



10 YEARS OF ACHIEVEMENTS

DEPARTMENT OF DRINKING WATER & SANITATION



SWACHH BHARAT MISSION GRAMEEN PHASE-I (2014-2019)



"...क्या हम तय करें कि 2019 में जब हम महात्मा गाँधी की 150वीं जयंती मनाएँगे, हमारा गाँव, हमारा शहर, हमारी गली, हमारा मोहल्ला, हमारे स्कूल, हमारे मंदिर, हमारे अस्पताल, सभी क्षेत्र, गंदगी का नामोनिशान नहीं रहने देंगे? यह सरकार से होता नहीं है, जन-भागीदारी से होता है और यह काम हम सबको मिल करके करना है।..."

"...इसलिए 'स्वच्छ भारत' का एक अभियान इसी 2 अक्टूबर से मुझे आरम्भ करना है और चार साल के भीतर-भीतर हम इस काम को आगे बढ़ाना चाहते हैं....."



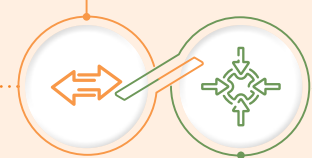
- Launch of SBM

Prime Minister Narendra Modi, 15 August, 2014

Swachh Bharat Mission (SBM) has been recognized as the largest behaviour change programme in the world that mobilized over a billion people in India for a cleaner, safer, healthier and prosperous future for citizens.

- Over 100 million individual household toilets built over a five-year period
- Sanitation coverage increased from 39 per cent in 2014 to 100 per cent in 2019
- > 6 lakh villages declared themselves Open Defecation Free (ODF)

OUTCOME



IMPACT STUDIES

- 3 lakh diarrheal deaths avoided between 2014 and 2019 (WHO Study 2018)
- 58 per cent higher cases of wasting among children reported in non-ODF areas (BMGF)
- 93 per cent women reported feeling safer (UNICEF)
- INR 50,000 saved annually by a household (UNICEF)
- 12.70 times less likelihood of groundwater contamination reported traceable to humans (UNICEF)
- 60,000-70,000 child deaths averted annually (Nature)

WHOLE OF GOVERNMENT APPROACH

SANITATION AS EVERYONE'S BUSINESS



Swachh Iconic Places (SIP): Cleaning of iconic places organized in the country to ensure the areas of the SIP periphery and approach are distinctly cleaner/corporate and private support leveraged for each site



Over INR 50,000 crores earmarked by other departments for sanitation in their respective sectors, for e.g., highways, petrol pumps, railways, schools, hospitals, etc.



Swachh Survekshan Grameen, a ranking system introduced to evaluate states and districts on their performance across key parameters



Swachhata elements mainstreamed through Swachhta Action Plan (SAP) in work plans across all Ministries/Departments of GoI



A fortnight of Swachhata Pakhwada dedicated to Swachhata practices by GOI Ministries/Departments



All sections of society brought together during Swachhata Hi Seva (SHS) in a fortnightly campaign of shramdaan/advocacy for Swachhata



Key Events from Phase-I 2014–2019

2014

- ▶ **Launch of SBM** by Hon'ble Prime Minister (PM) in October

2016

- ▶ India Sanitation Conference organized in September - **INDOSAN**

2018

- ▶ **PM led Satyagraha Se Swachhagraha** campaign ensured participation by over **20,000 swachhagrahis** from across the country with initiation in Bihar through a Champaran Satyagraha Centenary in April to endorse the journey towards ODF. The selection of place was poignant, keeping in mind the role of Champaran in Jan Andolan
- ▶ Mahatma Gandhi International Sanitation (**MGISC**)
- ▶ Convention in September, leading to the **Delhi Declaration**

2019

- ▶ **Swachh Sundar Shauchalaya contest** taking pride by ensuring construction and decoration of **1.3 crore** toilets from January–June
- ▶ PM participated in the **Woman Convention, Swachh Shakti in Kurukshetra** in February. He also visited the Swachh Sundar Shauchalay exhibition
- ▶ Swachh Kumbh Mela installed over **1 lakh eco-friendly toilets**, including **62,500** community toilets, and **40,000** institutional toilets. PM washes feet of safai karamcharis on the occasion of “Swachh Kumbh Swachh Aabhaar” award in February
- ▶ PM joins **women segregating plastic** from garbage during the SHS programme in Mathura organized in September
- ▶ Swachh Bharat Diwas dedicated Swachh Bharat to Mahatma Gandhi and **PM declares Rural India 100% ODF** in October

