

Swachhata Pakhwada

Swachhata Hi Seva – Secy 2023

Review by Cabinet Secretary
16th September 2023

The Clarion Call in 2014



“

A clean India is the best tribute we can pay to Bapu when we celebrate his 150th birth anniversary in 2019... The time has come to devote ourselves towards 'Swachhata' of our motherland.

”

Prime Minister Narendra Modi, New Delhi, 2014.

Key Achievements



- Jan Andolan for Swachhata at scale
- Increased attendance of schoolgirls
- Enhanced dignity of women
- Reduction in waterborne diseases
- Empowerment of SHGs

IHHL

12 Cr. IHHL
units

CT/PT

3.11 Lakh
CT/PT
complexes

India declared ODF

Visibly Cleaner Nation

**Culture of Door-to-Door
garbage collection**

**Garbage transport
facilities created**

**Focus on high footfall
places**

**Whole of Government
approach**

Swachh Survekshan(Urban) 2022

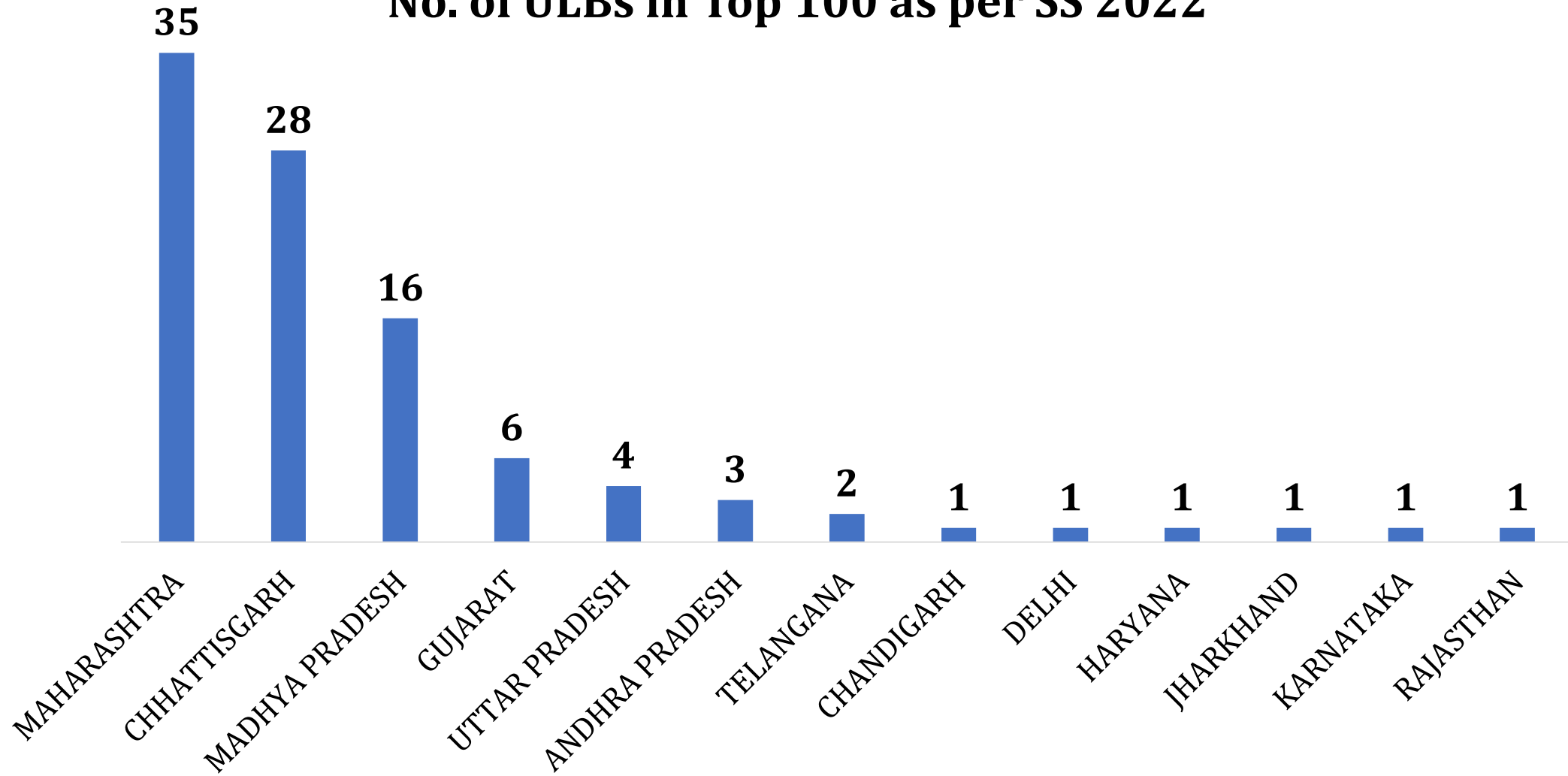


Waste Processing	States/UTs
>80%	<u>1 UT</u> Chandigarh
60%-80%	<u>2 UTs and 5 States</u> A&N Islands, Dadra & Nagar Haveli and Daman & Diu, Gujarat, Chhattisgarh, Telangana, Maharashtra, Madhya Pradesh
30%-60%	<u>6 States</u> Himachal Pradesh, Andhra Pradesh, Uttar Pradesh, Jharkhand, Odisha, Haryana
0-30%	<u>4 UTs and 16 States</u> J&K, Puducherry, Delhi, Ladakh, Assam, Arunachal Pradesh, Tripura, Sikkim, Manipur, Nagaland, Meghalaya, Mizoram, Karnataka, Uttarakhand, Punjab, Goa, Rajasthan, Tamil Nadu, Bihar, Kerala

