

Swachhata Pakhwada

Swachhata Hi Seva – Secy 2023

Review by Cabinet Secretary
16th September 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



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

Proposed SHS Activities



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
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- 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

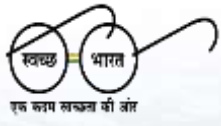
- 1) Banner of SHS 2023 on website of all ministries
- 2) Promote citizen selfies on [www. swachhatahiseva.com](http://www.swachhatahiseva.com)
- 3) **Official Hashtags:** #SwachhBharat #GarbageFreeIndia #SHS2023
- 4) **Official Handles:** @SwachhBharatGov, @swachhbharat, @PMOIndia

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