

SWACHHATA SAMACHAR



Volume 5 | Issue 36



**Swachh Gaon, Surakshit Jalvayu (SGSJ) 2026
Special Edition**



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Swachh Bharat Mission (Grameen)



Sh. C. R. Patil

From Hon'ble Union Minister

Sanitation is not merely a campaign, but a national resolve driven by public participation. Under the leadership of Prime Minister Shri Narendra Modi, over the past 12 years, Swachh Bharat Mission (Grameen) has added a new chapter of dignity, health, and safety to the lives of crores of families. From making India open defecation free to building clean and healthy villages, this transformation stands as a remarkable example of people's power and community participation. This journey towards a Swachh Bharat, Samridh Bharat and Viksit Bharat continues to move forward.

Union Minister of Jal Shakti, CR Patil on X on 12th June 2026



Sh. V. Somanna

From Hon'ble Union Minister of State

It was inspiring to join fellow karyakartas in the Swachhata Abhiyan commemorating 12 years of transformative governance under Hon'ble Prime Minister, Shri Narendra Modi Ji.

Together, we reaffirmed our commitment to cleanliness, public participation and a cleaner, healthier, Viksit Bharat.

Minister of State, Ministry of Jal Shakti, V. Somanna on X on 15th June 2026



Swachh Bharat Mission (Grameen)



Sh. Ashok K K Meena

From the Secretary's Desk

SBM(G) 2.0 is in its last year, and the focus must remain on saturation of villages as ODF Plus (Model), visual cleanliness, functionality of assets and regular monitoring of SBM(G) and Jal Jeevan Mission through DWSMs. Gram Panchayats have always been central to taking the mission to the ground and their role will remain critical in sustaining outcomes and ensuring compliance with the SWM Rules, 2026.

National Launch of 'Swachh Gaon, Surakshit Jalvayu' campaign on 1st June 2026



Smt. Aishvarya Singh

Joint Secretary & Mission Director

The Swachh Gaon, Surakshit Jalvayu campaign has been designed with specific activities for each of the five days and should be conducted across all States and UTs. The campaign is closely linked with Mission LiFE and the Solid Waste Management Rules (SWM), 2026. The SWM Rules 2026, along with the various Orders of the Hon'ble Supreme Court on this matter, provide detailed directions for implementation and a clear framework for action, responsibility and monitoring in rural areas. The national-level IEC campaign designed by DDWS aims to simplify the provisions of the Rules and make them readily accessible to all States and UTs.

National Launch of 'Swachh Gaon, Surakshit Jalvayu' campaign on 1st June 2026



A. Programme Highlights

Month End Overview

As of 30th June 26

ODF PLUS MODEL

- ODF Plus (Model) declared Villages: **Over 5.1 lakh**
- Villages reported having arrangements for Solid Waste Management: **Over 5.3 lakh**
- Villages reported having arrangements for Greywater Management: **Over 5.6 lakh**
- Blocks covered with Plastic Waste Management Units: **5548**
- Under GOBARDhan, **1183** Community / Cluster level biogas plants under SBM(G) have been constructed since the launch of the scheme



B. National launch of SGSJ & IEC campaign on SWM Rules, 2026

DDWS launches 'Swachh Gaon, Surakshit Jalvayu' campaign & IEC Campaign for Awareness on SWM Rules, 2026



Union Minister Of Jal Shakti at the National Launch of “Swachh Gaon, Surakshit Jalvayu” Campaign and a National level IEC Campaign on awareness of SWM Rules, 2026

The Union Minister of Jal Shakti, Shri C.R. Patil launched the 'Swachh Gaon, Surakshit Jalvayu' (SGSJ) campaign and the National level IEC Campaign for awareness on Solid Waste Management Rules, 2026 at the Department of Drinking Water and Sanitation (DDWS), Ministry of Jal Shakti, in New Delhi on 1st June 2026.