- ▶ Signing of **Sustainable Development Goals (SDGs)** at the UN by PM

2015

- ▶ Swachh Shakti Gandhinagar, Gujarat where PM offered **shramdaan for toilet construction** in March
- ▶ In July, PM highlighted on a Sankalp to make “**Filth – Quit India**” and issued a clarion call to embrace “Sankalp se Siddhi” movement and achieving a New India by 2022
- ▶ 1st SHS launch with participation from **10 crore** people in September

2017



SWACHH BHARAT MISSION GRAMEEN PHASE-II (2020-2025)



Cleanliness campaign is a journey, which will go on continuously. After getting rid of **open defecation**, the responsibility has increased now. After ODF, the country is now working on the **goal** of ODF plus. Now we have to improve the management of waste, be it in a city or a village. We have to speed up the work of making wealth out of waste.



- Prime Minister Narendra Modi, 8 August 2020



Total outlay of **INR 1.40 lakh crores** to facilitate the transformation of **villages** from ODF to **ODF Plus Model**



INTERVENTIONS

Access to toilets to any left-out household and newly emerged households by construction of Individual Household Latrines (IHHLs) and Community Sanitary Complexes (CSCs)

Decentralized operation and maintenance (O&M) of community sanitation assets



Greywater Management (GWM) through soak pits, Waste Stabilization Ponds (WSPs), DEWATS, etc.



Plastic Waste Management (PWM) through collection, segregation, storage and setting up of Resource Recovery Units



Faecal Sludge Management (FSM) through co-treatment in existing/new Sewage Treatment Plants/ Faecal Sludge Treatment Plants (STPs/FSTPs)

'Waste to Wealth' through GOBARdhan initiative



Biodegradable Waste Management (BWM) through composting and biogas plants

CURRENT STATUS

More than
94%
states
have **declared**
themselves
ODF Plus

▶ **ODF-Plus States/UTs:**
Assam, Tamil Nadu, Tripura,
Uttar Pradesh, Puducherry
and Ladakh

More than
49% states
have **declared**
themselves
ODF Plus Model

▶ **ODF-Plus Model States/UTs:**
Sikkim, Lakshadweep,
Dadar & Nagar Haveli and
Daman & Diu

3 PROGRESSIVE STAGES OF ODF PLUS VILLAGES

ODF Plus Aspiring



Sustains its ODF status
and follows Solid
Waste Management
(SWM) or Liquid Waste
Management (LWM)

ODF Plus Rising



Sustains its ODF status
and follows both SWM
and LWM

ODF Plus Model



Sustains its ODF status,
follows both SWM and
LWM, and observes
visual cleanliness*

*Minimal litter and stagnant wastewater, no plastic waste dump in public places; and displayed IEC messages

