



Ministry of Housing and Urban Affairs
Government of India



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**Swachhata
Hi Seva**



A Swachh Bharat Mission - Urban 2.0 initiative

**Ministry of Housing and Urban Affairs
Government of India**

“

हमें ये याद रखना है
कि स्वच्छता, एक दिन
का, एक पखवाड़े का,
एक साल का या कुछ
लोगों का ही काम है,
ऐसा नहीं है। स्वच्छता
हर किसी का, हर दिन,
हर पखवाड़े, हर साल,
पीढ़ी दर पीढ़ी चलने
वाला महाअभियान है।
...स्वच्छता जीवनशैली
है, स्वच्छता जीवन
मंत्र है।

श्री नरेंद्र मोदी
प्रधानमंत्री



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SWACHHATA PAKHWADA CELEBRATES HEALTH AND DEDICATION OF SANITATION WORKERS

Sanitation workers play a pivotal role in safeguarding the hygiene and cleanliness of our society, diligently cleaning our streets, disposing of waste, and maintaining sanitation facilities day in and day out. However, this demanding responsibility often takes a toll on their physical and mental well-being. The strenuous physical labour, exposure to hazardous materials, and long hours can lead to fatigue and stress. It is only fair that these unsung heroes, who bear the burden of our collective hygiene, deserve moments of respite and enjoyment in their lives. Providing them with opportunities for breaks and fun activities not only rejuvenates their spirits but also acknowledges the vital role they play in ensuring our communities remain safe and healthy.

With the aim of achieving this objective and improving the well-being of sanitation workers, Gadag-Betageri district in Karnataka organised a series of sports competitions in conjunction with the Indian Swachhta League and Pourakarmika Day on Sept 18 and Sep 19. A wide range of sports competitions was hosted, for the male sanitation workers, including cricket, kabaddi, the 100-meter sprint, and the strength-testing shotput. These events not only highlighted their physical prowess but also fostered camaraderie and healthy competition among participants. Alongside these athletic contests, inclusive games like Tug of War, Musical Chair, and Lemon Spoon competitions added a touch of fun and amusement to the event, allowing female sanitation workers to unwind and bask in the joy of play. This comprehensive lineup of activities celebrated their dedication to

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cleanliness while recognizing the importance of moments of leisure and recreation in their lives.

The two-day event was a blend of sweat and smiles as sanitation workers from all corners of Gadag-Betageridistrict came together to showcase their talents in a wide array of activities. The competition was fierce, yet camaraderie reigned supreme, reinforcing the spirit of unity and collective dedication. Sanitation workers were seen swinging their bats and aiming for the boundary, not just for victory, but to demonstrate their indomitable spirit while playing cricket and kabaddi. In addition to this, the 100-meter sprint was not merely a race but a symbol of their determination to surge forward in the face of adversity. More than 500 sanitation workers participated in this tournament and enjoyed it.



More than just a day of games, this initiative was a heartfelt acknowledgment of the dedication displayed by sanitation workers. Their relentless efforts in keeping our surroundings clean and hygienic often go unnoticed. The Swachhata Pakhwada sought to change that narrative, providing a platform where their hard work was celebrated, and their contributions were recognized. The event was a rallying cry to remind everyone of the vital role sanitation workers play in maintaining the cleanliness and health of our communities. It underscored that they are not just service providers but essential pillars of our society.

The sports competitions organized as part of the Indian Swachhta League and Pourakarmika Day were a resounding success. They served as a powerful testament to the dedication and resilience of sanitation workers, reminding us all that their contributions are invaluable. The event was a celebration of their unwavering commitment to our communities' well-being and a promise that their efforts would never go unnoticed or unappreciated.



WASTE COLLECTION ON WHEELS: 'E PARAKKUM THALIKA' INSPIRES MINI MCF

Perinthalmanna MC Transforms Abandoned Bus into 'E Parakkum Thalika' Themed Mini Material Collection Facility Keralaites have set a remarkable example of turning waste into art and embracing sustainability principles. In line with Swachhata Pakhwadas 2023, an abandoned bus has been creatively transformed into a sustainable Mini Material Collection Facility in Perinthalmanna Municipality, Malappuram district, Kerala.