* Except West Bengal

Performance of Top 100 Cities

No. of ULBs in Top 100 as per SS 2022



Priority Areas for Garbage Free India



1 Source segregation of waste

2 100% Door to Door collection and timely transportation

3 100% processing of Solid Waste:

- MRF centers for recyclables and non-recyclables
- Wet Waste to Compost
- GOBARdhan – Biogas/CBG/CNG plants
- Emphasis on Million+ Cities
- Waste to Electricity plants for Mega Cities

4 Waste to Wealth for Circular Economy

- Integration of informal sector
- Involvement of SHGs
- Implementation of EPR

Priority Areas for Garbage Free India



5 Remediation of all existing dumpsites

6 Aspirational Toilets & CT/PTs

- Ensuring functionality
- O&M

7 Used Water Management - decentralized approach for Gram Panchayats and smaller cities

9 Manhole to Machinehole (Occupational Safety for SafaiMitras)

10 'Jan Andolan' the soul of the approach

- Land Management
- Cluster approach for setting up of solid and liquid waste processing plants
- Clusters for Scientific Sanitary Landfills
- Feedstock convergence for GOBARdhan plants
- State and National highways adjacent areas cleaning at regular intervals
- Convergence of funds under SBM- Rural and Urban
- Mechanical desludging facilities for septic tanks in Rural and Urban areas

Swachh Bharat Mission (Grameen)

An ODF Plus village is defined as

*“a village which
sustains its Open Defecation Free (ODF) status,
& has arrangements for solid and liquid waste
management
and is visually clean”*

ODF Plus Stages

ODF Plus – उदीयमान/ Aspiring

A village that:

- Sustains ODF status
- Has arrangements **either** for SWM or LWM

ODF Plus – उज्ज्वल/ Rising

A village that:

- Sustains ODF status
- Has arrangements for **both** SWM and LWM

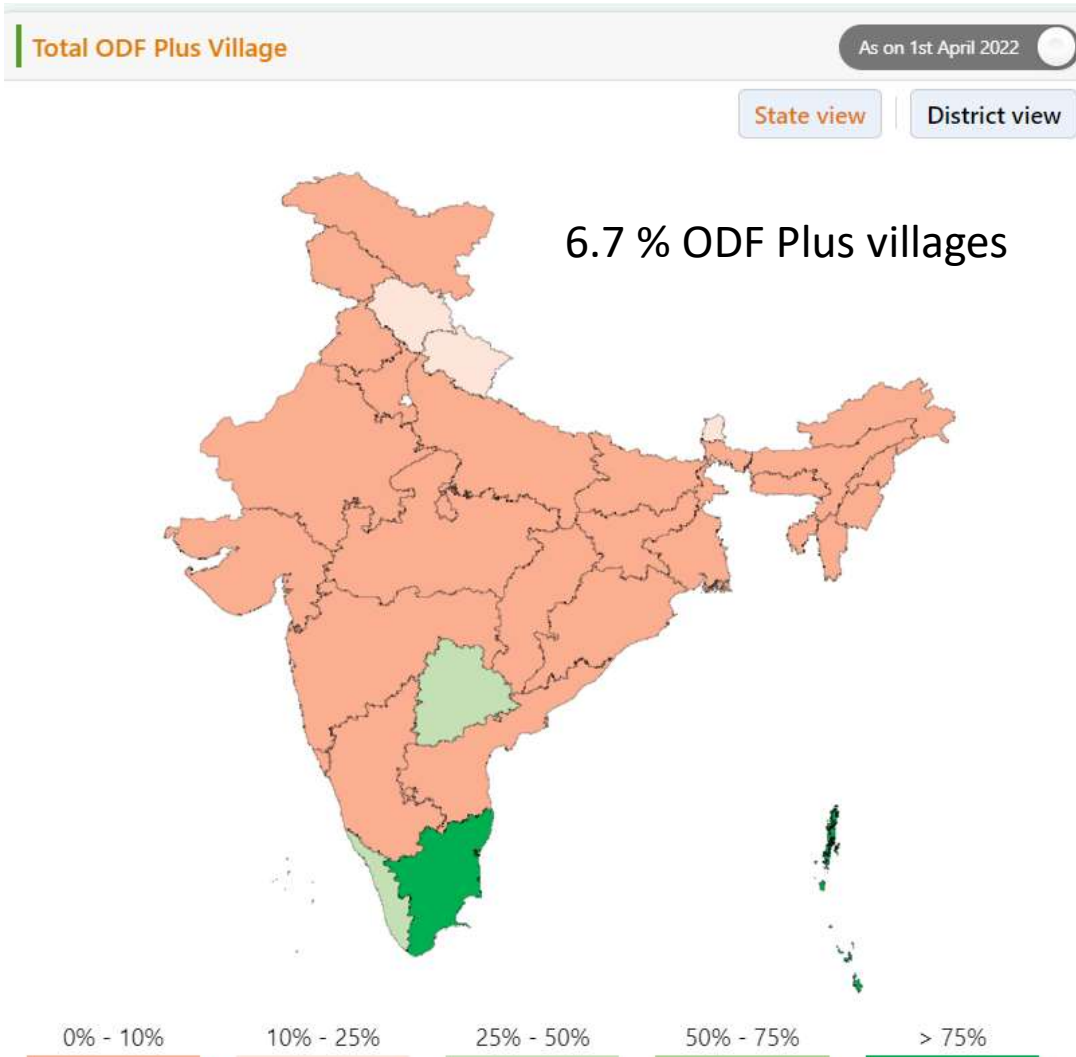
ODF Plus – उत्कृष्ट/ Model

A village that:

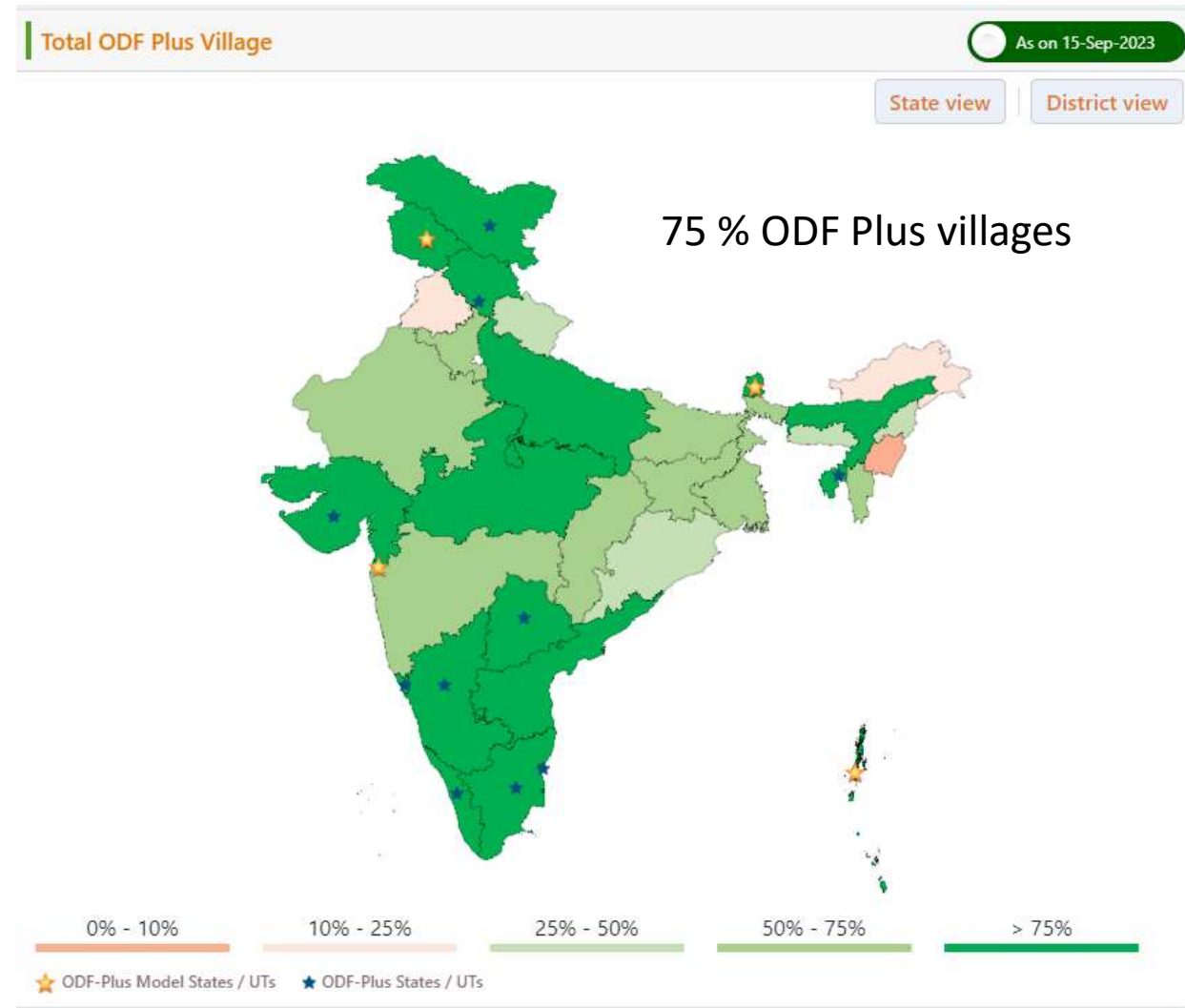
- Sustains ODF status
- Has arrangements for **both** SWM and LWM
- **Observes visual cleanliness** i.e., minimal litter, minimal stagnant wastewater and no plastic waste dump in public places
- **Displays ODF Plus IEC messages**