AS ON SEPTEMBER 12, 2024



Aspiring Villages
2.34 lakhs



Rising Villages
26,066



Model Villages
2.92 lakhs



ODF Plus Model Village in Tripura

SBM-G PHASE-II PRODUCT PORTFOLIO

SOLID WASTE MANAGEMENT



Community
compost pits



Individual
compost pits



Setting up of
collection center/
segregation
shed



Battery-
operated
vehicles/
E-carts/jeeps



Segregation
bins for
individual
households



Segregation
bins at public
places

GOBARdhan



Community
GOBARdhan projects

Plastic Waste Management



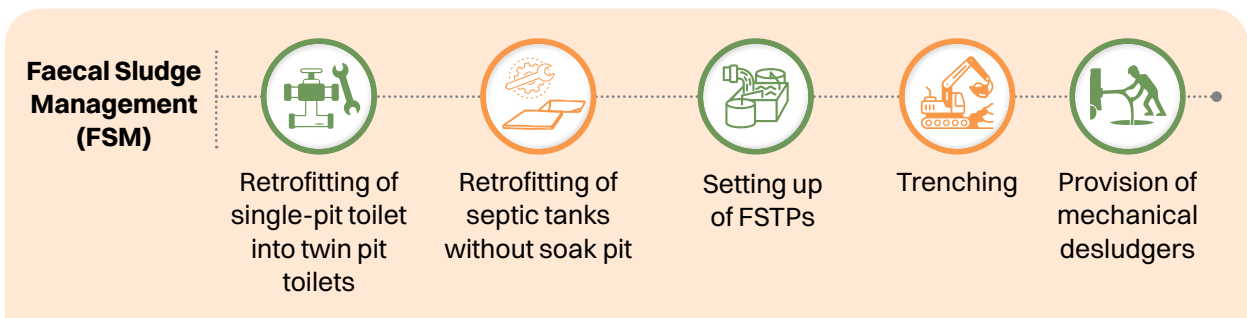
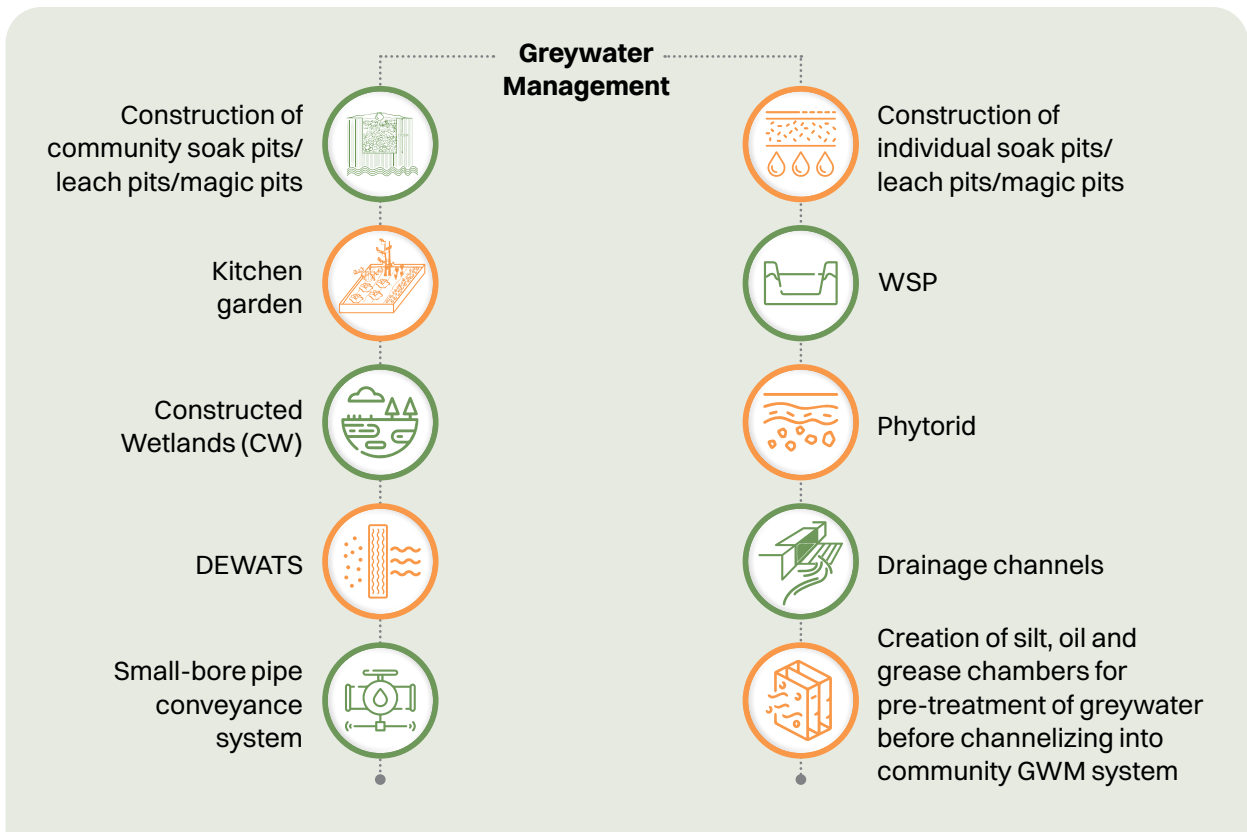
Setting up of Plastic Waste
Management Unit (PWMU)

Menstrual Hygiene Management (MHM)



Installation of
incinerators

LIQUID WASTE MANAGEMENT

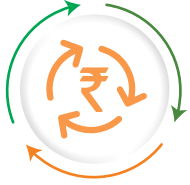


Construction of Individual Household Latrines (IHHLs)

Construction of Community Sanitary Complexes (CSCs)



Bio-degradable waste is managed, especially farm waste, support biodegradable waste recovery, conversion of waste into resources for clean and green village.