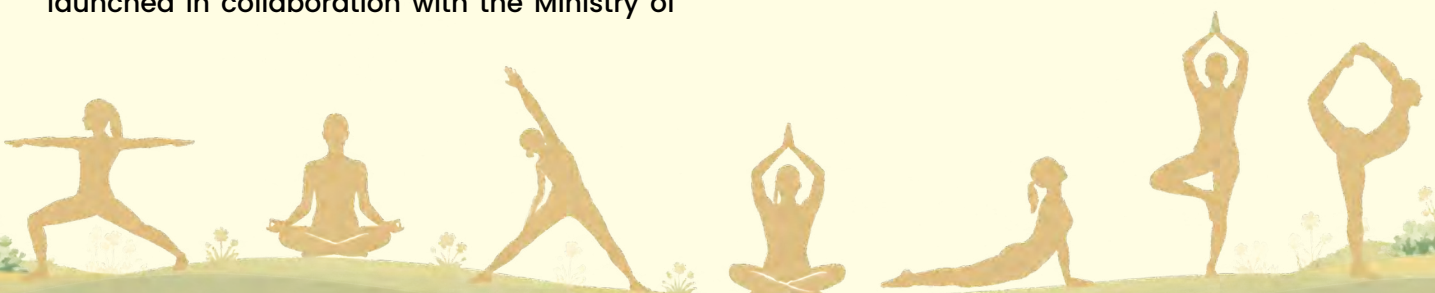
The launch, organized in hybrid mode, was attended by Secretary, Department of Drinking Water and Sanitation, Shri Ashok K.K. Meena; Joint Secretary & Mission Director, SBM(G), Ms. Aishvarya Singh and officials of DDWS. Senior officers from States/UTs including Additional Chief Secretaries, Principal Secretaries, Secretaries, State Mission Directors, SBM(G) and selected Sarpanches of Gram Panchayats joined the launch virtually.

The Swachh Gaon, Surakshit Jalvayu is a DDWS campaign for World Environment Day 2026 launched in collaboration with the Ministry of

Environment, Forest and Climate Change (MoEFCC). The campaign was implemented from 1st June to 5th June and was preceded by a pre implementation phase from 25th May to 29th May, 2026. The campaign focused on awareness generation regarding the themes of Mission Life, behavior change and environmental protection.

Swachh Bharat Mission (Grameen) 2.0 supports the vision of Mission Life through its focus on 4Rs (Refuse, Reduce, Reuse, Recycle) of Plastic Waste Management, 3Rs (Reduce, Reuse, Recharge) of Greywater Management, promotion of circular economy and Waste to Wealth while aiming to convert villages to ODF Plus (Model).

Another focus of the 'Swachh Gaon, Surakshit Jalvayu' campaign is awareness generation and sensitization for Solid Waste Management (SWM) Rules, 2026 which have come into effect from 1st April 2026.



B. National launch of SGSJ & IEC campaign on SWM Rules, 2026

Swachh Gaon , Surakshit Jalvayu

The Swachh Gaon, Surakshit Jalvayu (SGSJ) On 1st June 2026, Hon'ble Union Minister of Jal Shakti, Shri C.R. Patil launched the Swachh Gaon, Surakshit Jalvayu (SGSJ) campaign, organized by DDWS under the Ministry of Jal Shakti in collaboration with MoEFCC on World Environment Day 2026. It was conducted from 1st June to 5th June under the theme "Climate Action.

The Hon'ble Union Minister of Jal Shakti also launched the National level IEC Campaign for awareness on Solid Waste Management Rules, 2026 at the Department of Drinking Water and Sanitation, Ministry of Jal Shakti, in New Delhi. The SGSJ Campaign witnessed participation of over 1.51 crore people across rural India.

Achievements under the campaign:

- During the preparatory phase 25th May to 29th May, meetings and dissemination of SWM Rules, 2026 were conducted virtually across 723 Districts, engaging more than 23,000 officials.
- On Day 1, sensitization virtual workshops on SWM Rules, 2026 and Hon'ble Supreme Court orders were attended by 1.75 lakh Gram Panchayats, involving over 11.29 lakh representatives from Rural Local Bodies (RLBs).
- On Day 2, over 1.06 lakh Gram Panchayats conducted 3.21 lakh site visits for functionality

