, a massive cleaning programme was conducted as a tribute to Gandhiji on the eve of his Jayanti, under the supervision of Secretary Panchayat and District Collector across the Islands of Lakshadweep wherein more than 8500 people participated in Shramdaan activities in residential areas.

SHS 2023 saw massive participation of people from all walks of life who joined UT officials in this movement towards cleanliness and sanitation.

To read more, [Click here](#)



State Visits

Gujarat: 5-10th September 2023:

Secretary-DDWS, Smt. Vini Mahajan visited Gujarat where she interacted with members of women SHGs, Pani Samitis, and Swachhata Samitis and learned about their process for door-to-door collection, segregation and disposal of solid waste. She was accompanied by Sh. Dhananjay Dwivedi, Principal Secretary-Water Supply, Government of Gujarat; Ms. Manisha Chandra, Commissioner, DRDA; Ms. Surabhi Gautam, DDO, Gandhinagar along with other officials from Gujarat. She also visited Vasna village in Dehgam Block of Gandhinagar to assess the ODF Plus achievements in rural Gujarat.



Thereafter, Secretary-DDWS and Chief Secretary, Government of Gujarat jointly chaired a meeting to review the progress of implementation SBM-G and JJM at Gandhinagar. The status of ODF Plus achievements and SLWM activities in rural areas of Gujarat were discussed.

Shri Jitendra Srivastava, JS&MD, SBM-G, presented the district-wise progress on ODF Plus, Liquid Waste Management, Solid Waste Management, and ODF Sustainability. AS&MD JJM Shri Vikas Sheel along with SBM-G Director and Consultant was present from DDWS.

From Gujarat, Secretaries of Rural Development and Panchayati Raj, Water Supply Department, Urban Development and Skill Development of Government of Gujarat attended the meeting while DMs, DDOs and Directors, DRDA of all districts of Gujarat attended the joint review meeting through VC.

JS&MD SBM-G, DDWS also took a review with SBM-G state officials after the joint review meeting. They discussed agendas of SSG-2023, planning and implementation activities of ODF Sustainability, Solid and Liquid Waste Management activities, and IEC and capacity building in the state.



JS&MD- SBM-G, Shri Jitendra Srivastava on 5th September visited Dama village in Sabarkantha district, where he examined the Grey Water Management system at Tana village. He was accompanied by Shri Rizwan Sheikh, Director, DRDA, Banaskantha. He also visited the Bio-CNG plant under GOBARDhan Initiative at Banaskantha, Gujarat and held discussions with the DDO Banaskantha, Shri Swapnil Khare and other officials from Banas Dairy.



From the Secretary's Desk



Smt. Vini Mahajan

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

Expediting progress towards the SDGs was one of the key highlights of the G20 Summit that took place recently. One of the targets of SDG Goal 6 pertaining to water and sanitation is to support and strengthen the participation of local communities in improving water and sanitation management. In that sense, SBM-G is a game-changer, working with communities to make rural India cleaner, greener and healthier. As we gear up to celebrate another Swachh Bharat Diwas with numerous Swachhata Hi Seva activities across the country that have seen massive community participation, we need to put in extra effort to address last-mile issues and focus on transforming our villages into Model ODF Plus villages.

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

From the outset, Swachh Bharat Mission Grameen has been a community-led programme, its fundamental principle being community ownership. When a community owns a sanitation project, it is more likely to invest in its success and take responsibility for its long-term sustainability. Bearing this in mind, states are actively involving communities in planning, implementing and maintaining assets that affect their lives. Enhancing this notion are unique campaigns such as the recent Swachhata Hi Seva that saw the participation of over 92 crore people; that are contributing to building community empowerment and resilience, enabling them to take ownership.

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

