



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

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Amrit Mahotsav



एक कदम स्वच्छता की ओर



Swachh Bharat Mission Grameen Phase II

Visual Cleanliness through ODF Sustainability and Effective Management of Solid and Liquid Waste



एक कदम स्वच्छता की ओर



“ But now the question is - whatever we have achieved, is that enough? The answer is simple and clear. What we have achieved is just one stage only one level. Our journey towards clean India continues unabated. ”

Prime Minister Narendra Modi
2 October 2019



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“ हमारे सरकारी विभाग भी स्वच्छता जैसे विषय पर इतने इनोवेटिव हो सकते हैं, कुछ साल पहले तक किसी को इसका भरोसा भी नहीं होता था। लेकिन आज यह व्यवस्था का हिस्सा बनता जा रहा है। यही तो देश की नई सोच है, जिसका नेतृत्व सारे देशवासी मिलकर कर रहे हैं। ”

प्रधानमंत्री श्री नरेंद्र मोदी
मन की बात
26 दिसंबर, 2021



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Abbreviations

ACS	Additional Chief Secretary
AIR	All India Radio
ATI	Administrative Training Institute
AWC	Anganwadi Centre
BCC	Behaviour Change Communication
BWM	Biodegradable Waste Management
CAS	Community Approaches to Sanitation
CB	Capacity Building
CBG	Compressed Bio Gas
CEO	Chief Executive Officer
CHC	Community Health Centre
CSC	Community Sanitary Complex
CSR	Corporate Social Responsibility
CW	Constructed Wetland
DD	Doordarshan
DDWS	Department of Drinking Water and Sanitation
DEA	Department of Economic Affairs
DEWATS	Decentralized Wastewater Treatment Systems
DPMU	District Programme Management Unit
FFC	Fifteenth Finance Commission
FHTC	Functional Household Tap Connection
FSM	Faecal Sludge Management
FSTP	Faecal Sludge Treatment Plant
GOBARdhan	Galvanizing Organic Bio-Agro Resources dhan



GoI	Government of India
GP	Gram Panchayat
GPDP	Gram Panchayat Development Plan
GWM	Greywater Management
IEC	Information Education & Communication
IHHL	Individual Household Latrine
IPC	Inter-Personal Communication
ISC	India Sanitation Coalition
IVRS	Interactive Voice Response System
JJM	Jal Jeevan Mission
MD	Mission Director
MGNREGS	Mahatma Gandhi National Rural Employment Guarantee Scheme
MHM	Menstrual Hygiene Management
MLALAD	Members of Legislative Assembly Local Area Development
MNRE	Ministry of New and Renewable Energy
MoF	Ministry of Finance
MoPNG	Ministry of Petroleum and Natural Gas
MPLAD	Members of Parliament Local Area Development
NCDWS&Q	National Center for Drinking Water, Sanitation and Quality
ODF	Open Defecation Free
PET	Polyethylene Terephthalate
PHC	Primary Health Centre
PRI	Panchayati Raj Institution
PS	Principal Secretary

PSA	Public Service Announcement
PVC	Polyvinyl Chloride
PWM	Plastic Waste Management
PWMU	Plastic Waste Management Unit
Q&A	Question and Answer
RLB	Rural Local Bodies
SAP	Swachhata Action Plan
SATAT	Sustainable Alternative Towards Affordable Transportation
SBM-G	Swachh Bharat Mission-Grameen
SDG	Sustainable Development Goal
SFC	State Finance Commission
SHG	Self Help Group
SHS	Swachhata Hi Seva
SIP	Swachh Iconic Places
SIRD	State Institute of Rural Development
SLWM	Solid and Liquid Waste Management
SPMU	State Programme Management Unit
SSG	Swachh Survekshan Grameen
STP	Sewage Treatment Plant
SUP	Single Use Plastic
UP	Uttar Pradesh
VWSC	Village Water and Sanitation Committee
WSP	Waste Stabilization Pond
UT	Union Territory



Introduction to Swachh Bharat Mission Grameen - Phase II

Swachh Bharat Mission was a revolution which mobilized a force of over a billion people – the largest mass movement and behavioural change programme in independent India – for a cleaner, safer, healthier and prosperous future for its citizens. Swachh Bharat Mission Grameen (SBM-G), a flagship programme of the Government of India was launched on 2nd October, 2014 by the Hon'ble Prime Minister of India. It is the world's largest sanitation campaign that led to the construction of over 100 million individual household toilets over a five-year period, taking sanitation coverage from 39% in 2014 to 100% in 2019. More than 6 lakh villages declared themselves Open Defecation Free (ODF) by 2nd October, 2019. This was also the nation's tribute to Mahatma Gandhi on his 150th birth anniversary. It also led to the achievement of Target 6.2 (Sanitation & Hygiene) of SDG 6, 11 years ahead of the stipulated timelines.

Having achieved ODF status SBM-G Phase II was launched in 2020-21 with the objective of sustaining the ODF status and managing solid and liquid waste to bring about visual cleanliness by 2024-25 and transforming all the villages from ODF to ODF Plus. To achieve the goal of ODF Plus villages, focus is given to the following interventions under the programme:



Providing access to toilets to left-out households and newly emerged households by construction of Individual Household Latrines (IHHLs) and Community Sanitary Complexes (CSCs).



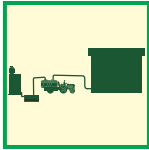
Biodegradable Waste Management through Composting and Biogas plants.



Collection, segregation setting up systems for and storage, facilities and Plastic Waste Management Units/Material Recovery Centres for Plastic Waste Management.



Construction of Soak pits, Waste Stabilization Ponds, DEWATS, etc. for Greywater Management.

