

# **Swachhata Pakhwada**

## **Swachhata Hi Seva – Secy 2023**

**Review by Cabinet Secretary**  
**16<sup>th</sup> 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

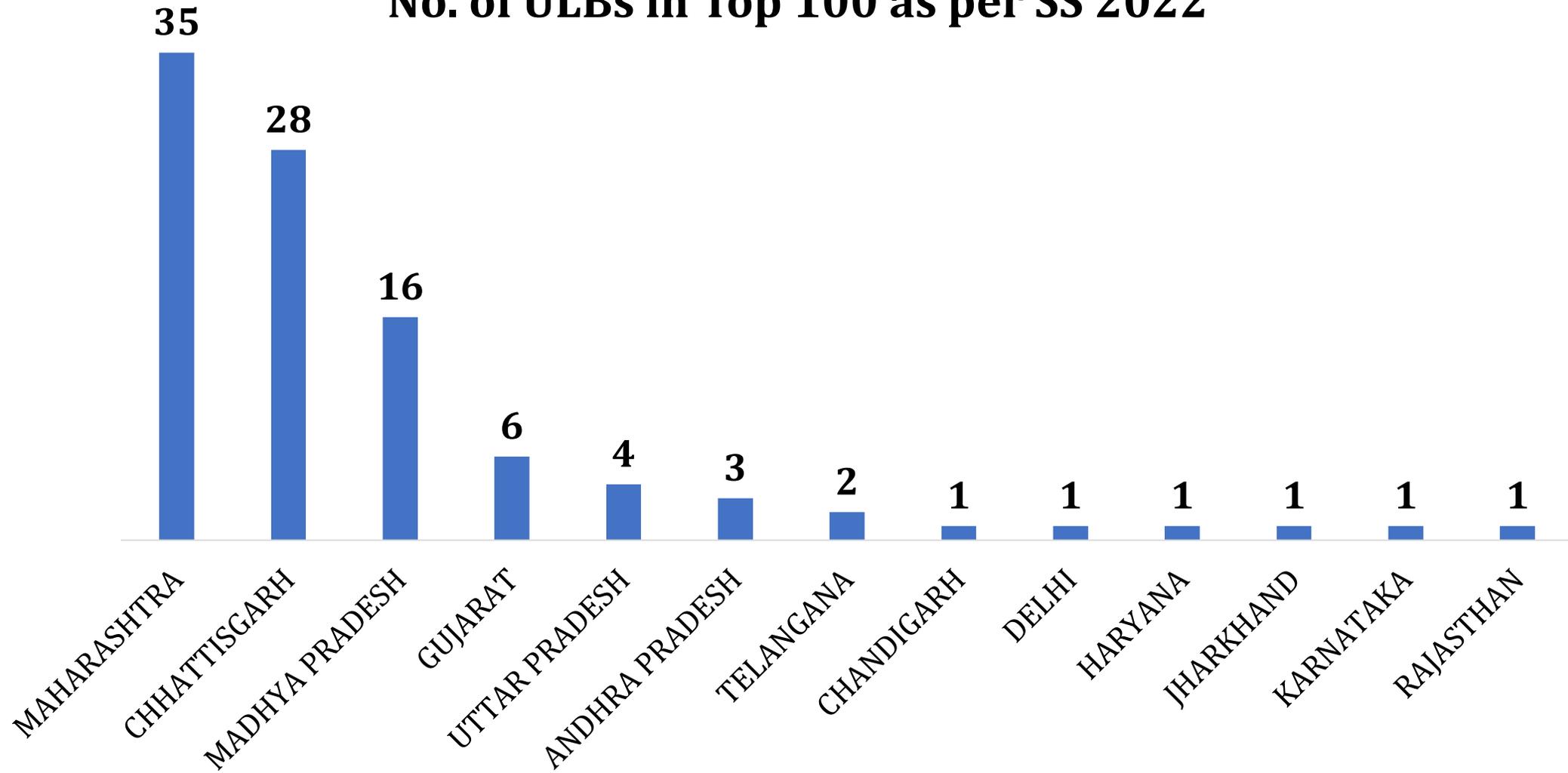


Waste Processing	States/UTs
>80%	<b><u>1 UT</u></b> Chandigarh
60%-80%	<b><u>2 UTs and 5 States</u></b> A&N Islands, Dadra & Nagar Haveli and Daman & Diu, Gujarat, Chhattisgarh, Telangana, Maharashtra, Madhya Pradesh
30%-60%	<b><u>6 States</u></b> Himachal Pradesh, Andhra Pradesh, Uttar Pradesh, Jharkhand, Odisha, Haryana
0-30%	<b><u>4 UTs and 16 States</u></b> 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 – उज्वल/ 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**