What makes this mini bus stand out is its captivating theme inspired by the popular Malayalam blockbuster 'E Parakkum Thalika,' featuring the story of Thamarakshan Pillai, a bus, and its caretakers Unni and Sundaresan, characters cherished by movie enthusiasts. These iconic elements have been integrated into the new mini bus model introduced by Perinthalmanna Municipality. Inside the bus compartments, one can discover exquisite paintings of other characters, including Basanti. The bus is prominently displayed in front of the Perinthalmanna City Council office and is now poised to play an active role in the city council's sanitation initiatives by serving as a waste collection vehicle. This transformation isn't just a nod to cinema nostalgia; it's a testament to environmental conservation.

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Before its transformation, the bus was parked idle in the same spot for an extended period while other vehicles were relocated. Eventually, it was the collaborative effort of the Perinthalmanna City Council's Health Department and the NSS students from Government Polytechnic College, Angadippuram, who took charge of the bus, preserving its legacy. Following the bus's makeover, members of the Green Karma Army from the Perinthalmanna City Council will utilize the Mini MCF bus for waste collection in the city. Additionally, a mini -Material Recovery Facility has been incorporated into the Thamarakshan Pillai bus to facilitate proper waste segregation. Since the bus's transformation, its story has garnered widespread attention, making headlines on major news channels. Soon, the beautiful Thamarakshan Pillai bus will actively contribute to the city council's sanitation endeavours, continuing its journey of turning waste into art and promoting sustainability.



The conversion of an abandoned bus into a Mini Material Collection Facility serves as a powerful testament to the transformative potential hidden within waste. This innovative project, rooted in the heart of Kerala, showcases the profound impact of treating waste as art and embracing sustainability. By breathing new life into a neglected vehicle, this remarkable endeavour reminds us that with vision and commitment, we can turn challenges into opportunities, reinforcing the idea that waste can indeed be a canvas for a more sustainable future.



NAVI MUMBAI'S UNIQUE PUNCH FOR SWACHHATA PAKHWADA

With swachhata in full swing, the contagious fervour has spread across the nation as citizens are coming together to clean their neighbourhood, public places, bus stops, metro stations, railways tracks, hills, beaches and tourist destinations, garbage dumps under the Swachhata Pakhwada–Swachhata Hi Seva 2023. While sports enthusiast impatiently wait for sporting extravaganzas including cricket world cup and Indian Super League (ISL), swachhata enthusiasts have already enthused and gotten involved with their own ISL- the Indian Swachhata League 2.0.

Navi Mumbai is seeing mass participation from SafaiMitras, citizens, youngsters, school students, ULB and corporation officials, celebrities, men and women alike. The city presented a beautiful amalgamation of innovative swachhata activities, symbolizing inclusive sanitation. Navi Mumbai in Maharashtra witnessed a massive citizen participation and mobilization through various initiatives and campaigns. But what stood out for the city was the participation of people from the transgender community.

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The community took the onus for swachhata and took it upon themselves as responsible citizens to spread awareness about the entire Swachhata Hi Seva campaign in particular about the objective of the Swachh Bharat Mission and the need for proper sanitation in general. Over 250 transgenders in the city conducted a mass cleanliness drive at mini sea shore of Vashi Ward during ISL 2.0. “Safai Do Mat - Safai Karo” was the message that was conveyed by Navi Mumbai’s transgenders for the Swachhata Hi seva fortnight at traffic signals in the city. The campaign name highlighted the need to not complain but to act for swachhata to make the city garbage free. Dressed in sarees, sporting white caps, and surrounded by key swachhata components like twin bins, campaign standees and placards, they quickly garnered attention of the motorists passing by. Their unique initiative of promoting waste segregation was also well appreciated by the passers-by.

Through this innovative campaign, the transgenders focused on inclusive sanitation and became drivers of change. They have set an example for everyone to be motivated to contribute even the smallest bit to make India garbage free because every effort counts.