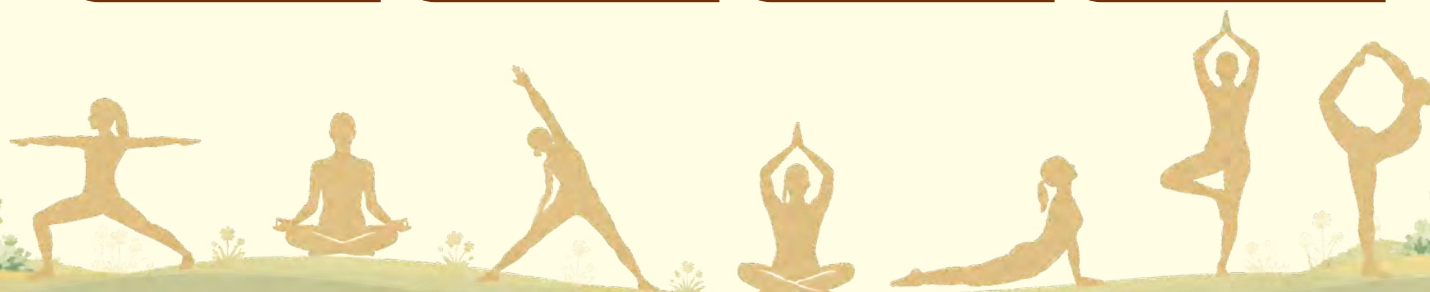
assessments of community assets, engaging more than 8.77 lakh people, including PRIs and Sarpanches.

- On Day 3, consultations with Bulk Waste Generators were organized in 1.10 lakh Gram Panchayats, involving more than 8.39 lakh participants and nearly 37,000 BWGs.
- On Day 4, awareness generation activities in 1.12 lakh Gram Panchayats were conducted engaging more than 22.50 lakh people, while cleanliness drives conducted in 1.21 lakh Gram Panchayats across 3.47 lakh sites witnessing participation of more than 33.47 lakh people.
- On Day 5, Special Gram Sabhas were organized in 1.49 lakh Gram Panchayats involving 66.99 lakh people and the plantation drive "Ek Ped Maa Ke Naam" was conducted leading to the planting of more than 27.98 lakh trees in rural areas under the SGSJ campaign.

Data as reported by States/UTs on SBM(G) IMIS as of 9th June 2026.

IEC awareness campaign on Solid Waste Management Rules, 2026.

The IEC awareness campaign seeks to simplify the technical provisions of the Solid Waste Management Rules, 2026 and make them easy to understand for all stakeholders. By promoting awareness through citizen-friendly messaging, the campaign aims to support effective implementation of the Rules across rural areas.



B. National launch of SGSJ & IEC campaign on SWM Rules, 2026

DDWS organises plantation drive under 'Ek Ped Maa Ke Naam' as a part of 'Swachh Gaon, Surakshit Jalvayu' campaign



As part of the nationwide observance of World Environment Day 2026 and the 'Ek Ped Maa Ke Naam' initiative, the Department of Drinking Water and Sanitation (DDWS), Ministry of Jal Shakti, organised a plantation drive at the Rashtriya Swachhata Kendra, New Delhi, on 5th June 2026.

The event was led by Shri Ashok K.K. Meena, Secretary, DDWS, and attended by Ms. Aishvarya Singh, Joint Secretary & Mission Director, SBM(G), among other senior officials.

Shri Kamal Kishore Soan, Additional Secretary & Mission Director, National Jal Jeevan Mission, and Shri Saikat Sarkar, Senior Economic Adviser, DDWS, were also present at the event.

The activity was undertaken under DDWS's 'Swachh Gaon, Surakshit Jalvayu' (SGSJ) cam-

paign for World Environment Day 2026 launched in collaboration with the Ministry of Environment, Forest and Climate Change (MoEFCC) which was organised from 1st to 5th June 2026.

'Swachh Gaon, Surakshit Jalvayu' campaign focused on awareness generation regarding the themes of Mission LiFE, behaviour change and environmental protection.

The campaign culminated with the Ek Ped Maa Ke Naam plantation drive and special Gram Sabhas being held across Gram Panchayats in India.

The plantation drive at RSK reflects DDWS' continued focus on linking sanitation with environmental responsibility.



B. National launch of SGSJ & IEC campaign on SWM Rules, 2026

‘Swachh Gaon, Surakshit Jalvayu’ Campaign Activities in State/UTs

To mark the occasion of WED 2026 (5th June 2026), the Department of Drinking Water and Sanitation (DDWS), under the Ministry of Jal Shakti, in collaboration with the Ministry of Environment, Forest and Climate Change (MoEFCC), undertook focused interventions carried out the “Swachh Gaon, Surakshit Jalvayu” (SGSJ) campaign, with an emphasis on community engagement and Jan Bhagidari in rural areas.