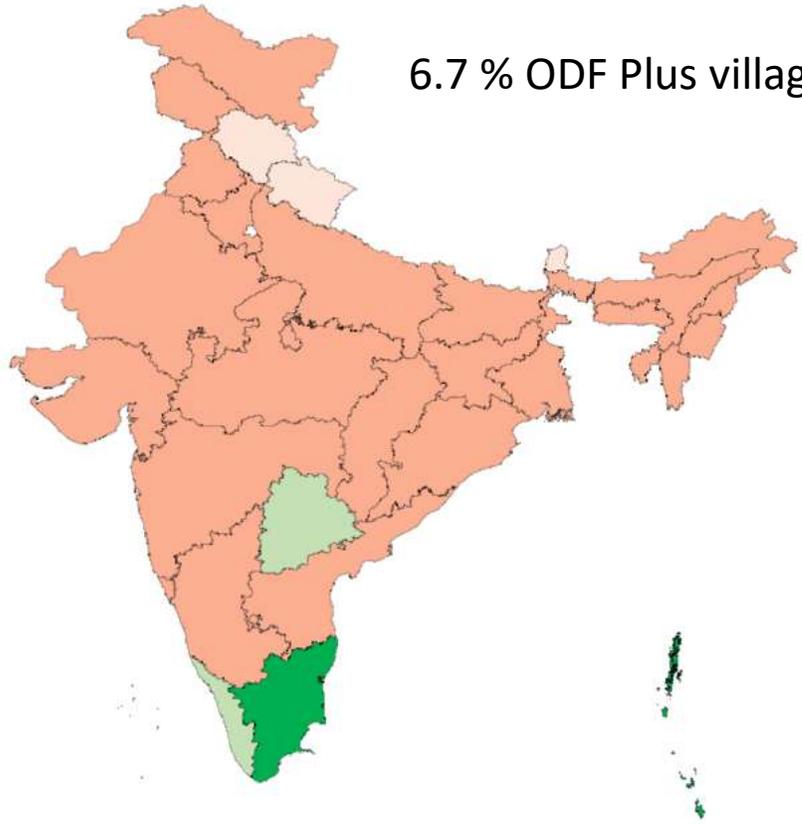
# Over 4.4 lakh villages achieved ODF Plus (any category)

As on 1<sup>st</sup> April 2022

Total ODF Plus Village As on 1st April 2022

State view | District view

6.7 % ODF Plus villages

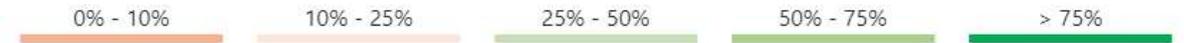
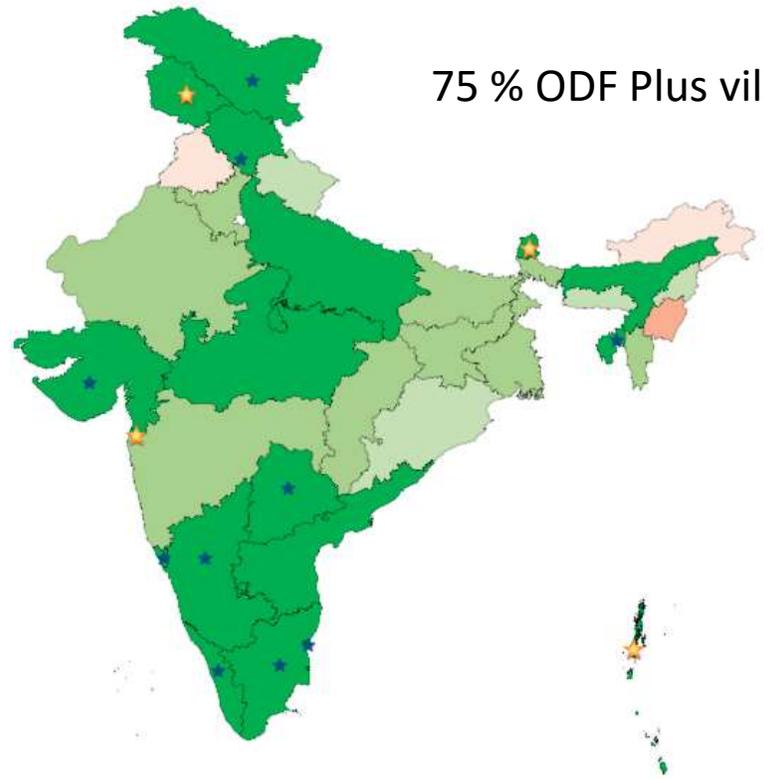