Over 4.4 lakh villages achieved ODF Plus (any category)

As on 1st April 2022



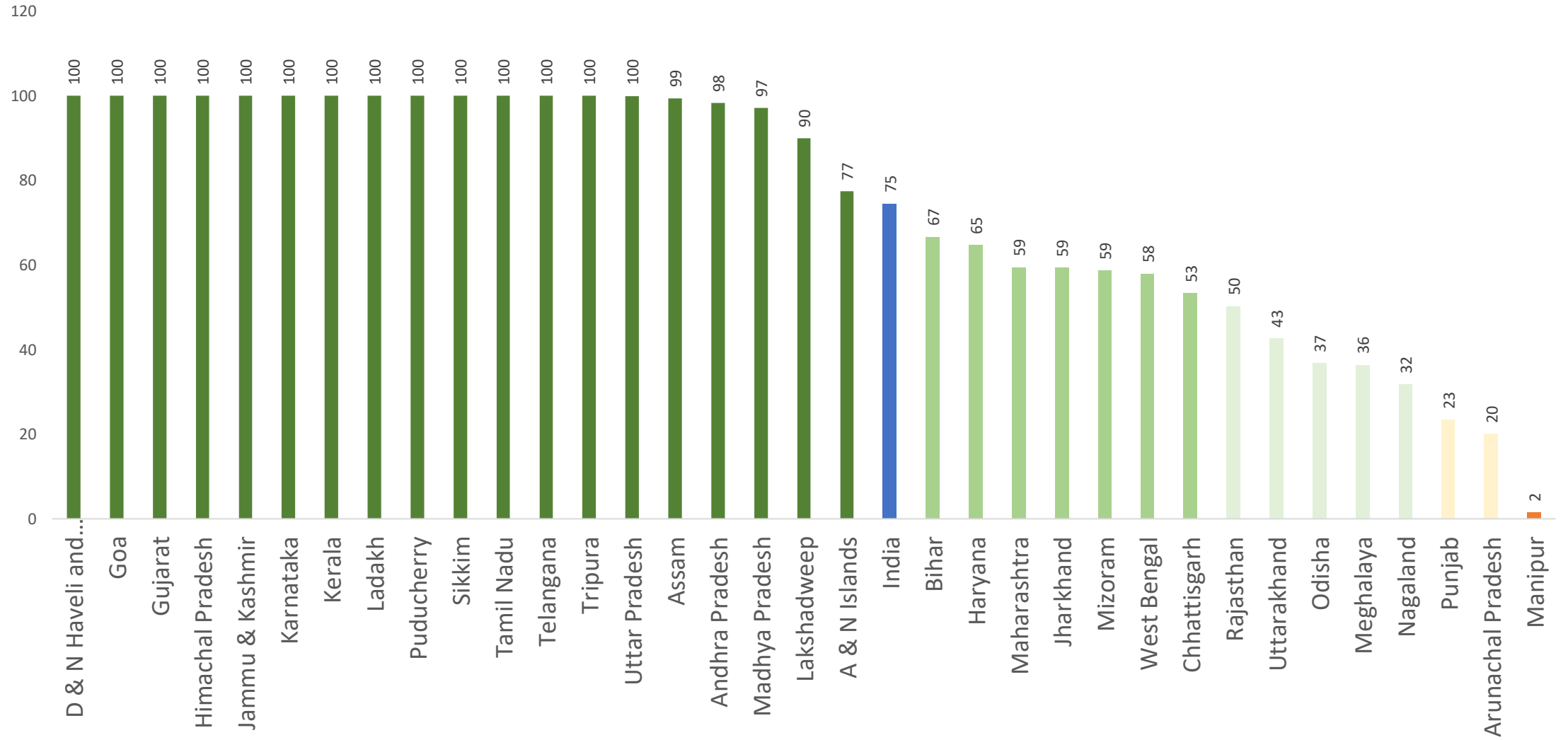
As on 15th Sep 2023



14 States/UTs, 311 Districts and 4,033 Blocks have 100% ODF Plus villages