Campaign Objectives:

- (a) Sensitization of stakeholders in rural areas on SWM Rules, 2026 & Hon’ble Supreme Court Orders on the matter and roles/responsibilities of all stakeholders
- (b) Self-assessment & validation by GPs of the functionality status community SWM assets

- (c) Awareness generation reg:
 - a. Mission LiFE & its themes related to SBM(G),
 - b. Role of community in cleanliness & O&M of SWM assets
- (d) Mobilizing the community towards:
 - a. Sampoorna Swachhata,
 - b. Caring for the environment,
 - c. Achievements of ODF Plus (Model) Status
- (e) Special Gram Sabha on 5th June 2026 to discuss achievements under campaign objectives, along with sensitization of Gram Panchayats on SWM Rules, 2026

Gram Panchayats across States/UTs undertook various activities during the campaign, ensuring community participation and proactive engagement of all stakeholders and making this a successful campaign furthering both the objectives of SBM(G) and the message of Climate Action for WED 2026.



Uttarakhand



Tamil Nadu

Day One (1st June 2026): Glimpses from District-level Sensitization of GPs through VC



Tripura



Kerala



Andhra Pradesh



Assam



Arunachal Pradesh



Puducherry



Lakshdweep



Bihar

Day Four (4th June 2026): Glimpses from awareness generation activities



JS & MD, SBM(G), Undertakes Official Visit to Madhya Pradesh



Joint Secretary & National Mission Director, Swachh Bharat Mission (Grameen), Ms. Aishwarya Singh undertook a three-day official visit to Madhya Pradesh (June 18-20, 2026) to review programme implementation and assess progress towards achieving ODF Plus (Model) status in villages across the State.

The visit commenced with a comprehensive virtual review meeting with District Collectors and Zila Panchayat CEOs, attended by State SBM(G) Mission Director Shri Dinesh Jain and his team. Ms. Singh stressed the need to accelerate implementation efforts, with particular focus on functionality assessment of community Solid and Liquid Waste Management (SLWM) assets,

optimal utilisation of GOBARDhan plants, strengthening faecal sludge management compliance, expanding plastic waste management systems across all Blocks and ensuring adherence to the Solid Waste Management Rules, 2026.

During the visit, JS & MD Ms. Singh met with Ms. Deepali Rastogi, Additional Chief Secretary, PRD, Government of MP, and discussed the State's progress under SBM(G). In Sehore district, she visited GP Khadihaat and interacted with the Sarpanch, Panchayat members, SHGs, VWSCs, Swachhata Sathis, 'Wash on Wheels' team and senior citizens of the GP.



C. DDWS Visits

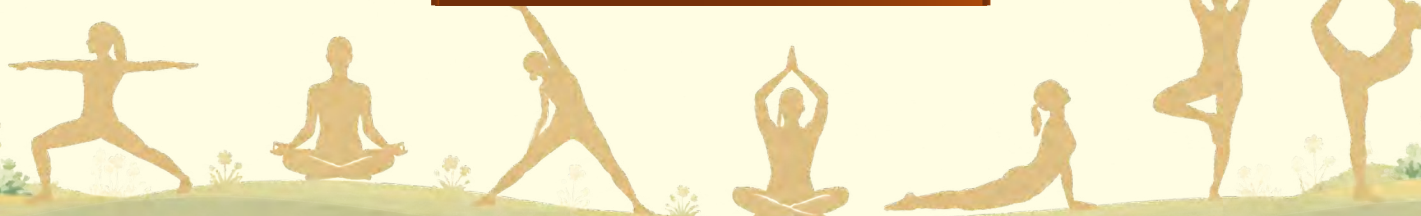
Discussions focused on Jan Bhagidari for swachhata, SBM(G) implementation, SLWM asset management, role of SHGs and compliance with SWM Rules, 2026. Key assets, including a DEWATS system, segregation shed and a Community Sanitary Complex, were inspected. She also inspected a highway waste suction machine being deployed for mechanised cleaning operations.

In Dewas district, Ms. Singh visited a community-managed Community Sanitary Complex operating on a user-charge model and reviewed

a GOBARDhan biogas plant operational at Dewas Jail.

On the final day, she visited Dendiya GP in Ujjain district and Kalibilod GP in Indore district.

Highlights included inspection of rural waste management systems, inauguration of a Plastic Waste Segregation Unit and a visit to Kalibilod's Faecal Sludge Treatment Plant. Concluding the visit, Ms. Singh urged the State team to expedite component-wise implementation and ODF Plus (Model) village declaration across Madhya Pradesh.