As on 15<sup>th</sup> Sep 2023

Total ODF Plus Village As on 15-Sep-2023

State view | District view

75 % ODF Plus villages

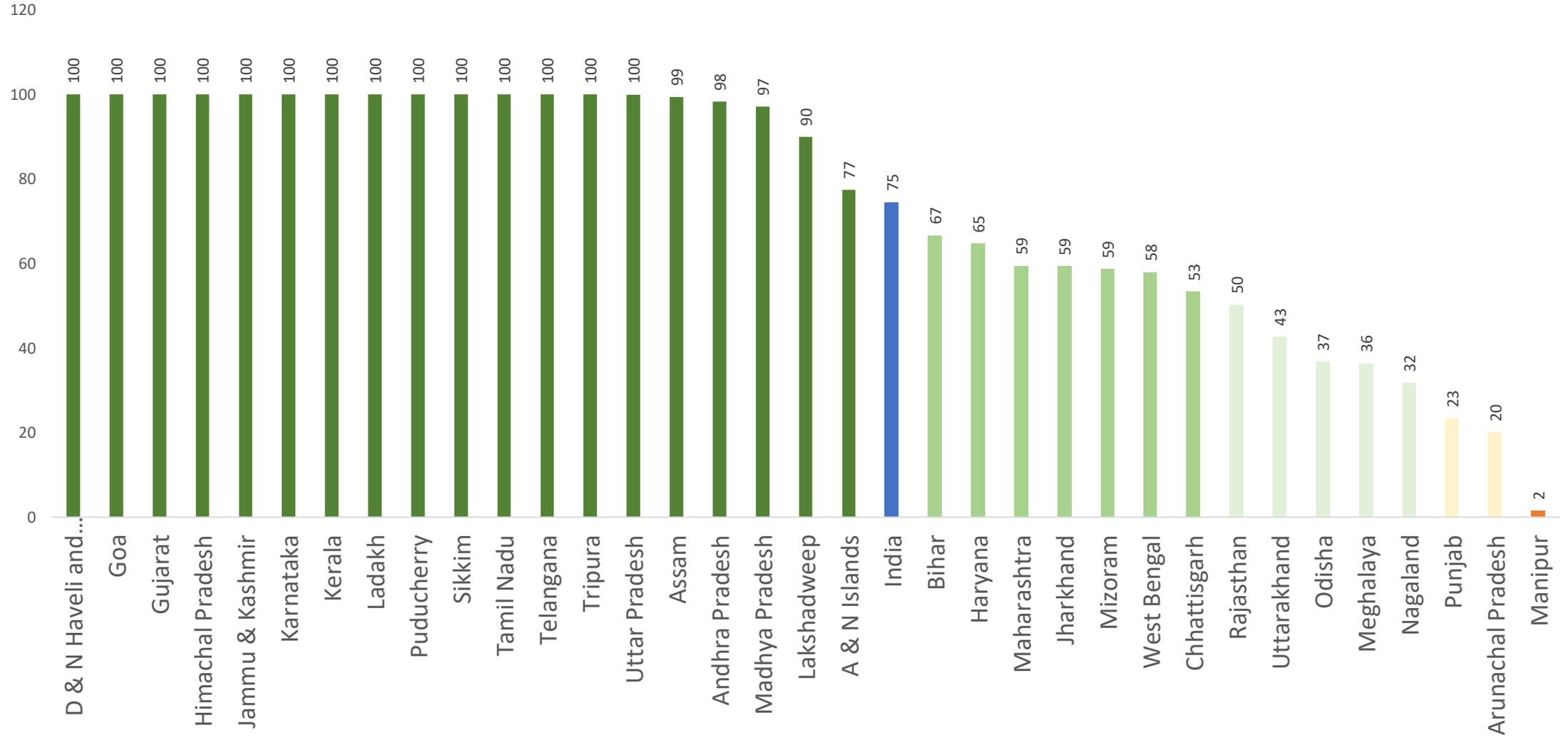


★ ODF-Plus Model States / UTs | ★ ODF-Plus States / UTs

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

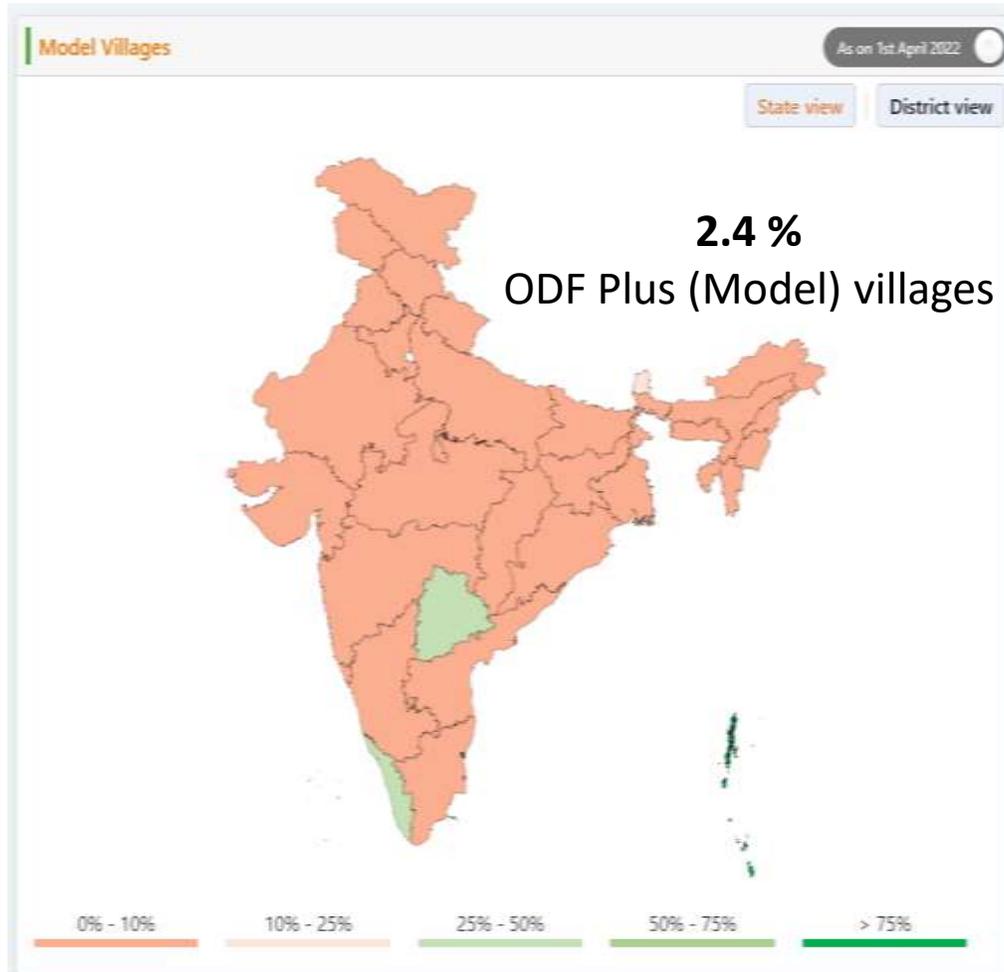
# Status of ODF Plus villages

% ODF Plus villages

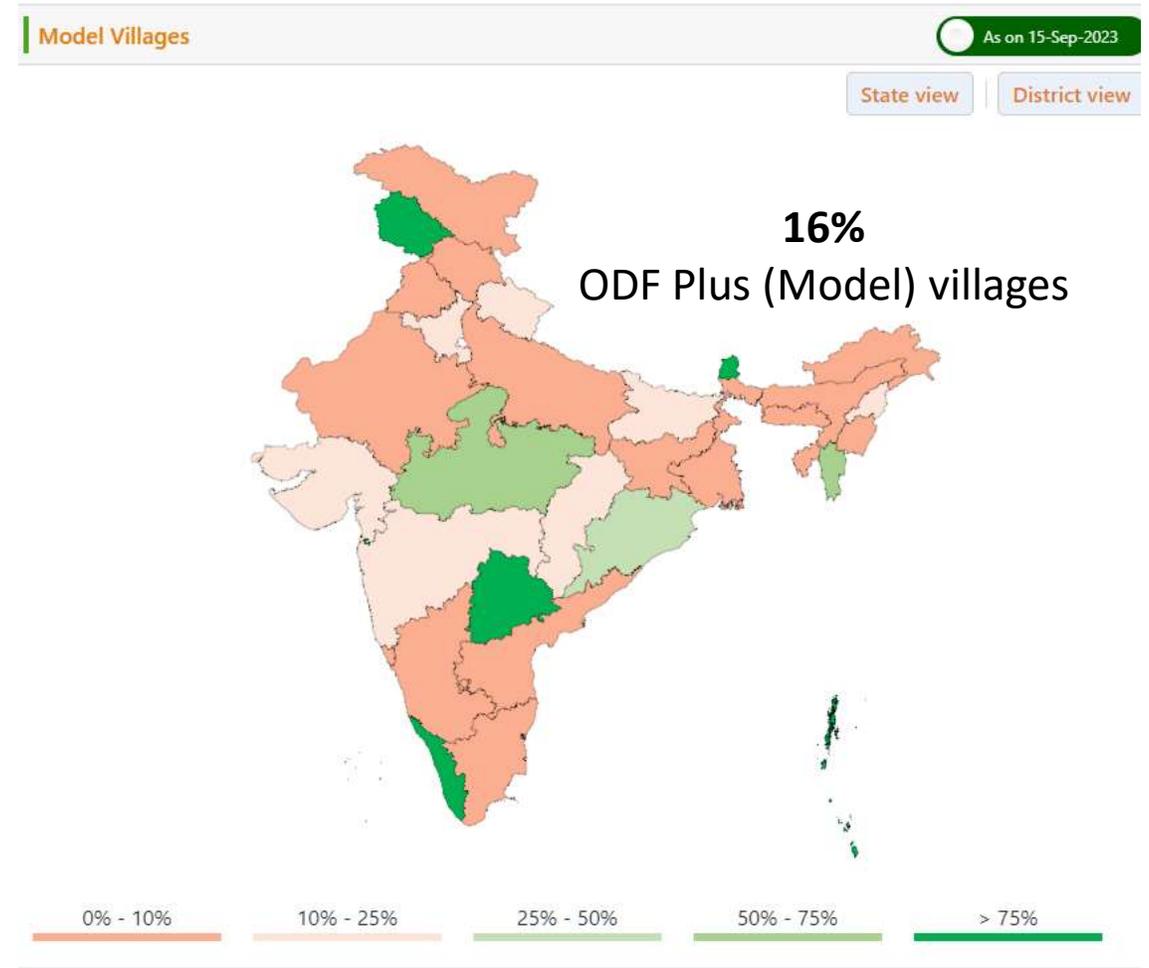