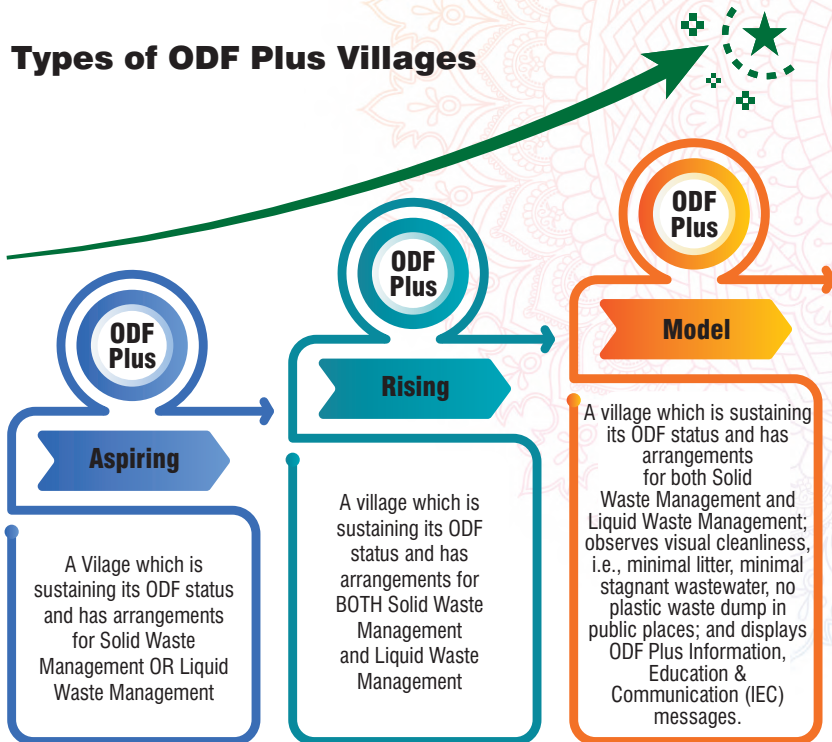


Faecal Sludge Management through co-treatment in existing Sewage Treatment Plants/Faecal Sludge Treatment Plants (STPs/FSTPs) in peri-urban areas and setting up of FSTPs under the programme.



Decentralized operation and maintenance of community sanitation assets in rural areas by Gram Panchayats.

Types of ODF Plus Villages



Gol has approved a total outlay of Rs. 1.40 lakh crores to facilitate the transformation of villages from ODF to ODF Plus.

More than 3 lakh villages have become ODF Plus.

The ODF Plus Declaration Process :

1. ODF Plus Aspiring - Gram Panchayat resolution in Gram Sabha meeting for declaration of the village as ODF Plus under Aspiring category.
2. ODF Plus Rising - Gram Panchayat resolution in Gram Sabha meeting for declaration of the village as ODF Plus under Rising category.
3. ODF Plus Model
 - a. Gram Panchayat resolution in Gram Sabha meeting for declaration of the village as ODF Plus under Model category.
 - b. Video of Gram Sabha meeting declaring the village as ODF Plus under Model category, to be uploaded.
 - c. ODF Plus Model certificate to this effect duly signed by Sarpanch/Pradhan and Panchayat Secretary, to be uploaded.

ODF Plus Dashboard

<https://sbm.gov.in/sbmgdashboard/statedashboard.aspx>



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हमारे आज के नौजवानों को ये जरूर जाना चाहिए कि साफ-सफाई के अभियान ने कैसे आजादी के आंदोलन को एक निरंतर ऊर्जा दी थी। ये महात्मा गांधी ही तो थे, जिन्होंने स्वच्छता को जन-आंदोलन बनाने का काम किया था। महात्मा गांधी ने स्वच्छता की स्वाधीनता के सपने के साथ जोड़ दिया था। आज इतने दशकों बाद, स्वच्छता आंदोलन ने एक बार फिर देश को नए भारत के सपने के साथ जोड़ने का काम किया है।

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Challenges Towards Achieving ODF Plus Rural India

- * Having achieved ODF status, the challenge now is to sustain the usage of toilets as well as make all the villages visibly clean by establishing systems to manage solid and liquid waste.
- * For SBM-G Phase II, both individuals and the communities have to work alongside the State machinery to achieve the goals. It needs behaviour change and requires communities to adopt the practices of source segregation, composting, channelling greywater into kitchen gardens or soak-pits and curbing the use of plastics, on a day-to-day basis.
- * The journey from ODF to ODF Plus requires the strengthening of capacities of field-level functionaries at District, Block and Gram Panchayat levels as also of front-line workers such as Swachhagrahis and Self-Help Groups (SHGs). They need to be trained and provided with technical know-how. Further, the objective calls for intensive IEC, BCC and IPC activities to generate awareness, and engage the community in Swachhata activities.



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स्वच्छता, ये पीढ़ी दर पीढ़ी संस्कार संक्रमण की एक जिम्मेदारी है और पीढ़ी दर पीढ़ी स्वच्छता का अभियान चलता है, तब सम्पूर्ण समाज के जीवन में स्वच्छता का स्वभाव बनता है। और इसलिए ये साल-दो साल, एक सरकार-दूसरी सरकार ऐसा विषय नहीं है। पीढ़ी दर पीढ़ी हमें स्वच्छता के संबंध में सजगता से अविरत रूप से बिना थके बिना रुके बड़ी श्रद्धा के साथ जुड़े रहना है और स्वच्छता के अभियान को चलाए रखना है।

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Biodegradable Waste Management (BWM)

Biodegradable waste such as cattle dung, kitchen waste, poultry droppings, pig excreta, crop residues, etc. can be converted to organic manure and biogas through aerobic and anaerobic digestion. In rural areas, 60–80% of the generated waste is biodegradable in nature. Incorrect disposal practices of solid waste may lead to serious problems such as water-borne and vector-borne diseases viz. diarrhoea, malaria, dengue, cholera and typhoid. It may also lead to environmental pollution and contamination of water bodies.

BWM is an important component of SBM-G Phase II. As per the operational guidelines, biodegradable waste can be managed at household/community level. Only in areas where household-level treatment is not feasible, a village can adopt community level treatment.

In community level treatment system, household waste should be segregated into dry and wet at the source itself. The segregated waste should be collected from the households and transported to a village storage shed/segregation shed/solid waste processing centre



for further treatment. Biodegradable waste can be converted into compost by simple composting methods. Whereas, non-biodegradable waste can be sold to the recyclers/kabadiwalas or given for road construction or used as fuel in cement factories.

Manual: Biodegradable Waste Management

https://swachhbharatmission.gov.in/sbmcms/writereaddata/Portal/Images/pdf/Biodegradable_Waste_Management_Manual_English.pdf



Women SHG at Biodegradable Waste Management Unit



Galvanizing Organic Bio-Agro Resources dhan (GOBARdhan)

GOBARdhan is an important component of Solid Waste Management under Phase II of Swachh Bharat Mission (Grameen). Its objective is to convert biodegradable waste such as animal waste, kitchen leftovers, crop residue into biogas for use in cooking and lighting and bio-slurry an organic manure for use in agriculture. In areas where small quantity of cattle dung is available, While composting is a preferred method of treatment of biodegradable waste. GOBARdhan CBG plant is preferred where cattle dung/animal waste is available in relatively large quantities.