D. Swachhata Pakhwada in June 2026

Participating Ministries /Departments in June as per Swachhata Pakhwada 2026 Calendar

Ministry of
Environment

Forest and Climate
Change Ministry of New &
Renewable Energy

Ministry of Micro,
Small and Medium
Enterprises

Ministry
of Coal

Ministry of New and Renewable Energy



- Prize Distribution Ceremony and Closing address by JS (Admin), who highlighted the importance of maintaining personal & environmental hygiene.
- Shramdaan activity included cleaning nearby locality, public toilet, etc.
- Plantation of tree saplings by Hon'ble Minister and Hon'ble Minister of States in Atal Akshay Urja Bhawan on occasion of World Environment Day
- Swachhata Pledge undertaken by all Officers/ Staff of MNRE. Distribution of Cleaning Kit to Cleanliness staff working in the Ministry
- Poster design competition on a theme related to Swachh Bharat organized for both permanent and contractual employees



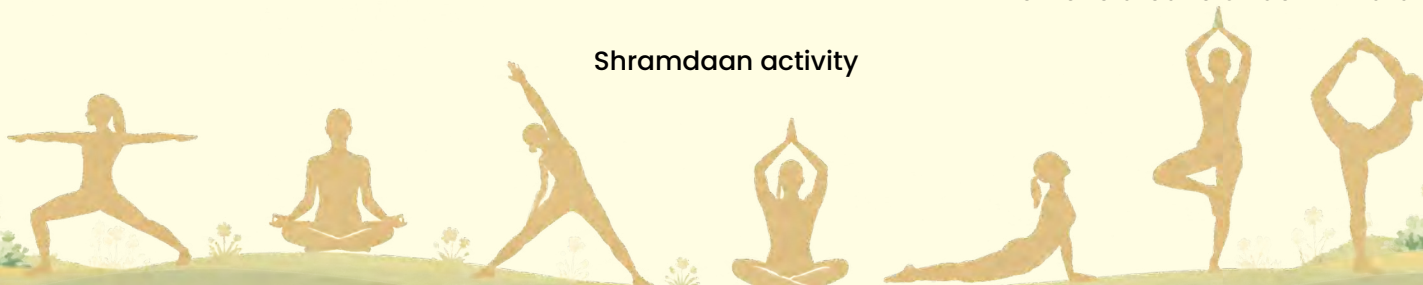
Prize Distribution Ceremony
Closing address.



Shramdaan activity



Poster design competition on a
theme related to Swachh Bharat



D. Swachhata Pakhwada in June 2026

Ministry of Coal



- Closing Ceremony of Swachhata Pakhwada 2026 at CMPDI RI-V Bilaspur.
- A Plantation drive was conducted in the Ministry of Coal (MCL) HQ where different fruit bearing plants were planted by students and employees.
- Nukkad Natak held at Environment Lab Hasdeo CMPDI RI-V Bilaspur as a part of Swachhata Pakhwada 2026
- A Nationwide mega plugging event was conducted at Samleswari Temple in which Ministry of Coal (MCL) employees participated and cleaned the high footfall temple premises.
- SECL CWS KORBA Develop/cleaning & Maintenance of rainwater harvesting system and waste water recycling in Depts./offices / Hospitals /dispensaries
- SECL, Gevra Area: Awareness program on clean drinking water at Bhilaibazar and Cleaning of water bodies by SECL, Gevra Area
- MCL Basundhara Area: Drawing Competition at Balijori Sishu Seva Ashram organized by MCL Basundhara Area as part of Swachhata Pakhwada 2026
- MCL orient Area: Plantation drive as part of Swachhata Pakhwada 2026 organised by MCL Orient Area.
- MCL LAKHANPUR area: Distribution of jute bags and dustbins under Swachhta Pakhwada 2026 at Dalgaon Gram Panchayat.