THANE'S YOUTH TAKE THE CENTRESTAGE TO CREATE GARBAGE FREE CITY

The season of swachhata never ends because the vision of garbage free cities under Swachh Bharat Mission cannot afford to pause at any point. The passion for urban sanitation is everlasting and hence has engulfed every nook and corner of the country with the commencement of SwachhataPakhwada. Jan andolan for swachhata continues. Maharashtra is one of the key States when it comes to leading the nation's sanitation drive. The Ganesh festival is one of the major festivals of Maharashtra. However, in the past, voices of concern have been raised over Ganesh idol immersion and for making it as eco-friendly as possible. Hence, young kids stepped up to make that happen.

At the stroke of Swachhata Pakhwada- Swachhata Hi Seva 2023, an inter school competition for Eco-Friendly Ganpati Idol Making and Best made out of Waste competition was organised between 493 schools of Thane city. A total of 22,177

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students actively participated and made Ganpati idols using eco-friendly materials and spread awareness on sustainability. The students thoroughly enjoyed the activity. Also, the city corporation organised a Mangroves cleanliness activity under Indian Swachhata League 2.0, where over 2,200 people came together and took a pledge to protect Mangroves and keep their surroundings clean. The local SafaiMitras along with authorities took part in the Mangroves cleanliness drive.

Thane witnessed widespread public participation in various other sanitation activities. City's sanitation workers along with authorities undertook a massive Red Spot Cleanliness drive at the Thane Railway Station aimed at sensitising the people to not spit in the open and deface public property. More than 1,000 Thanekars participated in the initiative. The Thane Municipal Corporation also organised a Parsik Hill Cleanliness Drive. More than 2,000 citizens, school kids, young girls and boys, men and women joined forces. This cleanliness drive was a huge success as it beautified the Parsik hill and created awareness among the local community. On the eve of the Indian Swachhata League, a novel concept "Ek Minute Thane Sathi" was initiated by Thane. A huge crowd gathered at the Dadoji Konddev Stadium, including 25,000 school students, and took a pledge to dedicate one minute everyday to make Thane swachh.

This Jan Andolan is transforming the face of urban sanitation and galvanizing the spirit of swachhata. People across genders, communities, beliefs, cultures and spheres of life are indulging and celebrating the mass movement of sanitation like a grand festival.



SWACHHATA KI TRAIN: AHMEDABAD'S JOURNEY DURING SWACHHATA PAKHWADA

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Under the Swachhata Pakhwada 2023 the Ahmedabad Municipal Corporation (AMC) embarked on an innovative journey to raise awareness about waste management in their vibrant city. The ingenious approach they took was the 'Swachhata Train' initiative, a creative endeavour designed to foster a culture of cleanliness and waste management in Ahmedabad.

The 'Swachhata Train' initiative aimed at achieving many objectives. Firstly, it sought to promote awareness about the importance of waste management and cleanliness in the city. To achieve this, the AMC decided to engage and educate residents and visitors through an immersive and enjoyable experience.

The 'Swachhata Train' was a delightful and informative ride that took passengers on a picturesque journey to the Kankariya Lake Front. During the train journey, passengers had the unique opportunity to learn about waste management through engaging displays and presentations. These educational elements are designed to make the learning experience enjoyable and memorable.

One of the most innovative aspects of the 'Swachhata Train' initiative was the specially designed messages. Passengers were presented with plates and hand-bolts bearing impactful messages about the significance of waste management. These unique and tangible reminders served to raise





awareness and inspire a sense of responsibility among both residents and visitors.

The 'Swachhata Train' initiative represented AMC's unwavering commitment to innovation in promoting cleanliness and waste management. It showcased their creative and imaginative approach to advancing the cause of Swachhata in Ahmedabad. Citizens wholeheartedly embraced and participated in this initiative.

The impact of the 'Swachhata Train' initiative has been remarkable. It has significantly increased awareness among residents and visitors about the importance of waste management and cleanliness. Passengers actively engaged with the educational materials, contributing to the overall mission of Swachh Bharat Mission Urban 2.0. The initiative also fostered a sense of responsibility among the city's residents and visitors, inspiring them to take an active role in waste management. Most importantly, it stood as a shining example of innovation, serving as a model for other cities seeking creative ways to promote cleanliness.