Financial assistance of up to Rs. 50 Lakh per District is available for setting up community or cluster level Biogas Plants at Village/Block/ District level.

DDWS is coordinating the implementation of GOBARdhan initiative involving various Ministries/ Departments to promote generating of Biogas/CBG and Bioslurry. A unified GOBARdhan Portal was launched on 3rd Feb, 2021 for reporting & monitoring the progress/achievements of stakeholder Ministries/Departments.

The Portal captures the details of Biogas/ Bio-CNG/ CBG plants installed/ supported under SBM(G) of DDWS, Sustainable Alternative Towards Affordable Transportation (SATAT) scheme of Ministry of Petroleum and Natural Gas (MoPNG), Waste to Energy scheme of Ministry of New and Renewal Energy (MNRE) among other activities of all stakeholders.

More than 650 GOBARdhan plants are reported on the portal by different stakeholders.



Plastic Waste Management (PWM)

Swachh Bharat Mission (Grameen) supports Gram Panchayats (GPs) to create awareness on curbing the use of Single Use Plastic (SUP) and effective management of plastic waste. As per the 4 R's of Plastic Waste Management, the first three R's – Refuse, Reduce and Reuse – are the responsibility of the households; and the fourth R-recycle, which are the recyclable plastics are to be handed over to scrap dealers for further recycling.

Non-recyclable waste having shredded/separated combustible fractions will be removed at cement kilns or used for bitumen road construction or any other recovery method.

The broad elements of Plastic Waste Management recommended for rural India, are as follows:

- * Creating awareness of the harmful impacts of Single Use Plastic
- * Shunning the use of Single Use Plastics and adoption of non-plastic products that are environment friendly
- * Door-to-Door collection of Plastic Waste, segregation of plastic waste as far as possible
- * Creation of Plastic Waste Management Units (PWMUs) at District/Block level
- * Selling to recyclers or transportation to PWMUs
- * Processing (baling or shredding) at PWMUs
- * Selling to recyclers/ forward linkages to cement factories or use in road construction



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व्यक्तिगत स्वच्छता के सिद्धांत में हाथों की स्वच्छता अत्यंत महत्वपूर्ण है, जिसमें शौच के बाद, खाना बनाने और खाने से पहले, शिशुओं के मल की सफाई करने के बाद, साबुन से हाथ धोना नितांत ही आवश्यक है। अच्छा स्वास्थ्य बनाए रखने के साथ-साथ इसे कोरोना की महामारी से बचाव के लिए भी अनिवार्य शर्त माना गया है।
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विश्व हैंड-वॉशिंग दिवस 15 अक्टूबर, 2020



Each village is required to prepare a Village Action Plan led by the Sarpanch/Panchayat Secretary and supported by the Village Water and Sanitation Committee (VWSC) for implementation of Solid and Liquid Waste Management. It should also be included in the Gram Panchayat Development Plan (GPDP). Plastic Waste Management should be a component of the Block or District plan.

Plastic waste collected from households by the GP is transported to the village segregation shed. The GP would coordinate with District/Block officials to ensure timely transportation of the collected plastic waste from the village-level shed to the PWMU. States/UTs are advised to engage women SHGs for all these steps in PWM.

A Plastic Waste Management Unit/Material Recovery Facility is a specialized plant that receives and segregates recyclable materials which may be marketed to end-use manufacturers. PWMU should have storage facilities for plastic received from GPs, and equipped with a dust remover, a shredding machine and a baling machine, among necessary items. For a Plastic Waste Management Unit (Block/District level) up to Rs. 16 lakh per unit has been provisioned.



The dry waste brought to the PWMU is first sorted and segregated into various categories. The different types of dry waste are then either baled or shredded depending upon their recycling process. For example, PET bottles can be baled and transported to the authorized recyclers for further processing. Similarly, vinyl materials and PVC pipes, etc. can be shredded to be used for other purposes.

Forward Linkage Options

- * Sending to the recyclers
- * For bitumen road construction – mixing waste plastic with heated bitumen. 6%-8% of weight of bitumen is mixed, depending on the climatic condition of high or low rainfall areas, as per Indian Roads Congress (IRC) Guidelines.
- * Dispose of in cement kilns as supplementary fuel



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त्यौहारों पर पैकिंग के लिए पॉलिथीन का इस्तेमाल होता रहा है। स्वच्छता के पर्वों पर पॉलिथीन का नुकसान कारक कचरा भी हमारे पर्वों के खिलाफ है। इसलिए हम स्थानीय स्तर पर बने हुए नोन-प्लास्टिक बैग का ही इस्तेमाल करें। हमारे यहाँ जूट और सूत से बने बैगों का चलन बढ़ रहा है। त्यौहारों के अवसर पर इनको बढ़ावा दें और स्वच्छता के साथ अपने और पर्यावरण के स्वास्थ्य का भी ख्याल रहें।

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Manual: Plastic Waste Management

https://swachhbharatmission.gov.in/SBMCMS/writereaddata/Portal/Images/pdf/PWM_Manual_English_InnerPages.pdf



A compendium of LWM Technologies enlisted in SBM (G) Phase – II Operational Guidelines, GWM Manual and Technologies approved by PSA Committee along with relevant and successful Case studies from State/UTs has been developed into an e-version titled “A Comprehensive Compendium on LWM Technologies”



Faecal Sludge Management (FSM)

Faecal Sludge Management (FSM) is one of the key components to be implemented under SBM-G Phase II.

The overflow from filled-up septic tanks and indiscriminate disposal of faecal sludge to open areas, water bodies, irrigation fields, open drains, areas outside the village, etc. has a negative impact on public health and the environment.

With a view for ensuring effective management of faecal sludge, Districts are required to strengthen mechanized desludging of on-site sanitation systems and establish treatment units for the safe disposal of faecal sludge.

There is provisioning of Rs. 230 per capita for implementation of FSM at District or Block level. Additional funding, if required, can be dovetailed from other sources – 15th Finance Commission, MPLAD/MLALAD/CSR funds, etc. and other schemes of State/Central Government.

In addition, the provision of retrofitting of toilets into twin-pit toilets (or similar systems) has been made to reduce the need for FSM in rural areas. In rural areas, FSM is carried out in one of the following ways:

- * **In-situ treatment:** SBM-G promotes twin-pit toilets to ensure in-situ treatment requiring no mechanized emptying, transportation, or treatment. Twin-pit toilets convert the faecal sludge into manure which can be directly reused in agriculture.
- * **Ex situ treatment:** Faecal sludge generated in septic tanks and single-pit based toilets in peri urban areas or villages should be managed by an FSM Chain, where the faecal sludge is mechanically deslugged and safely transported to an FSPT/STP located within a vicinity of 15 -20 KM for ex situ treatment.
- * **Existing STPs/FSTPs:** Peri-urban areas or villages in proximity to urban areas should transport collected faecal sludge to STPs/FSTPs located in urban areas for treatment.
- * **New FSTP:** A new FSTP can be constructed for a cluster of villages that cannot be linked to existing treatment systems.