# Over 94,000 ODF Plus Model villages

As on 1<sup>st</sup> April 2022



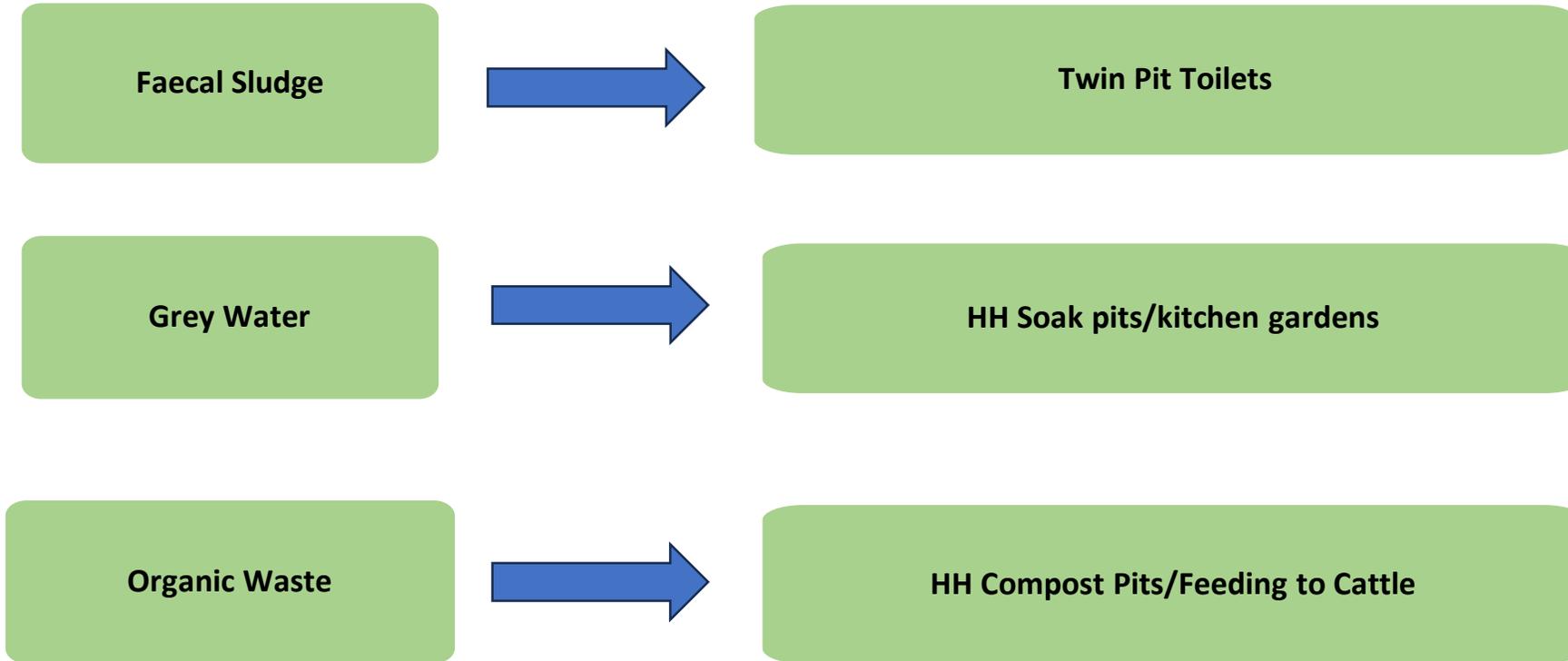
As on 15<sup>th</sup> Sep 2023



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

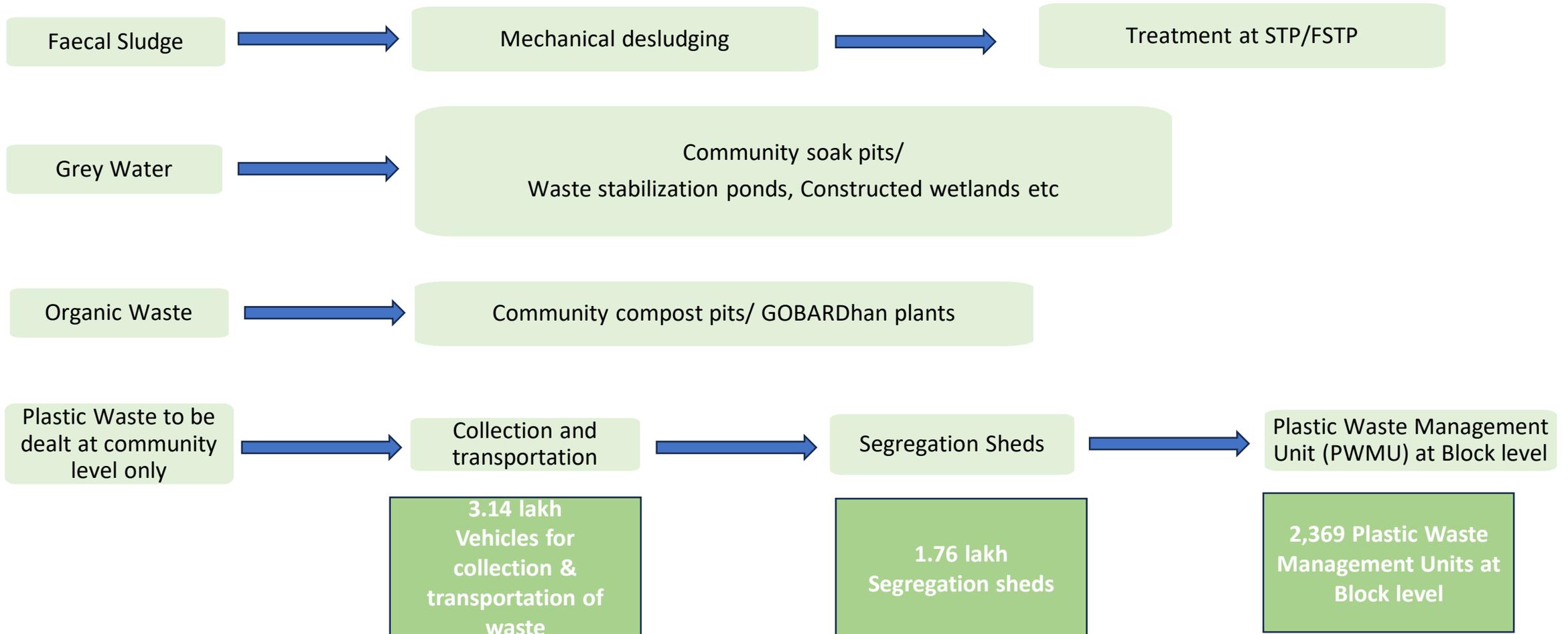
# Waste management in rural areas

Preferred option – Household level treatment



# Waste management in rural areas

If household treatment not feasible, community solutions to be adopted