The 'Swachhata Train' initiative under ISL 2.0 by the Ahmedabad Municipal Corporation showcases how imagination, innovation, and creativity can be utilized to promote Swachhata. This transformative project not only heightens awareness but also actively involves residents and visitors in the quest for a cleaner and more environmentally responsible Ahmedabad. It stands as a testament to the effectiveness of innovative methods in bringing about meaningful and enduring change in our communities.



ASSAM GOES GREEN: BAMBOO PANDAL'S IN ASSAM FOR GANESH PUJA

Ganesh Puja stands as a cherished celebration in India, representing more than just religious devotion. Beyond the spiritual fervor, Ganesh Puja has become a symbol of sustainable festivities, emphasizing the need for eco-friendly practices. To steer away from the environmental impact of plastic in these celebrations, many States are now embracing sustainable solutions. In alignment with this eco-conscious approach, Assam has chosen to celebrate Ganesh Puja with pandals crafted from bamboo, showcasing a commitment to both tradition and environmental responsibility.

During the ongoing Swachhata Pakhwada, the Digboi Municipal Board, in collaboration with the Indian Oil Corporation Limited, orchestrated a remarkable celebration of Plastic Free Ganesh Puja from the 19th to the 21st of September in 2023. This event, held at the enchanting location of Dacca Line, Towards IOC Road, captured the essence of Assamese culture while emphasizing swachhata. In their quest to avoid plastic from the festivities, the organizers opted for a sustainable and native resource, bamboo. At this event, bamboo took center stage in the crafting of idols, the construction of the entrance gate, and the elaborate traditional decorations, such as the iconic Japi headgear and Khorahi baskets. This ingenious use of bamboo not only showcased the versatility of this material but also embodied the spirit of sustainability.

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Around 200 people came to the event every day, culminating in a collective participation of 600 individuals over the three-day extravaganza. The main goal of the event was to create a celebration that made people feel good spiritually and also encouraged them to adopt swachhata.

One of the most striking changes was the replacement of plastic garlands with traditional Assamese cloth, known as 'Gamocha.' These vibrant cloth adornments not only added a touch of authenticity but also symbolized a shift towards sustainable clothing. The pandal coverings, too, were transformed with cloth, and natural flowers replaced their plastic counterparts, infusing the venue with an enchanting aroma.

To reinforce the commitment to cleanliness and waste management, segregated dustbins were thoughtfully placed throughout the mandap campus. These bins facilitated the proper disposal of waste and emphasized the importance of responsible waste management. Perhaps one of the most impactful changes was the outright prohibition of single-use plastic by all participants and the event's organizing committee. This bold step underscored the collective determination to create a truly plastic-free celebration.

The celebration of Plastic Free Ganesh Puja in Digboi not only reaffirmed the town's cultural heritage but also set a shining example of responsible event management. It demonstrated that devotion to tradition and devotion to swachhata could harmoniously coexist. As the event concluded, the joyous faces of the participants and the pristine surroundings left a lasting impression, inspiring communities far and wide to embrace the beauty of sustainable celebrations. Across the nation, the fervour of Swachhata Pakhwada has captivated every citizen and so far over 2 crore citizens have already joined the swachhata movement.



THE ROOKIE SWACHHATA AMBASSADOR OF KEKDI

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Creating a safe and secure environment for its future generations is a fundamental requirement that every nation should strive to fulfil. The Swachh Bharat Mission is one such initiative which is designed to create a safe, hygienic, clean and garbage free India for the upcoming generations to thrive and prosper in. After Prime Minister Narendra Modi's clarion call for a clean India, citizens from all spheres of life have joined and are driving the swachhata movement.

It is a delight to see young kids take centre stage and assume a leadership role. Sunidhi Jangid in Rajasthan's Kekdi Nagar Parishad is one such young leader and Swachhata Ambassador whose efforts for the local swachhata movement have attracted everyone's attention. She has led by example and spread awareness among masses to galvanize her peers as well as elders to join the campaign. 13-year-old Sunidhi Jangid is a Class 8 student in Kekdi town. She has been carrying out information, education and communication activities among her fellow students to sow the seeds of sanitation into her peers' hearts and minds at an early age. Playing her part as a Swachh Bharat Ambassador since the Swachhotsav in March 2023, Sunidhi has educated people about sustainable ways of management of used sanitary pads, thus breaking social barriers.