Districts are responsible for the operation and maintenance of FSM systems. SHGs, entrepreneurs, and voluntary organizations are encouraged to participate and sustain the operation and maintenance of the FSTP assets.

Manual: Faecal Sludge Management

https://swachhbharatmission.gov.in/SBMCMS/writereaddata/Portal/Images/pdf/Faecal_sludge_management_manual_English.pdf

Retrofit to Twin Pit Abhiyan

To ensure safe disposal of the faecal sludge in rural areas, Retrofit to Twin Pit Campaign was launched on 2nd October 2022 during the Swachh Bharat Diwas celebrations organised by the Department of Drinking Water and Sanitation (DDWS). This campaign is focused on safe disposal of faecal sludge through simple on-site methodology i.e. twin pits and retrofitting of toilets, particularly converting single pit toilets to twin-pit toilets and safe management of effluent from septic tanks by construction of a soak pit. During the first phase of the campaign from 2nd October to 19th November (the planning phase), states completed the baseline assessment of 99% villages. More than 5 lakhs retrofittings have been completed.



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2019 में प्रधानमंत्री जी ने देश को ODF डिक्लेयर करते हुए कहा था कि हमें इससे और आगे जाना है। हमें सम्पूर्ण स्वच्छता को प्राप्त करना है।

दुनिया ने 2030 में हमसे जो करने की अपेक्षा की थी वो हमने 2019 में पूरा किया। फिर प्रधानमंत्री जी ने हमें ODF Plus का लक्ष्य दिया। अगर हम साथ मिलकर काम करेंगे तो यह जन आंदोलन जरूर सफल होगा।



5 मार्च, 2022
श्री गजेंद्र सिंह शेखावत
केंद्रीय मंत्री, जल शक्ति मंत्रालय



Menstrual Hygiene Management (MHM)



The SBM(G) program, in addition to improving the overall sanitation coverage in rural areas of India, aims to promote the dignity of women and children and maintain sustainable health and hygiene benefits. SBM(G) has been contributing to the agenda of Menstrual Hygiene Management

through its IEC interventions and supporting the installation of incinerators as part of the program.

In SBM-G Menstrual hygiene management (MHM) is being addressed on two fronts:



- 1. Information, Education, and Communication (IEC) for Menstrual Hygiene education and awareness:** Campaigns are to be conducted to make adolescent girls and women aware of ways to reduce menstrual waste, using products like menstrual cups, reusable sanitary pads, etc. The State, District, and GPs are to spread awareness about menstrual health management among young girls and women under various programs of the Health and WCD departments.



- 2. Menstrual Waste Management with safe disposal facilities:** To ensure that the process of destruction of used and soiled materials is done without human contact and with minimal environmental pollution, the available options for on-site disposal include deep burial, composting, pit burning, and incineration. For the selection of an appropriate disposal method, the key factors to be considered are - amount and type of materials generated, the available budget (investment and O&M costs), and environmental considerations.

The available funding mechanism for MHM activities are listed below:

1. SBM Grameen Phase II has earmarked funding for IEC purposes, which are to be used for awareness generation about Menstrual Hygiene Management. This funding is used to support MHM communication and capacity-building activities at the state, district, gram panchayat, and village levels.
2. Disposal of menstrual waste including incineration is supported at the Gram Panchayat level using the 15th Finance Commission Tied Grants on Sanitation.
3. Also, according to a joint advisory, funding under the Department of School Education and Literacy (DoSEL), Ministry of Education (MoE) can be used for the purchase of sanitary vending machines and incinerators for schools.



IEC and Special Campaigns

For a behaviour change focused programme, and to augment the 'Jan Andolan', Information, Education & Communication (IEC) forms one of the core components of SBM-G Phase II. It comprises a gamut of activities to generate awareness and community mobilization towards complete sanitation. A 360-degree approach engaging all the communication channels mentioned ahead are being utilized.

The Mass Media channel comprises live relay of all important events of SBM-G Phase II on all national channels, i.e., DD, DD News, DD Kisan and AIR. The most recent event has been the Swachh Sujal Shakti Samman 2023, presided by the Hon'ble President of India. In addition, panel discussions on SBM-G Phase II led by Secretary, DDWS and other WASH experts are also conducted on DD. DDWS has also produced long and short films on all verticals of ODF Plus. The Print Media is utilized through regular press notes and articles on SBM Phase II by Hon'ble Minister of Jal Shakti and Secretary, DDWS, which are published on special occasions to advocate the second phase of the Mission.

In terms of Mid-Media, a monthly newsletter 'Swachhata Samachar' is published by DDWS. This newsletter comprises best practices, innovations and other sanitation success stories and events from across rural India. Also, as part of campaign, outdoor publicity through hoardings and wall paintings of programme achievements, new launches, etc. are also done.

At the Village level, Inter-Personal Communication (IPC) is the preferred channel of communication, as part of which the ground soldiers of SBM-G Phase II – the 'Swachhagrahis' have been trained on Community Approaches to Sanitation (CAS) to create awareness as well as generate demand for SBM-G Phase II and its various components. To do so, they have been equipped with various tool kits and manuals on all the verticals of SLWM, e.g., flipbooks, booklets, posters, videos, etc.

The most popular communication channel of the current times is the digital media and SBM-G Phase II duly utilizes the same. All popular social media platforms, i.e., Twitter, Koo, YouTube, Facebook and Instagram are used to provide information on latest programme launches, campaigns, achievements, events and such.

Further, MyGov platform is also used to engage the audience and currently the SBM-G Quiz and 'Swachhata Pledge' are live on the platform.