D. Swachhata Pakhwada in June 2026



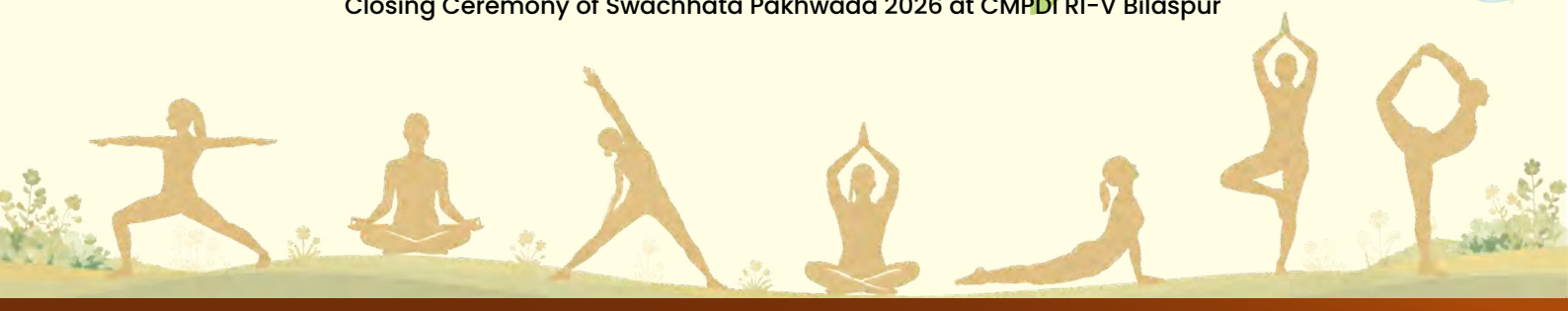
Drawing Competition at Balijori Sishu Seva Ashram organized by MCL Basundhara Area as part of Swachhata Pakhwada 2026



Waste to Art program organized at eastern coalfields limited



Closing Ceremony of Swachhata Pakhwada 2026 at CMPDI RI-V Bilaspur



JS & MD SBM(G) Chairs 2nd National Level Review Meeting with State/UTs



Joint Secretary & Mission Director, Swachh Bharat Mission (Grameen), Ms. Aishvarya Singh chaired the Second National Level Review meeting with SBM(G) Mission Directors of 7 States/Union Territories, namely Andaman & Nicobar Islands, Andhra Pradesh, Dadra & Nagar Haveli and Daman & Diu, Gujarat, Jammu & Kashmir, Jharkhand and Karnataka, on 29th June 2026 to assess the financial and physical progress under Phase-II of SBM(G).

The meeting reviewed the physical and financial progress of the programme as it nears the end of Q1 of FY 2026-27. Detailed discussion was held on district-wise status of ODF Plus (Model) villages, pending verifications, functionality of Solid & Liquid Waste Management (SLWM)

assets and Faecal Sludge Treatment Plants (FSTPs), Greywater Management, Plastic Waste Management, GOBARDhan and fund utilisation in States/UTs. The States/UTs were urged to duly accelerate the progress, ensure functionality of SLWM and sanitation assets and strengthen implementation of the programme through regular monitoring and timely verification.

As a way forward, the State/UT MDs were advised to conduct in-depth reviews at the State/UT level to expedite implementation and achieve programme objectives. Officials from participating States/UTs, and officials from the Department of Drinking Water Sanitation (DDWS), Ministry of Jal Shakti, participated in the meeting.



DDWS at 12th International Day of Yoga



Glimpses of DDWS participation in International Day of Yoga event organized by Ministry of Jal Shakti

On the occasion of the 12th International Day of Yoga (IDY), observed on 21 June 2026, the Ministry of Jal Shakti organised a special yoga session based on the theme “Yoga for Healthy Ageing”. Shri Ashok K. K. Meena, Secretary, Department of Drinking Water and Sanitation (DDWS), participated in the session alongside senior officials of the Ministry, reaffirming the importance of yoga in promoting lifelong health, wellness, and active ageing.

Senior officials from the Department of Drinking Water and Sanitation, Jal Jeevan Mission and Swachh Bharat Mission (Grameen) also took part in the event, enthusiastically participating in the guided yoga exercises conducted in a systematic manner.

Following the yoga session, officials of the Ministry joined a tree plantation drive under the “Ek Ped Maa Ke Naam” campaign and encouraged citizens to become part of the initiative, contributing towards environmental sustainability and a greener future.

The event highlighted the significance of yoga as a powerful tool for maintaining physical and mental well-being throughout life. It also reinforced the message that safe drinking water and sanitation are essential foundations for healthy and active ageing, enabling improved quality of life across all age groups.



