



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



Swabhav Swachhata, Sanskaar Swachhata



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

SWACHH BHARAT MISSION GRAMEEN

A LEGACY OF NATIONAL PRIDE

Swachh Bharat Mission Grameen Phase-I (2014-2019)

“ We will launch a 'Clean India' campaign and by Gandhiji's 150th birth anniversary, all schools in the country should have toilets with separate toilets for girls. ”

– Prime Minister Narendra Modi, August 15, 2014

FOCUS OF PHASE-I

- To achieve universal sanitation coverage and make India **Open Defecation Free (ODF)**

Swachh Bharat Mission Grameen Phase-II (2020-2025)

“ Cleanliness campaign is a journey, which will go on continuously. After ODF, the country is now working on the goal of ODF plus. ”

– Prime Minister Narendra Modi, August 8, 2020

FOCUS OF PHASE-II

- Sustaining **ODF status**
- Solid and Liquid Waste Management (**SLWM**)
- Transforming villages from **ODF to ODF Plus Model**



KEY STAKEHOLDERS



Central and state governments



Gram panchayats and local bodies



Swachhagrahis and community leaders



Everyone participating in the Jan Andolan

SWACHHATA HI SEVA 2024