Another recent activity has been the setting up of working model displays of the JJM and SBM-G assets at the Dr. Syama Prasad Mookerjee National Institute of Water and Sanitation (SPM-NIWAS), Kolkata. This activity promotes awareness generation and capacity building through visual depiction of the programme components of DDWS flagship programmes –

Manual: IEC

https://swachhbharatmission.gov.in/SBMCMS/writereaddata/Portal/Images/pdf/IEC_Manual_English.pdf



5.76 Lakh Followers of SBM-G on Twitter



2.26 Lakh Followers of SBM-G on Facebook



6.3 Thousand Followers of SBM-G on Instagram



22.6 Thousand Followers of SBM-G on YouTube



7.3 Thousand Followers of SBM-G on Koo

Twitter: <https://twitter.com/swachhbharat>

Facebook: <https://www.facebook.com/SBMGramin>

Instagram: <https://www.instagram.com/swachhbharatgrameen/>

KOO: https://www.kooapp.com/profile/swachh_bharat

YouTube: <https://www.youtube.com/c/SwachhBharatMissionGramin>



Capacity Building Initiatives

Virtual meetings called 'Vimarsh' for handholding support and discussions on various aspects of ODF Plus, planning for rollout of interventions, fund management, etc. were held with 28 States and 6 Uts.

- * Capacity Building (CB) roll-out plan was formally launched on 26th March, 2022 and presently training of Master Trainers is on in many States. Around 2,423 Master Trainers have been trained in 24 States.
- * Orientation of State/District/Block officials on 15th Finance Commission (FFC) Funds was held in 11 batches and around 19,000 Officials were trained from 28 States. Orientation of all SPMUs (NIC of MoPR) was held in the month of June, 2022 in 4 sessions. SPMUs will further orient the DPMUs and subsequently, DPMUs will orient the Panchayat Secretaries and Elected PRIs.
- * Web-based Capacity Building dashboard was launched on 26th March, 2022 followed by orientation sessions for all States and UTs. Every Friday, DDWS is conducts Q&A sessions and Refresher Training sessions are also conducted as and when States request the same.
- * SBM Academy is a mobile-based IVRS learning portal. The Academy uses a toll-free number wherein the field functionaries call the number to listen and learn from audio lessons. Around 51,000 field functionaries have completed the course.
- * 18 Sarpanch Samvads and 3 Collector Samvads were held and participated by 227 PRIs from 17 States and 20 Collectors/CEOs from 8 States.
- * Community Approaches to Sanitation for ODF Plus have been conceptualized and piloted, and are currently being rolled out to develop Trigger Tools and Approaches. Pilot is ongoing in 12 villages of the 2 Districts of UP (Bijnor and Kanpur) and 2 Districts of Rajasthan (Dausa and Jhalawad).
- * A series of technical manuals/brochures/templates pertaining to key components of ODF Plus (Greywater Management, Plastic Waste Management, Faecal Sludge Management, Biodegradable Waste Management, GOBARdhan, IEC and convergence) were prepared to serve as ready reckoner for Officials at various levels.

- * A National Workshop on Capacity Building was held on 12th July, 2022. Presentations on CB Action Plan were presented by 15 States. The workshop was attended by around 180 State Officials (ACs, Pss, MDs, other Officials and Consultants), Development Partners, SIRD/ ATI Faculties and DDWS Officials. Open files of SBM Academy (English version) along with all manuals were distributed among States and UTs for the translation in to regional languages.

The dashboard displays the following statistics:

Icon	Value	Description
🏠	8327	Training Conducted
👤	444813	People Trained
👨‍🏫	18512	Master Trainers Trained
📶	48949	GPS Covered

The dashboard also features four photographs illustrating community activities: 1) A group of women in colorful saris standing in a circle outdoors. 2) A man drawing a large mural on a wall. 3) A group of women in saris standing in a circle outdoors. 4) A group of women sitting on the ground in a circle, possibly participating in a training session.

SBM-G Capacity Building Dashboard
<https://watersanitationlearning.gov.in/>



Menstrual Hygiene Management Filmotsav

To generate awareness on the Menstrual Hygiene Management (MHM) component of SBM(G) Phase II and to accelerate the momentum of achieving ODF Plus goals, the DDWS has launched Menstrual Hygiene Management Filmotsav – a national-level film competition for GPs, from 19th November, 2022 to 8th March, 2023, on the MyGov platform.

The competition will act as a massive IEC campaign to raise mass awareness on MHM and towards breaking the silence and to bust the myths surrounding MHM. Also, the competition will encourage and enable GPs to showcase their ground level initiatives for Menstrual Hygiene Management.



Financial Resources

The Government of India, in February 2020, approved Phase II of the SBM-G with a total outlay of Rs. 1,40,881 crores (USD 20 billion) to focus on the sustainability of ODF status and Solid and Liquid Waste Management (SLWM). SBM-G Phase II is planned to be a novel model of convergence between different verticals of financing and various schemes of Central and State Governments. Apart from budgetary allocations from the DDWS and the corresponding State share, remaining funds are to be dovetailed from 15th FC grants to Rural Local Bodies, Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGS), CSR funds, and revenue generation models, etc.; particularly for SLWM.

15th Finance Commission (FFC) Tied Grants: The main purpose of the 15th FC tied grant for water and sanitation is to enable (i) RLBs/ GPs to shoulder the full responsibility for potable water supply to all Households, Schools, Anganwadi Centres, Ashramshalas, PHCs/CHCs, Community Centres, Wellness Centres, etc. on long-term and regular basis; (ii) Greywater Management; (iii) Solid Waste Management; (iv) Maintenance of ODF status and (v) Improved sanitation in villages.

In view of the above and to supplement resources of local Governments to meet the broader objective of fulfilling national priorities, 15th FC recommends the following:

An allocation of Rs. 2,36,805 Crore to Rural Local Bodies/Panchayat Raj Institutions (RLBs/ PRIs) for next five years, i.e., up to 2025-26, out of which:

- * 40% of the recommended grant is basic grant (untied) and the remaining 60% is tied grant for Drinking Water Supply and Sanitation;
- * 30% for supply of drinking water, rainwater harvesting and water recycling; and
- * 30% for sanitation and maintenance of Open Defecation Free (ODF) status.

Manual for Convergence of Funds under SBM-G 2.0 for RLBs

https://drive.google.com/file/d/1aT3Mvi2STgQ62-TLskZLNGqOWiCj2l4/view?usp=share_link



Table 1: Detailed Year-Wise Grants for Rural Local Bodies (Rs. Crore)

Grants	2021-22	2022-23	2023-24	2024-25	2025-26	Total Grants
Total Grants	44901	46513	47018	49800	48573	236805
Untied (40%)	17961	18605	18806	19920	19429	94721
Tied (60%)	26940	27908	28212	29880	29144	142084
(a) Drinking water, rainwater harvesting and water recycling	13470	13954	14106	14940	14572	71042
(b) Sanitation and maintenance of ODF status	13470	13954	14106	14940	14572	71042

Eligibility Criteria for Rural Local Bodies to Avail Grants

- * During award period (2021-22 and 2022-23), at least 25% of the RLBs have both their provisional accounts for the previous year and audited accounts for the year before the previous, available online in the public domain.
- * From the third year (2023-24) onwards, having both provisional accounts of the previous year and audited accounts for the year before previous and making these available online, is mandatory.
- * States that have not constituted the due State Finance Commission (SFC) as per provisions of the Constitution and their recommendations implemented in a timely manner both in letter and spirit, must constitute SFCs, act upon their recommendations and lay the explanatory memorandum as to the action taken thereon before the State Legislature on or before March, 2024. After March, 2024, no grants will be released to a State that has not complied with the Constitutional provisions in respect of the SFC and these conditions.