Sunidhi communicated her ideas and thoughts to local residents and students at the Indian Swachhata League 2.0 under the Swachhata Pakhwada- Swachhata Hi Seva campaign on 17th September 2023. Over 500 people participated in various activities held under ISL 2.0 and the event was presided over by Kekdi Municipal Council head Mr Kamlesh Kumar Sahu. Sunidhi was so confident about her mission for swachhata that she addressed such a large gathering and was so articulate while educating the crowd about best practices for sanitation including door-to-door collection of waste, making compost from wet waste, boycotting single-use plastic, used sanitary pad management, source segregation of waste among others. In the end, Sunidhi recited a song 'Mhane Saaf Safai Pyari Lage' (We love cleanliness) written by her with the lyrics defining what Swachhata is all about and how much it matters to all of us. Young guns like Sunidhi are the flag-bearers of change and will go a long way in making India garbage-free.



BANGALORE TACKLES PLASTIC MENACE

Grappling with the plastic menace has been probably the biggest challenge of rapid urbanisation. Plastic has become a part of everyone's day-to-day life and hence it was always going to be a daunting task to get rid of it completely. However, unperturbed by the monumental task that it is, cities have geared up to take it on.

Karnataka's capital Bengaluru is one of the cities that have employed innovation in getting everyone's daily life rid of plastic use. Under the Swachhata Hi Seva Campaign, the "No Straw Nariyal Challenge" has been launched as a groundbreaking endeavour by the Bruhat Bengaluru Mahanagara Palike (BBMP) to address the pervasive issue of plastic waste associated with tender coconut vendors in every nook and corner of the city. Despite tireless efforts to curb single-use plastic, BBMP officials observed that many coconut vendors were persistently using plastic straws. The predicament was further exacerbated by the fact that paper straws, though less harmful, were both costlier and less readily available, making it difficult for vendors to transition away from plastic.

In response to this challenge, the BBMP decided to employ a proactive approach. The "No Straw Nariyal Challenge" was introduced not only to discourage the use of plastic straws but also to encourage the concept of "bring your own cup." Through a series of awareness campaigns, the BBMP aimed to instil eco-conscious practices among both vendors and consumers. Vendors were not only urged to eliminate plastic straws but also incentivised to embrace sustainable alternatives like serving coconut water without straws or offering eco-friendly options. This innovative step fostered a sense of responsibility among the coconut vendors as well as the public, highlighting that even the smallest changes in our daily routines can collectively make a substantial impact in the fight against plastic pollution across the vibrant streets of Bengaluru. The Challenge was conducted engaging around 50 coconut vendors at different spots in the city. The challenge was volunteered by Indian Plogman & Cupman(NGO) and participants of BBMP Marshals unit. A long journey always begins with the first step and the BBMP has just taken that right one.

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YOUNG CHANGEMAKERS AT THE FOREFRONT OF SWACHHATA

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The success of the Swachh Bharat Mission over the past nine years has today resulted in Swachhata being celebrated like a festival, with citizens coming from all sections of society joining in the festivities to create garbage –free India. The launch of Swachhata Pakhwada-Swachhata Hi Seva has taken the country by a storm. Adults as well as kids are joining this Swachhata movement in large numbers. In Tamil Nadu, Swachhata Hi Seva campaign is scheduled with activities by students to be taken up every day. The sanitation revolution is being galvanized through a large-scale mobilization of school and college students into the campaign. Under the Pakhwada, several key activities and small campaigns were held to spread awareness on Solid Waste Management, hazards of Single use plastics. Also, cleanliness drives were conducted in schools and colleges of all ULBs Across the State. It was a cheerful sight to see over 1 lakh students take part in Swachhata Hi Seva activities performed in various institutions. Apart from general awareness and cleanliness campaigns, many of the ULBs also arranged exposure visit for students to Solid Waste Management Plants like MCCs, MRFs, Bio CNG plants and Bio mining sites. In additions, schools conducted competitions on waste to wonder activities in which many students prepared waste to wealth artifacts and displayed in exhibition.