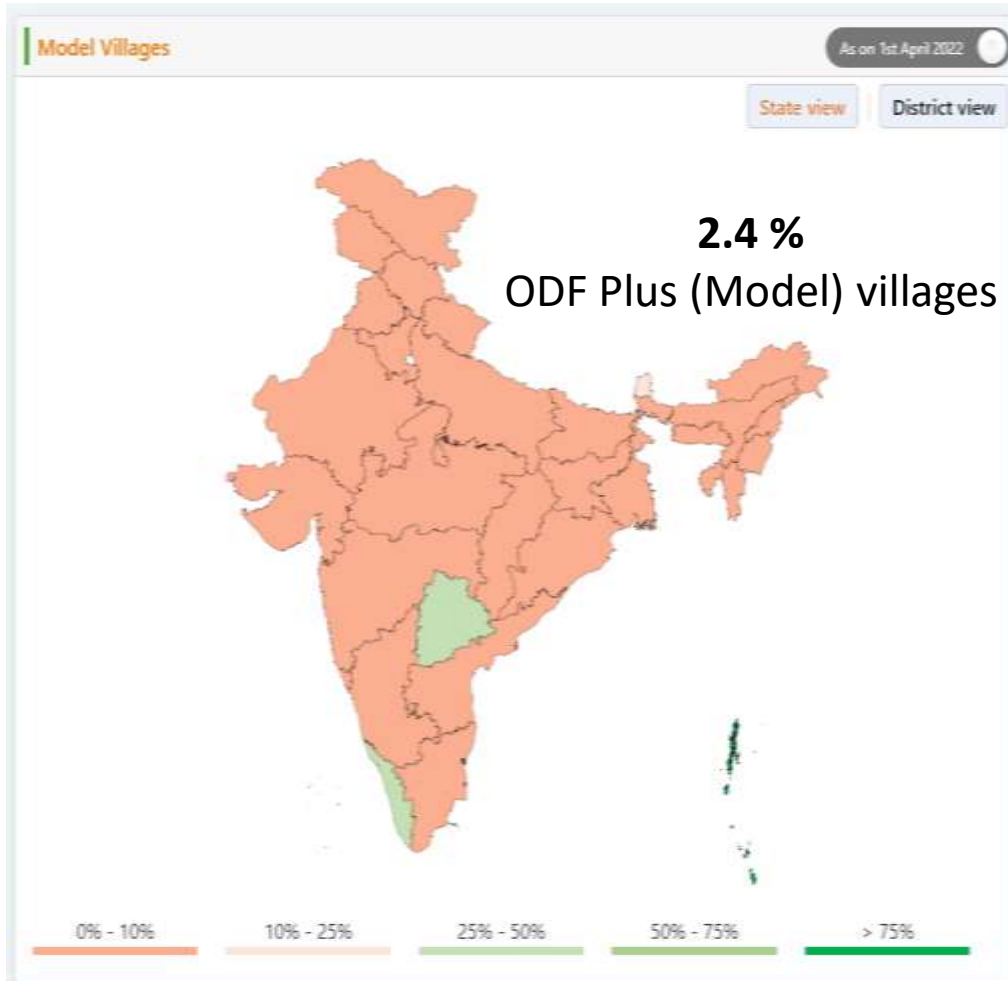
Status of ODF Plus villages

% ODF Plus villages

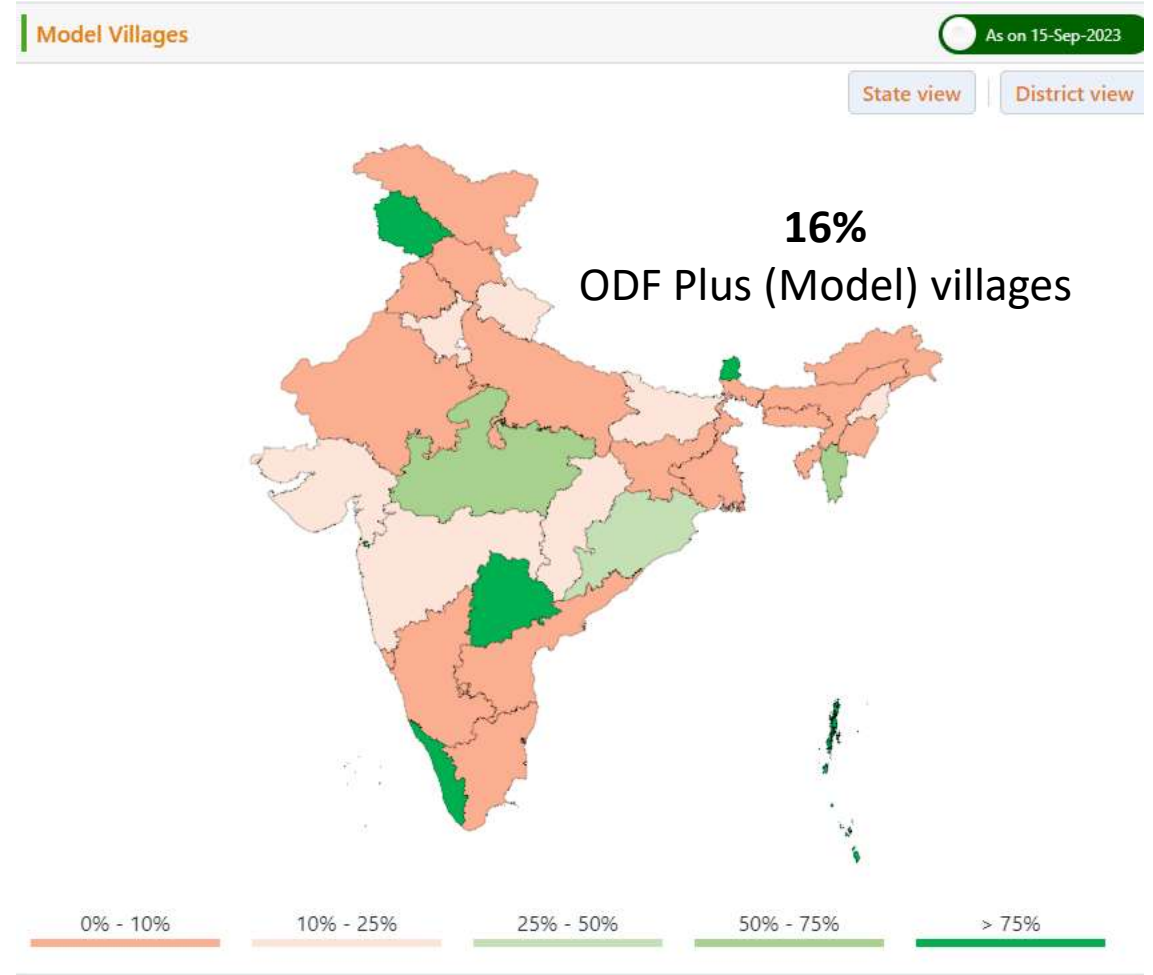


Over 94,000 ODF Plus Model villages

As on 1st April 2022



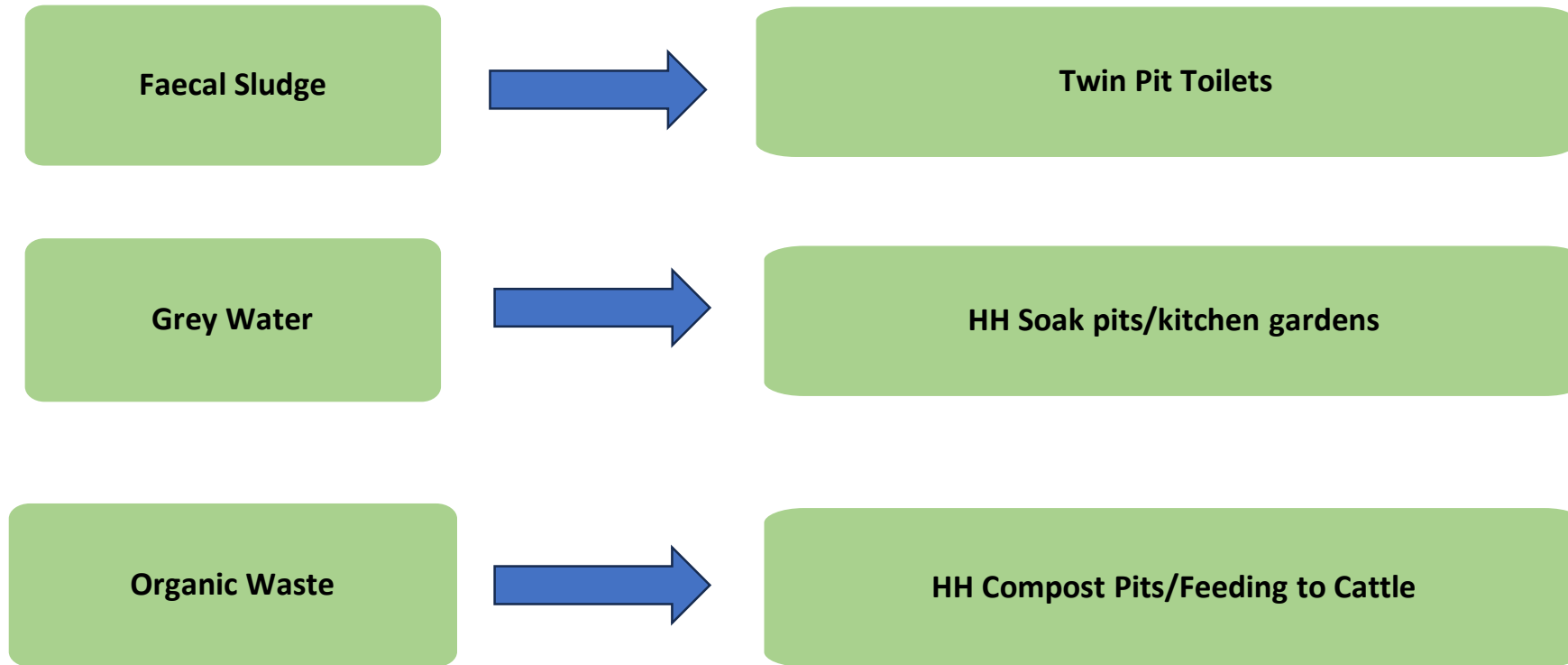
As on 15th Sep 2023



1. A & N Islands, D & N Haveli and Daman & Diu, Jammu & Kashmir and Sikkim have **100%** ODF Plus Model villages
2. **76 Districts** and **944 Blocks** have 100% ODF Plus (Model) villages