Promotes circular economy



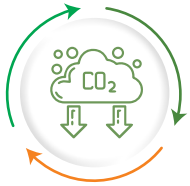
Utilizes an eco-friendly fuel



Manages waste effectively



Protects health, environment



Reduces Greenhouse Gases emission



Increases employment



Generates organic manure



Saves foreign exchange, improves savings



The Government of India launched the Galvanizing Organic Bio-Agro Resources Dhan (GOBARdhan) initiative in 2018 under the Swachh Bharat Mission (Grameen) to transform organic waste into valuable resources, aligning with PM Narendra Modi's vision for sustainable development and a circular economy. The GOBARdhan "Waste to Wealth" initiative integrates multiple government schemes with similar goals, such as the Waste to Energy Scheme of the Ministry of New & Renewable Energy and the SATAT scheme of the Ministry of Petroleum & Natural Gas. This initiative represents a convergence mechanism that leverages inter-ministerial synergies and partnerships with state governments and private entities. By converting organic waste into Compressed Biogas (CBG)/Biogas and organic manure, GOBARdhan helps meet India's growing energy demand sustainably, contributing to GHG emission reductions, enhancing energy security, supporting local economies, and increasing rural employment. The initiative also boosts farmers' incomes, improves environmental sanitation, and supports the vision of Sampoorna Swachhata.

GOBARdhan is a key component of Solid Waste Management (SWM) in rural areas, converting bio-waste like animal waste, kitchen scraps, crop residue, and market waste into biogas and bio-slurry to improve villagers' lives. It provides economic benefits to farmers and households, offering financial assistance up to Rs. 50 Lakh per district under SBM(G) Phase-II for setting up model projects at the community and cluster levels, available until 2024-25. CBG, similar to compressed natural gas (CNG), plays a pioneering role in clean energy and transportation. A significant by-product of GOBARdhan plants is bio-slurry, or Fermented Organic Manure (FOM), which enhances soil quality and supports organic farming, furthering sustainable agriculture practices.

India has significant potential for biogas and CBG production from various sources. Expanding the GOBARdhan initiative will support India's shift towards Sustainable Development Goals, such as affordable and clean energy. The initiative has gained momentum, with the government emphasizing CBG sector development to reduce dependence on natural gas. The Union Budget 2023 allocated Rs 10,000 crore for 500 new "Waste-to-Wealth" plants, providing a boost to the CBG/Bio-CNG sector. A recent milestone is the registration of over 100 high-value functional CBG plants on the GOBARdhan portal, highlighting the successful alignment of policies with the goal of developing cost-effective, indigenous technologies for sustainable energy-intensive sectors like transportation and industry. These plants have the capacity to produce approximately 740 TPD of CBG.

The GOBARdhan initiative is pivotal in unlocking the potential of India's organic waste resources. With sustained efforts, CBG will play a crucial role in advancing India's renewable energy landscape, reducing fossil fuel reliance, and promoting a sustainable, circular economy. GOBARdhan not only supports India's ambitious energy targets but also drives long-term environmental and economic sustainability.

SWACHHATA HI SEVA: 2023 KEY HIGHLIGHTS

- » **Every year** from 15 September - 2 October
- » **Swachhata Hi Seva, 2023** theme - Garbage Free India
- » **53.18 crore participants** in shramdaan activities (avg of 3 crore/day)
- » **7,611 beaches cleaned** and **6,371 river banks** revitalized
- » **1,55,76 legacy waste** sites reclaimed
- » **1,23,840 public spaces** restored
- » **Participation** of CMs from **9 States/UTs**
- » **Convergence** between 71 GoI **Ministries/Departments**
- » **> 8.75 crore participants after PM clarion call** - 'Ek Tareekh Ek Ghanta Ek Saath' - in around 9.2 lakh events



MAJOR INITIATIVES



Lighthouse Initiative:

Launched in 2022 in collaboration with India Sanitation Coalition to develop 75 ODF Plus Model blocks. Report of Phase-I released and Phase-II announced



Swachh Sujal Shakti Samman Awards 2023:

Initiated on March 4 to felicitate the exceptional work being done by women. 36 women WASH Champions conferred with the 'Swachh Sujal Shakti Samman Awards 2023' by Hon'ble President of India



Sujlam Campaigns:

Launched in 3 phases from 2021-2023. Over 5.1 million soak pits constructed



Startup Grand Challenge:

To scout technologies that provide affordable and responsive solutions to SLWM. Over 350 applications received, and 6 winners announced on Swachh Bharat Diwas 2022



Retrofit to Twin Pit Abhiyan:

From 2 October 2022 to 30 June 2023 to convert single pits toilets to twin pits Over 1 million toilets retrofitted



Swachhata Green Leaf Rating System:

A voluntary rating system, in alignment with Travel for Life campaign, to make hospitality industry promote appropriate infrastructure, safe sanitation practices and innovations



Rural WASH Partners' Forum:

Includes more than 200 development sector partners working in the rural WASH sector for better collaboration & synergy. Creates an environment of learning and knowledge helping find cost-effective solutions to make rural India 'Swachh and Sujal Desh'



स्वच्छ भारत
एक कदम स्वच्छता की ओर

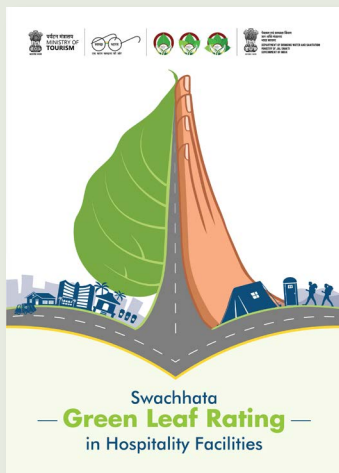
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SWACHHATA GREEN LEAF RATING INITIATIVE

SWACHHATA GREEN LEAF RATING IS NOT JUST A RECOGNITION BUT A COMMITMENT TO SHAPING THE FUTURE OF OUR TOURISM INDUSTRY



Swachhata Green Leaf Rating System (SGLR) for hospitality facilities was officially launched in the Pahalgam Club of Anantnag district in Jammu and Kashmir on 11th December 2023, as a pilot which was scaled up nationally on 2nd March 2024.

The SGLR rating system was piloted in Jammu & Kashmir (J&K), given it is one of the most frequented tourist places, and it was able to set the path for others to follow in the sector of safe sanitation. The official launch of SGLR was attended by senior GOI officials including Smt. Vini Mahajan, Secretary-DDWS, Ministry of Jal Shakti, Government of India; Ms. V. Vidyavathi, Secretary - Ministry of Tourism, Government of India; and senior officials of J&K and participants from Hotelier Association.

THE SGLR PROGRAMME IS IMPLEMENTED BY THE DEPARTMENT OF DRINKING WATER & SANITATION (DDWS), MINISTRY OF JAL SHAKTI IN COLLABORATION WITH THE MINISTRY OF TOURISM

This visionary program aligns with PM Shri Narendra Modi's emphasis on providing world-class hygiene and sanitation facilities for tourist, marking a crucial step towards cleaner and more sustainable tourism practices. During the launch, Union Minister for Jal Shakti, urged all tourist facilities to enhance aesthetic and sanitation levels at tourist destinations which also attract increased tourist footfall while simultaneously achieving brand value for itself.



Bison Resorts, Madhai, in the heart of Narmadapuram, Madhya Pradesh obtained the first Five Swachhata Green Leaf Rating Certificate of Recognition. The recognition of Bison Resorts continues to serve as a clarion call for other tourist facilities across all States/UTs to actively involve themselves in enhancing the aesthetic and sanitation levels of tourist spots.

The SGLR initiative seamlessly aligns with the Travel for LiFE (TFL) programme under Mission LiFE, fostering awareness about sustainable tourism. By nudging both tourists and businesses to adopt practices harmonious with nature, the SGLR programme aims to develop an economically viable, responsible, and resilient tourism industry.

KEY ACHIEVEMENTS OF SBM-G: I AND II



11.65 crore IHHLs



28,93,266 compost pits at household level



5,02,907 vehicles for collection and transportation of waste



SWM in 3.96 lakh villages



GWM in 4.96 lakh villages



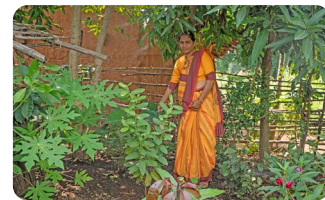
1,24,901 phytoid/DEWATS/wetlands/duckweed pond