The students were also explained about source segregation of Wet and Dry waste. Onsite composting was also initiated in all schools to manage their own wet waste and students were taught simple techniques for initiating home composting. Rallies, marathons, cyclothons, etc were conducted during the campaign as well. Awareness on Ban on Single use plastics and alternatives for plastics were given to students too. In some of the schools, cloth bags were also distributed and pamphlets on source segregation and home composting techniques were distributed among them. Tamil Nadu students have shown the way as the involvement and active participation of young changemakers like school and college kids is going to play a significant part in shaping up a clean India in near future.



SEGREGATE WASTE, SPREAD SWACHHATA

In the journey of swachhata with destination clean India, states, UTs and Urban Local Bodies (ULBs) have acted as the engines of change and have effectively implemented interventions and ensured the achievement of objectives of the Swachh Bharat Mission. Additionally, executive officials have played a pivotal role in strategic decision making, capacity building and guiding the overall approach for enhancing sanitation and waste management in cities.

There have been a number of initiatives and IEC drives carried out across the nation on general notion of cleanliness, while it is equally important to segregate dry and wet waste as merely dumping them in random bins wouldn't serve any purpose. Acting on this principle under the Swachhata Pakhwada- Swachhata Hi Seva 2023 campaign, a wet waste composters inauguration ceremony was held at the Green MIG Flats in Delhi's Rajouri Garden area led by local councillor Shashi Talwar and Dr Radha Goyal (Deputy Director, IPCA). There were 12 composters installed which would cater to a total of 512 households of the RWA. To raise awareness among the residents about waste segregation, a Nukad Natak was also organized with the theme "Hara Geela Sukha

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Neela.” Additionally, MCD officials attending the event spoke on the significance of waste management in the light of Garbage-free India vision as well as the practicality of composters in the current environment. Residents were informed about the operation of the composters by Dr Goyal wherein several questions of the residents were also addressed. Meanwhile, a training session was also arranged for the waste collectors, housemaids and RWA officials.

During the same as this event was held, a unique call to action was given by the Prime Minister Narendra Modi to fellow citizens. On 105th episode of Mann Ki Baat, as a run up to Gandhi Jayanti, PM Modi appealed for 1 hour of shramdaan for swachhata at 10 am on 1st October 2023 by all citizens collectively and said that it would be a ‘swachhanjali’ to Bapu on the eve of his Jayanti. Speaking on SHS, he said “A big event on cleanliness is going to be organized on the 1st of October i.e. Sunday at 10 am. You too should take out time and help in this campaign related to cleanliness. You can also join this cleanliness campaign in your street, or neighbourhood...or at a park, river, lake or any other public place.” This mega cleanliness drive calls upon citizens from all walks of life to join in actual cleaning activities at public places. With such activities and initiatives taken, the number of people joining the Swachhata Pakhwada has reached 7 crore and it is only going to get bigger and bigger.



SWACHH DISTRICT: KARNATAKA'S CLEAN CANVAS

The sole aim of the Swachh Bharat Mission is to make a visibly clean India through realizing the aspiration of creating garbage-free cities. While it is necessary to find innovative ways to deal with garbage, its safe disposal, effective waste management, creating wealth out of waste and more, it is also required to strike the right balance and harmony with the environment and natural heritage while we walk our way in the journey of swachhata. Uttara Kannada in Karnataka is striving for exactly that.

Uttara Kannada, a picturesque district nestled in Karnataka is a region of immense tourist and ecological significance. This enchanting district boasts of a diverse landscape, featuring pristine beaches along the Arabian Sea, lush green Western Ghats forests, and meandering rivers. Its ecological importance cannot be overstated, as the Western Ghats within Uttara Kannada are a UNESCO World Heritage site, harboring rich biodiversity and critical ecosystems. Uttara Kannada stands as a testament to the harmonious coexistence of nature's beauty and cultural heritage, drawing tourists and researchers alike to its breathtaking landscapes and vibrant traditions.