E. Events & Activities

JS & MD, SBM(G), Chairs Meeting with RWPF partners and State/UT SBM(G) Teams



JS & MD, SBM(G), Ms. Aishvarya Singh chaired an interaction session with Rural WASH Partners' Forum (RWPF) partners and SBM(G) MDs/teams from States/UTs on 12.6.26 to review the progress and current status of activities being undertaken by the partners under Swachh Bharat Mission (Grameen).

During the discussion, the RWPF partners presented the activities carried out at the State/UT level and support being provided under their respective thematic areas.

While appreciating the work done by partners, instances of sub-optimal performance of a few partners and issues of lesser coordination with States, including NE States/ UTs were also discussed.

Proposals from partners wishing to work with NE States, island territories/UTs were also invited. The JS & MD advised States/UTs to conduct regular meetings with RWPF partners for effective coordination, better monitoring, and optimal utilization of support being provided under SBM(G) through RWPF.

She emphasized upon the RWPF partners to also work in coordination with respective State/UT SBM(G) MDs, for respective thematic areas. This would go a long way in accelerating progress towards SBM(G) objectives.

The session was attended by eight of the 10 RWPF partners, including UNICEF, Consortium for DEWATS Dissemination Society (CDD), Piramal Foundation, Centre for Environment Education (CEE).



F. On-ground Stories from States/UTs

Campaign Against Single-Use Plastic in Kargil District under SBM(G)

The Rural Development Department, District Kargil, launched a district-wide awareness and enforcement campaign under Swachh Bharat Mission (Grameen) against the use of Single-Use Plastics (SUPs) across all rural areas of the District.

Highlighting the ecological sensitivity of Ladakh and the adverse effects of plastic pollution on the environment, water bodies, livestock and public health, the campaign focused on awareness generation, behavioral change and the promotion of eco-friendly alternatives.

Awareness and IEC activities were conducted across all 15 blocks of Kargil District, with active participation from Self-Help Groups, traders, students, youth volunteers and local communities. The campaign featured village-level aware-

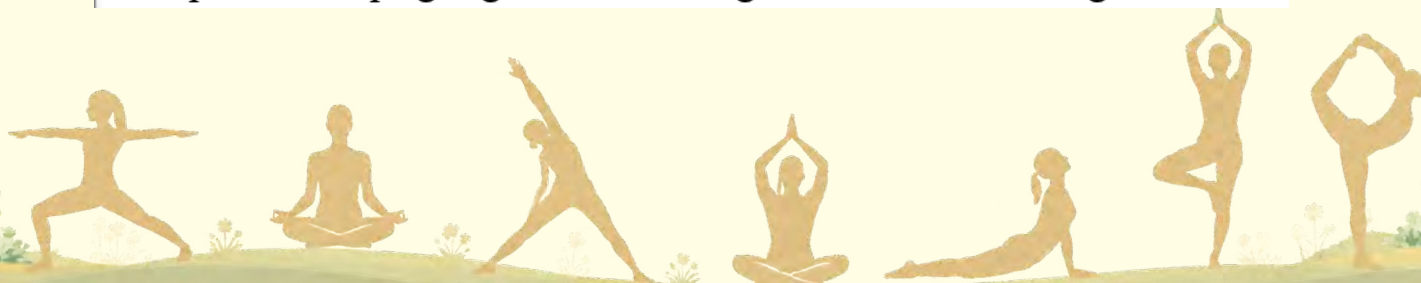
ness programmes, market interactions, public meetings, cleanliness drives, IEC material distribution and social media outreach.

Participants were sensitized to the harmful impact of single-use plastic on the fragile Himalayan ecosystem and informed about the Government's ban on identified SUP items. They were encouraged to adopt cloth and paper bags, reusable utensils, waste segregation at source and responsible waste disposal practices.

The campaign further highlighted enforcement provisions under the Department of Forest, Ecology & Environment, UT Ladakh. The initiative received an encouraging response, reflecting growing public awareness and commitment towards cleaner, greener and plastic-free villages in Kargil.



Glimpses of campaign against use of Single-Use Plastics in Kargil District



Gonda's Swachhata Mart Model Strengthens Community Sanitation Sustainability

Gonda district in Uttar Pradesh has introduced the Gonda Swachhata Mart initiative as a practical approach to strengthen the long-term sustainability of community sanitation assets created under Swachh Bharat Mission (Grameen).