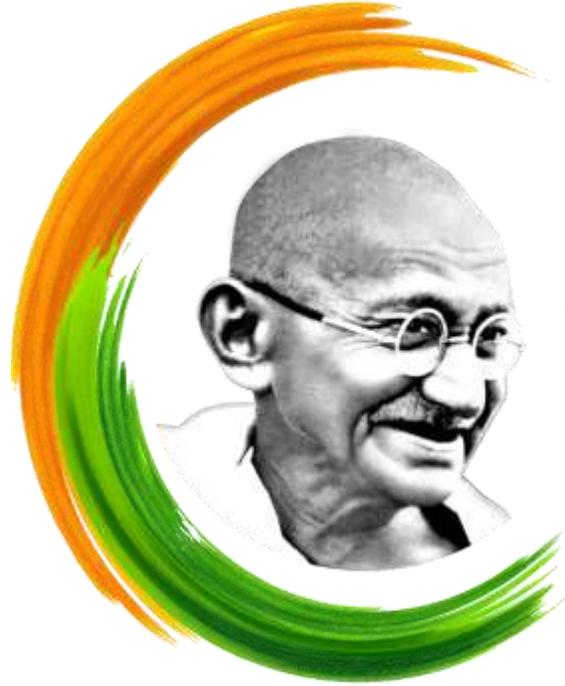




आवासन और शहरी कार्य मंत्रालय  
भारत सरकार  
MINISTRY OF HOUSING AND  
URBAN AFFAIRS  
GOVERNMENT OF INDIA



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

# Swachhata 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 <sup>th</sup> Sept
2	On ground activities	15 <sup>th</sup> - 30 <sup>th</sup> Sept
3	Swachhata Diwas Celebration	1 <sup>st</sup> - 2 <sup>nd</sup> 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 - (**17<sup>th</sup> Sept** )
  - SafaiMitra Suraksha Shivir (**18<sup>th</sup> – 25<sup>th</sup> Sept**)
  - Swachhata Hi Seva Cleanliness Drives (**15<sup>th</sup> – 30<sup>th</sup> Sept**)
- Activities to peak on 'Swachhata Diwas - 1<sup>st</sup> & 2<sup>nd</sup> 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 15<sup>th</sup> September (Engineers day), 27<sup>th</sup> September (World Tourism Day), 28<sup>th</sup> September (World Maritime Day) and 29<sup>th</sup> 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](http://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 1<sup>st</sup> – 2<sup>nd</sup> Oct by 20<sup>th</sup> 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**