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Under the SwachhataHi Seva Campaign 2023 launched by the Centre, the proactive efforts of the Uttar Kannada District ULB officials in organizing a comprehensive cleanliness drive around ecological spots, beaches, mountains, and tourist places yielded desired results. Nearly 1000 citizen volunteers participated in the cleanliness and awareness drives. They are not only addressing the immediate need for cleanliness but also promoting a broader sense of responsibility towards the district's environment and natural beauty. Engaging local communities, retired teachers, advocates, and students from various backgrounds, such as Yuva Kendra and NCC, highlights the inclusivity and diversity of the initiative. This collective effort demonstrates that cleanliness is not the sole responsibility of any one group but a shared commitment by all stakeholders. Moreover, by bringing together individuals from different sectors as champions of cleanliness, the ULB is fostering a sense of pride and ownership among the people of the district. This was made possible by the tireless efforts of respective ULBs working under the ambit of Swachh Bharat Mission- Urban. To further galvanize a Jan Andolan for swachhata, there's going to be a mega cleanliness drive held on 1st October 2023.

Therefore, on the 105th episode of Mann Ki Baat, Prime Minister Narendra Modi appealed for 1 hour of shramdaan for swachhata at 10 am on 1st October by all citizens collectively. He said This mega cleanliness drive calls upon citizens from all walks of life to join in actual cleaning activities at public places. It is noteworthy that the number of people joining the Swachhata Pakhwada has reached 9 crore already and counting.



KARNATAKA'S RAMDURG FORT REVIVAL: AN INSPIRING TALE OF SWACHHATA PAKHWADA

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The 'SwachhataPakhwada' – Swachhata Hi Seva 2023 is going on from 15th Sep to 2nd Oct, coinciding with Swachh Bharat Diwas (SBD), observed on Mahatma Gandhi's birth anniversary. During the Pakhwada, numerous cleanliness initiatives are being implemented in various cities, where clean up drives are taken conducted at beaches, tourist destinations, and hills and over 9 crore citizens have joined the Pakhwada fortnight so far.

In line with this, the Ramdurg Town Municipal Council initiated a 'Swachh Historical Movement' in Karnataka, attracting numerous volunteers to partake in a cleaning campaign aimed at safeguarding and promoting the town's historical fort. The Ramdurgfort has a legacy dating back centuries, serving as a vital hub for trade and commerce in the region. Over time, however, neglect and the encroachment of modern development had threatened to erode this precious heritage. Recognizing the importance of preserving their town's historical identity, the Ramdurg TMC took up the challenge.



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In Belgavi District, Ramdurg Town Municipal Council conducted a huge cleanliness drive at Ramdurg Historical Fort under Swachhata Pakhwada. This historical site had witnessed the footprints of countless people over the years and even played host to the shooting of movies like 'Shatru' (a Kannad Movie). Under the dynamic leadership of Shri Suresh Pattepur, the team leader of Ramdurga Royals, a brilliant idea emerged to motivate the public and college students to participate in this cleaning drive. With unwavering enthusiasm, more than 150 volunteers rallied around the cause, joining forces for the cleaning of Ramdurga Historical fort. Their commitment was not just about cleaning; it was a promise to transform their town into a garbage-free place. Together, they labored tirelessly, clearing debris, picking up litter, and restoring the port to its former glory.

To raise awareness among the localites, college students and others on 'Swachhata Hi Seva' in a unique way, lots of volunteers gathered to create a human chain at Freedom Fighter's Circle during the campaign etc. At the end of the day, the Ramdurg Historical fort stood as a shining testament to what a united community could achieve. The Swachh historical movement had not just cleaned the port; it had breathed life back into Ramdurg's past and secured its place in the future as a beacon of historical significance.