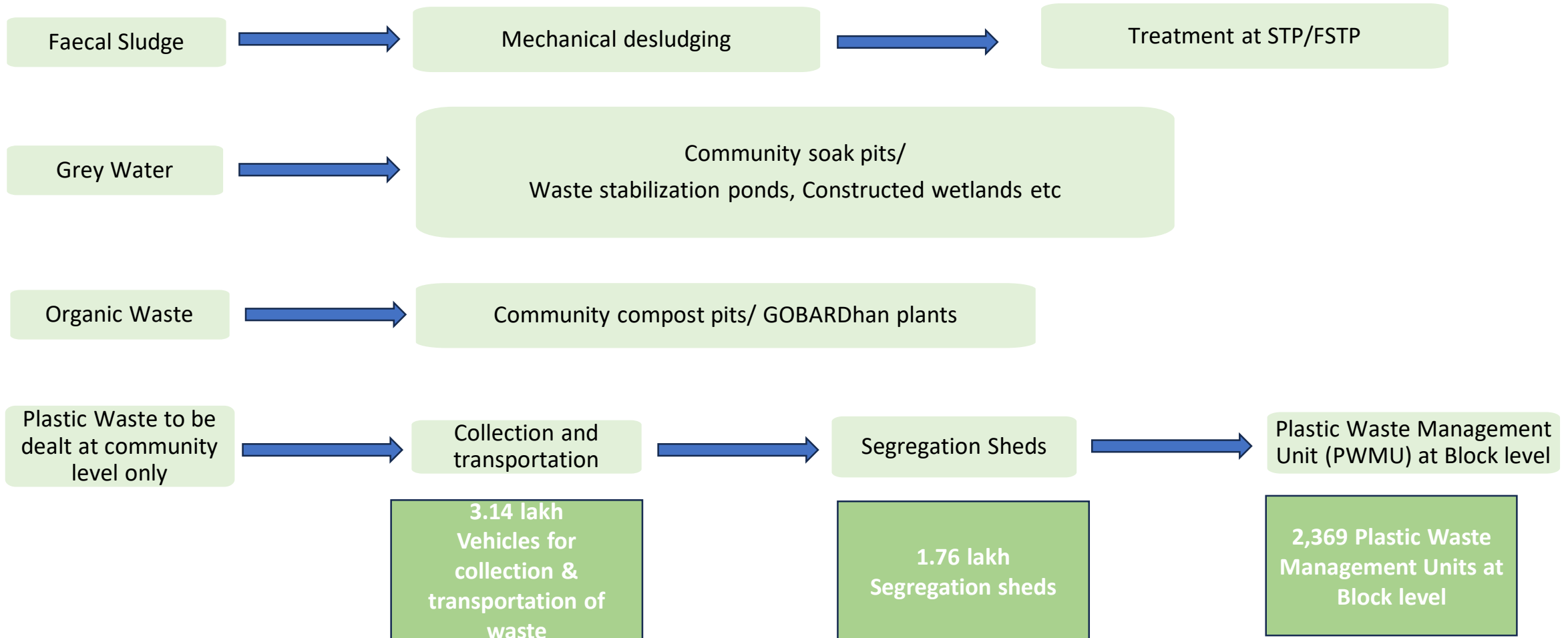
Waste management in rural areas

Preferred option – Household level treatment



Waste management in rural areas

If household treatment not feasible, community solutions to be adopted





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



एक कदम स्वच्छता की ओर

Swachhhata Hi Seva

15 September - 2 October 2023

Garbage Free India

Background



Celebrate 9 years of Swachh Bharat Mission

'Whole of Government' approach

Visibly higher order of cleanliness through shramdaan & jan bhagidari

Timelines

S.No	Activities	Date
1	Launch of Swachhata Pakhwada 2023	15 th Sept
2	On ground activities	15 th - 30 th Sept
3	Swachhata Diwas Celebration	1 st - 2 nd Oct



All Ministries,
States/UTs, ULBs & GPs



Theme: Garbage Free
India



15th Sept - 2nd Oct 2023

Action Points for States/UTs



- Coordination meeting by Chief Secretary
- Ceremonial launch of SHS- 2023
- On ground activities:
 - Indian Swachhata League - (**17th Sept**)
 - SafaiMitra Suraksha Shivir (**18th – 25th Sept**)
 - Swachhata Hi Seva Cleanliness Drives (**15th – 30th Sept**)
- Activities to peak on 'Swachhata Diwas - 1st & 2nd Oct

Objective - Reinvigorating **community participation** i.e. *jan andolan* towards Swachh Bharat Mission

- **Cleanliness drives** resulting in a visibly cleaner nation
- **Gamify cleaning** - daily reporting and monitoring
- **Repair and refurbishment** of all SBM assets like litter bins, public toilets, dhalaos, waste transport vehicles, MRFs etc
- Public involvement in **Journey of Waste**
- Engagement with students including visits to waste processing plants, 30 minutes **Swachhata Time** in schools
- SHG shramdan and 3R initiatives culminating in SHG Sammelan
- **SafaiMitra Suraksha Shivirs**
- Clearing of legacy dumpsites and **Garbage Vulnerable Points**
- **Special programs, cultural events** promoting sanitation journey

Volunteerism is the essence

Proposed SHS Activities



- **Swachata Sunday** – prioritize for community engagement
- Theme based activities on 15th September (Engineers day), 27th September (World Tourism Day), 28th September (World Maritime Day) and 29th September (World Awareness day on Food waste).
- **Leverage existing SBM assets** – 1.76 lac Segregation sheds, over 3 lakh vehicles, to become fulcrum for activities.
- **Multi stake holder involvement** - Chamber of Commerce, Red Cross, various Trader associations etc
- **Involve Religious leaders** - cleanliness drives in religious places
- **Earmarking of dates** – for key activities like Swachata Pledges, Swachata Runs, Human chains and other key activities