The model integrates a compact 8 x 10 ft Swachhata Mart room alongside a community toilet. The space serves multiple functions, including a dedicated workplace for the caretaker, a display and sales point for sanitation products, a platform for products made by Self-Help Groups and a visible sanitation service hub for the community.

The initiative addresses a common post-construction challenge: while community toilets may be built, their sustained functionality depends on regular cleaning, operation, moni-

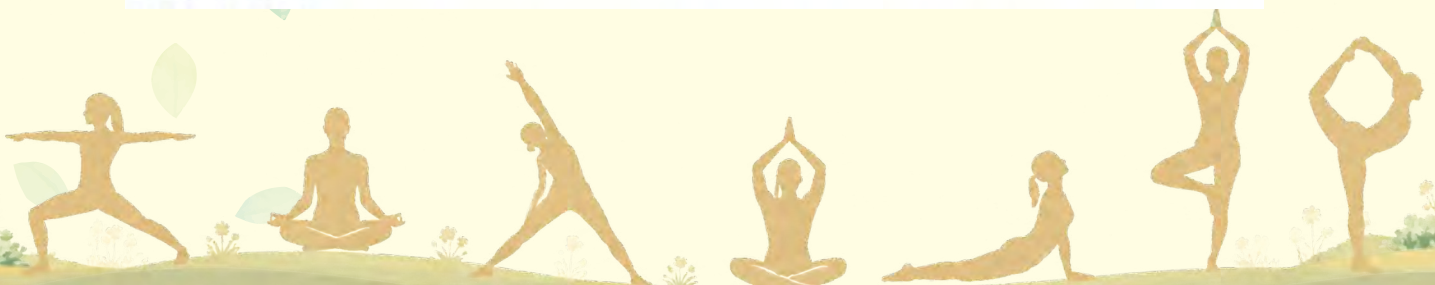
toring, minor maintenance, local accountability and the presence of a motivated caretaker. In many villages, the lack of a dedicated workspace for caretakers and weak product supply chains can affect the upkeep and utilization of these facilities.

Under the first phase, 300 Gram Panchayats were selected for implementation, with more than 285 Swachhata Marts reportedly completed so far.

The model aligns closely with the objectives of SBM(G) Phase II. It supports ODF sustainability by improving the usage and maintenance of community toilets, contributes to ODF Plus goals through better management of village sanitation assets and promotes behavior change by providing a local platform for hygiene products and awareness generation.



GONARD Swachhata Marts constructed adjacent to Community Sanitary Complexes in Gonda District of Uttar Pradesh



SWACHHATA WORD SCRAMBLE



How well do you know the language of Swachhata?
Unscramble these words/phrases.

1

GRASEGETOIN



Separating waste at source

6

HACSWHTRABHAT



India's flagship cleanliness mission

2

MWSELRU



New rules for managing solid waste

7

GEAENRM



The rural component of the Mission

3

DOLSIETSAW



The waste we generate every day

8

TOCOMPS



Waste that becomes manure

4

HADGOBRAN



Turning cattle dung and organic waste into wealth

9

TSWAEOTWLEAHT



Turning waste into a useful resource

5

LARCRICUYOECNOM



Keep resources in use for as long as possible

10

CILPSTAWETSA



A major waste stream requiring responsible management

Answers:

1. Segregation
5. Circular Economy
9. Waste to Wealth

2. SWM Rules
6. Swachh Bharat
10. Plastic Waste

3. Solid Waste
7. Gramaen

4. GOBARDHAN
8. Compost





पेयजल एवं स्वच्छता विभाग
जल शक्ति मंत्रालय
DEPARTMENT OF DRINKING WATER AND SANITATION
MINISTRY OF JAL SHAKTI



To contribute to the next issue of the **Swachhata Samachar**,
share your submission before the 15th of every month to sbmiec.ddws@gmail.com



पेयजल एवं स्वच्छता विभाग
जल शक्ति मंत्रालय
भारत सरकार
DEPARTMENT OF DRINKING WATER AND SANITATION
MINISTRY OF JAL SHAKTI
GOVERNMENT OF INDIA

Office of the Joint Secretary & Mission Director, SBM-G
Department of Drinking Water and Sanitation, Ministry of Jal Shakti
Government of India.

4th Floor, Pandit Deendayal Antyodaya Bhawan, CGO Complex,
Lodhi Road, New Delhi-110003
Phone: 011-24362192 | Email: js-sbm@gov.in