34,683 WSP 3/5 pond system



72,57,427 soak/leach/magic pit at household level



1,48,08,325 kitchen garden at household level



59,564 biogas plants at household level



3,50,479 waste collection and segregation sheds



9,28,004 community compost pits



17,51,285 community soak pits



13,05,663 drainage facility sheds



3,620 blocks covered with PWM



2,876 FSM



CBG plants in 738 villages



1335 biogas plants

Key Events from Phase-II 2020-2025

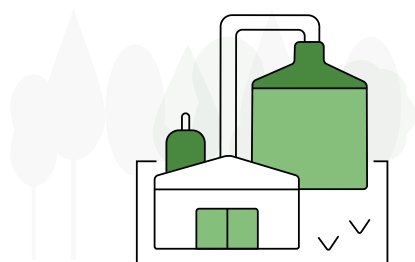
2020

- ▶ **Launch of SBM-G Phase II** by Hon'ble PM in October
- ▶ **Launch of SBM 2.0** Mobile App
- ▶ **Launch of SBM Academy** IVRS based system for capacity strengthening of field functionaries



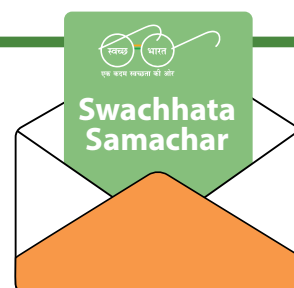
2022

- ▶ Establishment of the **Rural WASH Partners' Forum (RWPF)** to facilitate partner support in states for implementation of SBM-G
- ▶ Launch of **Lighthouse Initiative Phase** in collaboration with India Sanitation Coalition
- ▶ Development and Launch of SBM-G monthly newsletter: **Swachhata Samachar**
- ▶ Inauguration of **SPM NIWAS** in Kolkatta as a premier WASH training institute



- ▶ Dissemination of **SBM-G Toolkits and manuals** on SBM-G themes
- ▶ Launch of **1st Start Up Grand Challenge for SBM-G**
- ▶ Launch of **Swachh Survekshan Grameen**

2021



2024

- ▶ **Women Changemakers** as Special Guests for Republic Day, 2024 - a two-day event to acknowledge, interact and recognize the contributions of women in Phase-II
- ▶ **National Conference on Jal Jeevan Mission and Swachh Bharat Mission-Grameen** held in Lucknow. Designed to ensure a unified approach towards sustainable solutions in the rural WASH sector. Followed by book launches on:
 - » Swachhata chronicles
 - » SGLR
 - » Compendium on LWM technologies
- ▶ SBM-G exhibition at **Bharat Parv**, Red Fort, Delhi
- ▶ JJM & SBM-G's '**Construction to Collaboration**' held to design and develop the WASH Road Map for India
- ▶ **Call for Research paper** for SBM-G
- ▶ SHS 2024- 10th year of SBM with a theme of '**Swabhav Swachhata - Sanskaar Swachhata**'
- ▶ **Start Up Grand Challenge** 2024 aims to engage startups, innovators, technology producers, and promoters in the sanitation and allied sectors. This initiative, called the 'Swachhata Grand Challenge (SGC)', aims to engage startups, innovators, technology producers by inspiring the creation of innovative and cost-effective technical solutions to address the challenges of rural SWM and LWM



- ▶ **Swachh Sujal Shakti Samman 2023**, organized to honour WASH champions
- ▶ National Conference for RWPF organized with a theme of '**Accelerating Progress towards a Swachh Sujal Bharat**'.
- ▶ Swachh Bharat Diwas organized with a theme - **Ek tareek Ek ghanta , Ek saath**
- ▶ SBM-G participation at **G20** in Gandhinagar
- ▶ SBM-G participation at the **Dr. Ambedkar International Centre for the Consultative meeting held with Aspirational Districts & Blocks** at New Delhi
- ▶ SBM-G participation and representation at **COP 28**, showcasing the impact of DDWS flagship programs on women's lives in India
- ▶ Viksit Bharat Sankalp Yatra visited more than **52,770 ODF Plus Model GPs** and **32,167 Abhinandan patras** were distributed
- ▶ SBM(G) exhibition at **Bharat Parv**, Red Fort, Delhi
- ▶ Development and launch of unified portal on '**GOBARdhan**'



2023



आवासन और शहरी कार्य मंत्रालय
भारत सरकार
MINISTRY OF HOUSING AND URBAN AFFAIRS
GOVERNMENT OF INDIA



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