Volunteerism is the essence

7 Key SHS Messages



1. 2-Bin system for source segregation ('Hara Geela Sookha Neela')
2. Reduce, Reuse, Recycle
3. Single Use Plastic alternatives
4. Zero Waste events
5. Clean Public Toilets
6. No red spots; yellow spots
7. Adopting Lifestyle For Environment (LiFE Actions)

Proposed Participation



- Governor, Chief Minister, Council of Ministers
- MPs & MLAs
- Mayors, Sarpanches, Corporators, Ward Members
- Eminent citizens
- All Govt. officials
- Local influencers & Brand ambassadors
- Youth, Students, SHGs, RWAs, Market Associations, NGOs, NCC, NSS
- SafaiMitras

Citizen participation is the key

Citizen led cleaning drives

- Preparation of micro-plan with details of number of events and mobilization of people for participation
-
- Prabhat Pheris, rangolis, painting competitions, nukkad natak, walkathons, cycle rallies, pledges etc.
 - 'Thank you SafaiMitra' campaign to felicitate sanitation workers
 - Awards for Swachh schools, hospitals, colleges, cleanest parks etc.

Amplification



- **National and Regional Media -Print, Television, Radio, Digital Media**
- **Celebrities and Influencers**
- **MyGov for ISL; 'My Clean Village, My Pride' selfie campaign & pledges**
- **www.swachhatahiseva.com for Swachhata Selfies**

Official Hashtags: #SwachhBharat#GarbageFreeIndia #SHS2023

Official Handles: @SwachhBharatGov, @swachhbharat, @PMOIndia

1) Swachhata Pledge

2) Cleanliness drives at:

- Office premises & adjacent areas (convergence with Special Campaign 3.0 of DAPRG)
- Railway tracks & stations
- Adjacent areas of airports
- Tourist places / pilgrim sites (convergence with World Tourism Day)
- ASI monuments/ heritage sites
- Educational Institutions
- Highways & adjacent areas
- Zoos, sanctuaries, parks
- Other high footfall areas

3) Pledge for SUP ban and zero waste events

Action Points

- 1) Appointment of nodal officer
- 2) Preparation of Pakhwada plan of ministries
- 3) Sharing of specific activities for 1st – 2nd Oct by 20th Sept
- 4) Daily reporting & documentation on DDWS portal
(<https://swachhbharatmission.gov.in/shs2023/>)

Amplification

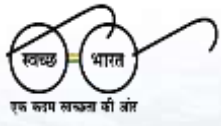
- 1) Banner of SHS 2023 on website of all ministries
- 2) Promote citizen selfies on [www. swachhatahiseva.com](http://www.swachhatahiseva.com)
- 3) **Official Hashtags:** #SwachhBharat #GarbageFreeIndia #SHS2023
- 4) **Official Handles:** @SwachhBharatGov, @swachhbharat, @PMOIndia

Additional Support sought from Ministries

Ministry/ Department	Specific activities proposed
Corporate Affairs	Engage large corporates in organising SHS IEC activities
Civil Aviation	Announce SHS messages during flights and at airports Print Swachhata logo and message on all tickets during the fortnight
Communication- D/o Telecom	SHS caller tunes on all networks
Culture	Special efforts towards Swachhata in places of cultural importance
Dept of Higher Education	Involve Universities and Colleges in SHS activities Colleges to adopt ward/village for Shramdaan – felicitation of best colleges on Oct 2nd
Dept of School Education	District/ State/ National level competitions around SHS themes Engage students from public and private institutions in SHS activities
Electronics & IT (MeITY)	Utilise MyGov platform for public engagement and monitoring of activities
MoEFCC	Prioritize Swachhata activities under Mission LiFE
Information & Broadcasting	Engage with RJs to popularize SHS themes, messages, and other achievements Ensure SHS messaging and celebrity endorsements on popular shows on TV in multiple languages. Special episodes around SHS themes aired during the fortnight.

Additional Support sought from Ministries

Ministry/ Department	Specific activities proposed
Petroleum and Natural Gas	Use petrol pumps to display SHS IEC messages, logos, banners and hashtags for publicity
Ports, Shipping, Waterways Ministry of Earth Sciences (Dept of Ocean Development)	Plogging drives along beaches and waterfronts
Railways	Print Swachhata logo and message on all tickets during the fortnight SHS announcements and A/V messages to be played in Vande Bharat/Shatabdi trains
Sports	Engage Sports celebrities to endorse SHS Organise Swachhata Runs in districts/states
Tourism	SHS activities at 108 high footfall tourist/ pilgrim sites (part of Travel for LiFE – outcome of India's G20 presidency) Train wraps with SHS messages Panel advertisement on TFL on 2 Tejas trains for the entire period
Youth Affairs	Youth engagement through NSS, NCC, NYKS



Thank You