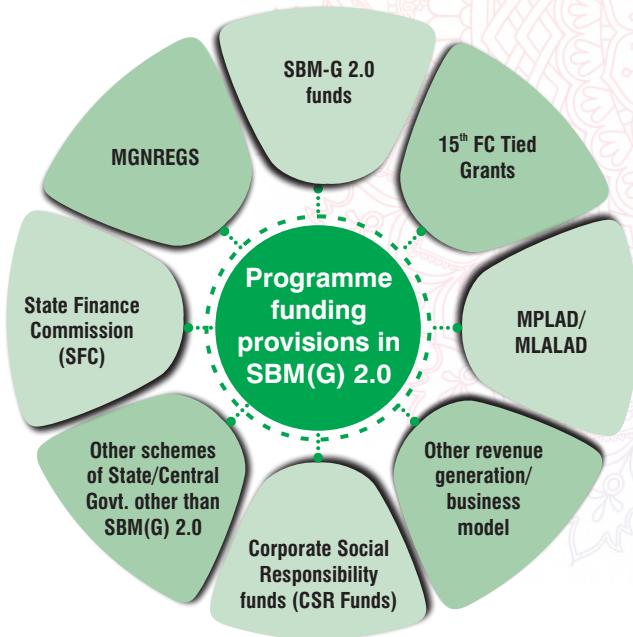


- * 15th FC Grant is not available for UTs.

The responsibility towards usage of 15th FC grants lies with the GPs. However, in view of the above and to facilitate the usage of 15th FC grants, a list of activities is communicated to the States and pre-populated in the e-Gram Swaraj Portal (online software for preparation of Gram Panchayat Development Plan). It is advised to the GP preparing their Gram Panchayat Development Plan (GPDP) to adhere to the list of sanitation related activities and use 30% of 15th FC grant for planning their sanitation related activities. Block Panchayats and District Panchayats are advised to use relevant modules of e-Gram Swaraj to plan their sanitation related activities.

Manual for Utilization of 15th FC Funds

https://swachhbharatmission.gov.in/SBMCMS/writereaddata/portal/images/pdf/Manual_for_utilisation_of_15th_FC_tied_funds.pdf



Whole of Government & Whole of Society Approach

Hon'ble Prime Minister Sh. Narendra Modi has always stressed that largescale impact is not the responsibility of a couple of Departments or only the Government. The Government of India calls upon all Ministries and Departments as well as the Corporates to work together for achieving the goal of 'Swachhata'. On the fervent appeal of Prime Minister, various initiatives like Swachhata Pakhwada, Swachhata Action Plan (SAP), Swachh Iconic Places (SIP) and Lighthouse Initiative (LHI) are being jointly implemented by Ministries, Departments and Corporates.



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

75
Azadi Ka
Amrit Mahotsav



“

”मेरे प्यारे देशवासियों, स्वच्छ भारत अभियान ने हमारे देश में जन भागीदारी के मायने ही बदल दिए हैं। देश में कहीं पर भी कुछ स्वच्छता से जुड़ा हुआ होता है, तो लोग इसकी जानकारी मुझ तक जरूर पहुंचाते हैं।

”

प्रधानमंत्री श्री नरेंद्र मोदी
मन की बात
26 फरवरी, 2023



पेयजल एवं स्वच्छता विभाग
जल शक्ति मंत्रालय
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75
Azadi Ka
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“

दुनिया ने 2030 में हमसे जो करने की अपेक्षा की थी वो हमने 2019 में पूरा किया। फिर प्रधानमंत्री जी ने हमें व्ध च्सेन का लक्ष्य दिया। अगर हम साथ मिलकर काम करेंगे तो यह जनांदोलन जरूर सफल होगा।

”

श्री गजेंद्र सिंह शेखावत
केंद्रीय मंत्री, जल शक्ति मंत्रालय
दिनांक - 5 मार्च, 2022 बैंगलोर



Swachhata Action Plan (SAP)

Swachhata Action Plan (SAP) is an Inter-Ministerial collaborative approach to keep up the momentum of Swachh Bharat. It is in realization of Hon'ble Prime Ministers vision of Swachhata being 'Everyone's Business'. He has directed that all Union Ministries/Departments should work for the same in a significant manner with appropriate budget provisions.

SAP was formally launched on 1st April 2017 with the active participation of 72 Union Ministries and Departments of Government of India. Physical and Financial progress of Ministries and Departments under SAP is constantly monitored and reviewed through a customized portal at DDWS. DEA, MoF has created a new budget head No. "96" and instructed all Ministries and Departments to book their SAP expenses under it.

DDWS, M/o Jal Shakti is the nodal Department for Swachh Bharat Mission and SAP. The cumulative Allocation and Utilization of SAP is seen in the table below.

Sl. No.	Financial Year	Allocation in Crore	Utilization in Crore	%
1.	2017-18-2022-23	139504.64	117181.58	83



Swachhata Pakhwada

The institution of Swachhata Pakhwada began in April 2016. Hon'ble Prime Minister envisaged participation of all sections of the society in 'Swachhata' activities in the Swachh Bharat journey. Swachh Bharat Mission has become a 'Jan Andolan' with the participation of one and all including all non sanitation Government Ministries and Departments. Swachhata Pakhwada is Hon'ble Prime Minister's initiative to engage all Union Ministries and Departments for their active focus on 'Swachhata' for 15 days, towards effectively achieving Swachh Bharat.

The objective behind Swachhata Pakhwada is to engage everyone and mainstreaming 'Swachhata' within the non-sanitation Ministries.

Objectives/PM Guidance



Keeping the SBM momentum continuing throughout the year



Integrating 'Swachhata' activities with regular Ministry programmes



Going beyond symbolism, through innovative, substantial and sustainable initiatives

Swachhata Pakhwada in its current form has reached greater heights, where all Senior Officials, Institutional Heads along with all staff are actively involved in making meaningful contribution towards 'Swachh Bharat'. There is a marked improvement in the engagement, quality and

publicity of Pakhwada activities by various Ministries and Departments. Swachhata Pakhwada activities are monitored through an online monitoring system.

The Pakhwada activities are now reaching the State and field offices of the Ministries. Since 2016, over 486 Swachhata Pakhwadas (till March 2023) have been observed by the Union Ministries/ Departments as per the approved Swachhata Pakhwada calendar.

The image displays four Swachhata Pakhwada posters arranged in a 2x2 grid. Each poster includes the Swachh Bharat Mission logo, the text 'SWACHHATA PAKHWADA', the dates, the ministry name, and the department name. A circular image in the center of each poster illustrates the ministry's focus: heavy industry, corporate affairs, sports, and tribal affairs. At the bottom of each poster, it says 'Committed to Swachh Bharat'.

- Top Left:** Ministry of Heavy Industries and Public Enterprises, Department of Heavy Industry and Department of Public Enterprises. Dates: 16th - 31st August 2022. Image: Industrial site with a large crane.
- Top Right:** Ministry of Corporate Affairs. Dates: 16th - 31st August 2022. Image: People in a meeting around a table.
- Bottom Left:** Ministry of Youth Affairs and Sports, Department of Sports and Department of Youth Affairs. Dates: 1st - 15th August 2022. Image: Olympic rings.
- Bottom Right:** Ministry of Tribal Affairs. Dates: 1st - 15th August 2022. Image: A traditional tribal structure with murals.



Swachh Iconic Places (SIPs)

The Government of India, through its Swachh Bharat Mission started a multi-stakeholder initiative called Swachh Iconic Places (SIPs), focusing on cleaning up of 100 places across the country that are “iconic” due to their history, heritage and religious and/or cultural significance with high visitor footfall. SIP, an interministry & interagency dimension of Swachh Bharat Mission, began in 2016. The objective is to achieve a distinctly higher level of sanitation/cleanliness at these places, especially at the peripheries and in approach areas.

Given the scale of the task at SIPs its success lies in the active collaboration of Central, State/UTs and local stakeholders at all Government and Private Sector levels. To this end, the initiative is being coordinated by DDWS, Ministry of Jal Shakti in close coordination with partner Ministries, i.e. Housing and Urban Development, Tourism and Culture – as well as State/UT and Municipal Corporations and the selected sites’ trusts and committees.

In the last four phases, 39 Iconic places and heritage sites of historical, spiritual, and cultural significance have been selected. Since the inception of the project, Public Sector Undertakings (PSUs) are financially supporting the SIP sites. Currently 29 SIP sites out of 39 SIP sites have been mapped with PSUs.



Swachh Survekshan Grameen 2023

DDWS has been conducting the Swachh Survekshan Grameen (SSG) since 2018 to rank the States and Districts on the basis of their performance attained on key quantitative and qualitative Swachh Bharat Mission Grameen parameters and engaging the rural community in improvement of their sanitation status through an intensive and holistic IEC campaign. SSG has proven to be not just a ranking exercise but also a vehicle for creating a 'Jan Andolan' (people's movement) and ensuring prompt action for achievement of programme elements.

To further foster healthy competition among States, Districts and Panchayats and ascertain progress of SBM-G Phase II, DDWS is undertaking Swachh Survekshan Grameen (SSG) 2023 with an objective to make it more participatory by introducing Panchayat Self-Assessment on ODF Plus parameters. Some of the main objectives of SSG 2023 are:

- * Generation of wide participation at Village, GP, District and State levels, and focus on creating enthusiasm around SBM-G Phase II and the ODF Plus initiatives
- * Participatory self-assessment by Panchayats and learning through Peer Verification
- * Fostering of healthy competition among Panchayats, Districts, States, for better performance
- * Continued participation of the GPs throughout the year in the SBM-G programme through Self-Assessment and Peer Verification
- * Rewards, Awards and Recognition at National, State and District levels

For the SSG 2023, a self-assessment module for GPs is proposed to ensure participation at the Gram Panchayat level. Using this process, over 2.5 lakh GPs will be reached out to, through their participation in SSG 2023. There will be a peer verification at the Block level. Villages shortlisted at Block level will be further assessed at District, State, and National level to identify the best Panchayats in the country. Rankings of the Districts under SSG 2023 will be based on performance against ODF Plus indicators as reported in the self-assessment, ODF Plus progress reported under IMIS, field observation of households, public places, and village sanitation assets;



through third party verification. While arriving at the final District rankings, percentage of villages in the District participated in self-assessment and peer verified will also be considered. This framework will lead to District, State, and National-level awards for GPs, as well as awards for Districts and States.

A toolkit entailing the various stages of assessment under SSG 2023 was developed detailing the Panchayat and District-level assessment methodology and was released by Hon'ble Minister of Jal Shakti (MoJS) on 2nd November 2022 during India Water Week.

Simultaneously, SSG 2023 dashboard showing baseline rankings of the Panchayats and Districts based on the ODF Plus progress reported on SBM-G IMIS as on 1st October 2022 was launched by Hon'ble MoJS. Monthly and Quarterly progress of Districts and Panchayats are updated periodically on the SSG 2023 dashboard.

Till Jan'23 more than 99% GPs have completed their Baseline Self-Assessment and currently all GPs are undertaking Final Self-Assessment.



Swachhata Hi Seva 2022



In the run-up to Swachh Bharat Diwas, Swachhata Hi Seva (SHS) campaign is organized during the fortnight of 15th September to 2nd October when communities engage in shramdaan to clean up their villages. This year too, in order to provide impetus to the implementation of Swachh Bharat Mission Grameen Phase II, to disseminate the importance of a 'Sampoorna Swachh Village'; to reinforce the concept of sanitation as everyone's business; and to commemorate Swachh Bharat Diwas with nationwide participation, SHS was organized across the country.

The SHS participation has been overwhelming, with participation of more than 46 crore people across 5.7 lakh villages in 2022.

Another activity undertaken during Swachhata Hi Seva fortnight was the United India for Swachhata – a dedicated week-long intensified campaign for complete cleanliness – 'Sampoorna Swachhata' in 9 States across the country. Activities comprised events across iconic sites, railway stations, beaches, schools, AWCs, etc. to highlight the achievements of SBM during the last 8 years. Various events were organized by the State (UK, Goa, Assam, Sikkim, Maharashtra, MP, Telangana, Punjab, Jharkhand) Governments from 27th to 29th September 2022.



Lighthouse Initiative (LHI)



The DDWS has recognized the role of Private Sector in SBM-G. India Sanitation Coalition (ISC) at FICCI is a multi-stakeholder platform that brings together multiple corporate partners to drive sustainable sanitation through a partnership model.

ISC is a collaboration of DDWS, Ministry of Jal Shakti with Corporate Partners and Development Partners to work together for achieving sustainable SLWM in villages of India and creating model or 'lighthouse' Gram Panchayats.

The objective of this collaboration is to provide overall supervision and technical and managerial support from Corporates to the implementing agencies in the States for achieving ODF Plus targets. DDWS/States would accordingly provide required necessary support for smooth implementation of the Lighthouse Initiative.

In the Phase 1 of the Lighthouse Initiative, Gram Panchayats across 15 States demonstrated effectiveness and efficiency in the implementation of SLWM arrangements, that could then be scaled up across the country to achieve an ODF Plus Model Villages by the end of Swachh Bharat Mission Grameen Phase II.

National Conclave on theme "WASH in the Future" was organized by ISCFICCI in Dec'22. Secretary DDWS chaired the session on 'Sustainable model for developing India's Rural Sanitation Infrastructure'. The conclave saw huge participation from the private sector and presentation of the LHI learnings, jointly by States and Corporates.

In Jan and Feb 2023, Two Regional Outreach sessions and field visits were undertaken towards cross learning from Phase 1 and initiating planning for Phase 2. In March 2023, a National review was done with the LHI states and participating corporates. As part of LHI, in the 15 states and 75 Gram Panchayats, baseline surveys, development of villages plans, capacity building of community members, awareness generation and other SBM(G) IEC activities are ongoing.



Startup Grand Challenge

DDWS, Ministry of Jal Shakti under its flagship programme Swachh Bharat Mission Grameen conducted the Startup Grand Challenge to scout technologies that could support sustainable, affordable, scalable, and responsive solutions to the solid and liquid waste management challenges in rural areas. The Grand Challenge invited applications on seven focus areas, i.e., Faecal Sludge Management, Mechanized Desludging, Greywater Management, Menstrual Waste Management, Organic Waste Management, Plastic Waste Management and GOBARdhan.

The final round of the Startup Grand Challenge was hosted physically at the CGO complex from 19th July to 21st July 2022. The evaluation committee scored applicants on different parameters like novelty, environmental friendliness, affordability, etc. Winners of the Startup Grand Challenge were announced and awarded during of Swachh Bharat Diwas on 2nd October 2022.

Table 2: Winners of the Startup Grand Challenge

Sl. No.	Focus area	Winners Name	
1	Greywater Management	CEO, Zila Parishad Bhiwani – First Prize	
2	Organic Waste Management	Agringenium Innovations Private Limited – First Prize	
3	GOBARdhan	Carbon Loops Private Limited – First Prize	Clean energy Tech Solutions LLP – Second Prize
4	Plastic Waste Management	Saltech Design Labs Private Limited – First Prize	HVA Chemical Solution Private Limited – Second Prize



Swachh Sujal Shakti Samman 2023

Women led development for Swachh evam Sujal Gaon

The “Swachh Sujal Shakti Samman 2023”, organized by the Ministry of Jal Shakti to honour the women WASH champions, was graced by the President of India, Smt. Droupadi Murmu. This event, as a prelude to the International Women’s Day, was to felicitate the exceptional and diligent work being done at the grassroots level by women in the implementation of Swachh Bharat Mission – Grameen (SBM-G), Jal Jeevan Mission (JJM), and Jal Shakti Abhiyan: Catch the Rain (JSA-CTR). As many as 36 women WASH Champions were conferred with the ‘Swachh Sujal Shakti Samman 2023’ by the Hon’ble President of India and Hon’ble Minister of Jal Shakti. The event also saw the launch of Jal Shakti Abhiyan – Catch the Rain 2023 and release of NWM’s SoP on ‘Sustainability of Groundwater Sources’ by Hon’ble Minister of Jal Shakti Sh. Gajendra Singh Shekhawat. Hon’ble Union Minister also presented Hon’ble President with the first copy of the ‘Swachh Sujal Shakti Ki Abhivyakti’ - a compendium of case stories from SBM (G), JJM and NWM. A customized ‘My Stamp’ for NWM was launched by Hon’ble Minister of State for Communications Sh. Devusinh Jesingbhai Chauhan, who also presented the first copy to Hon’ble President.

Department of Drinking Water and Sanitation under the aegis of Ministry of Jal Shakti celebrated women’s leadership by felicitating the extraordinary women who had contributed immensely to ODF Plus Model villages, Har Ghar Jal villages, Jal Shakti Abhiyan: Catch the Rain, Water Conservation, River Development, etc. under the various flagship programs of the Ministry. Swachh Sujal Shakti Samman 2023, as a platform aimed at bringing the women grassroots achievers to the forefront and connecting them to national leadership, who on return can share their journey and thereby motivate other women in achieving an inclusive water and sanitation system – a Swachh Sujal Bharat.



A total of 36 awards were conferred under SBM-G, JJM and NWM by the Hon'ble President of India and Union Minister of Jal Shakti under the following categories:

1. Swachh Bharat Mission - Grameen (SBM - G)
 - a. Making the village ODF Plus Model
 - b. GOBARdhan/Bio-degradable Waste and/or Plastic Waste Management
 - c. Greywater Management and/or Faecal Sludge Management
2. Jal Jeevan Mission (JJM)
 - a. Women change-makers in the category of O&M of piped water supply
3. National Water Mission (NWM)
 - a. Jal Shakti Abhiyan – Catch the Rain
 - b. Water Warriors

The Awards were presented to Women representatives, Sarpanches, Swachhagrahis, Jal Vahini, Water Warriors etc., from village/GP/Block/ District/State/UT for their contribution to SBM-G, JJM, and NWM as per above mentioned categories.

Compendium of Winners

<https://static.pib.gov.in/WriteReadData/specificdocs/documents/2023/mar/doc202334166401.pdf>



Swachh Bharat Mission - Grameen

YOU MAY SCAN HERE AND DOWNLOAD



For SBM-G Website



For SBM-G Dashboard



For Advisory



For SBM-G IEC material



For SBM-G Social Media



पेयजल एवं स्वच्छता विभाग
जल शक्ति मंत्रालय
भारत सरकार

DEPARTMENT OF DRINKING WATER AND SANITATION
MINISTRY OF JAL SHAKTI
GOVERNMENT OF INDIA