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To continue the movement for swachhata and as a run up to Gandhi Jayanti, the Hon'ble Prime Minister has called upon all citizens to participate in a one-hour cleanliness drive at 10 am on October 1st, coinciding with Mahatma Gandhi's Jayanti. He emphasized the significance of contributing to this cleanliness campaign in various public areas, such as streets, neighborhoods, parks, rivers, lakes, and other public places. This large-scale initiative encourages people from all backgrounds to engage in cleaning activities at public places like markets, railway tracks, water bodies, tourist spots, and religious sites. Towns, Gram Panchayats, and various government sectors will facilitate these events, and organizations interested in organizing cleaning activities can apply online. Information about these cleanliness events will be available on the Swachhata Hi Seva – Citizens Portal, where citizens can also upload pictures of their efforts and become Swachhata Ambassadors. Visit <https://swachhatahiseva.com/> for more details.



DEMOLISHING UNSAFE ENVIRONMENT, CONSTRUCTING CLEAN FUTURE

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One often wonders as to where the debris or malba generated out of new constructions, reconstruction or demolition of illegal constructions ends up. It is generally assumed that the debris would land in the garbage or be used as backfill in an under-construction house/plot. In fact, about 30 thousand tonnes of debris is generated every day from cities across the country. Concrete steps have been taken by the Ministry of Housing and Urban Affairs (MoHUA) under the Swachh Bharat Mission- Urban to ensure safe disposal of C&D waste. Under this, 15 thousand tonnes of debris are being disposed of every day at 400 'Construction and Demolition (C&D) Waste Plants'. This has inspired citizen groups and other organization to contribute their bits to ensure environment-friendly disposal of C&D waste, something that Malba Project is doing in Delhi.

Malba Project is a Delhi-based startup facilitating a circular economy in the construction sector in India. They are primarily focussing on the prevention of illegal dumping of C&D waste by making C&D waste collection facilities easily accessible for small waste generators. During the Swachhata Pakhwada- Swachhata Hi Seva 2023 campaign launched by the Ministry of Housing and Urban Affairs, Municipal Corporation in Delhi held a malba removal drive with the help of Malba Project at Moti Bagh in Karol Bagh. Meanwhile, PM Modi has appealed the citizens to join a mega cleanliness drive called Ek Tareekh, Ek Ghanta, Ek Sath at 10 am on 1st October 2023 to sanitize high footfall public places and give the true tribute to Mahatma Gandhi on the eve of Gandhi Jayanti.



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Malba Project's tech-enabled system consists of a Malba Map that keeps track of C&D waste hotspots and infrastructure in the city which helps keep a tab on the amount of such a waste being generated, collection Point Management System helps municipal corporations streamline waste collection at a neighbourhood level, and digitises waste data in addition to setting up a MyMalba App, which is a cab aggregators-like app for residents to easily request C&D waste pickups from their sites. At the heart of Malba Project is creating a win-win partnership between informal waste haulers, urban local bodies, and recycling plants to provide an affordable, convenient waste pickup service for all waste generators, streamlining waste supply for recycling plants.

As an impact of the drive, the Malba Project team has held IEC activities and empowered the average citizen (often the waste generator) to manage their C&D waste and illegally dumped C&D waste in an easy, environment-friendly, and cost-effective manner. Also, a Malba Spotting Walk is organised with citizens who volunteer to spot illegally dumped malba and get it cleaned up. This is one of the best examples of managing C&D waste in effective manner, working on the principle of Waste to Wealth creating a circular economy.



JAN ANDOLAN FOR CLEAN RIVERS AND SAFE FUTURE

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The union government launched the Swachhata Pakhwada-Swachhata Hi Seva 2023 campaign to invite large scale public participation and mobilization to carry out cleanliness drives at public places, conduct sanitation drives and initiatives during the fortnight-long event to propel the nation's swachhata dream under Swachh Bharat Mission. Prime Minister Narendra Modi, in the 105th episode of his Mann Ki Baat programme, has also called on the countrymen to join the Ek Tareekh, Ek Ghanta, Ek Sath cleanliness drive at 10 am on 1st October 2023. Meanwhile, the people have reciprocated to the government's efforts and have galvanized the movement of swachhata in large numbers. So far, over 7 crore citizens have joined the Swachhata Hi Seva campaign.

People understand fully well the importance of keeping their neighbourhoods and other public places clean and are making efforts in that direction, but keeping our rivers clean is as important. Rivers form the primary source of fresh water and thus are essential to sustain human life. So, we as earthlings need to protect all kinds of water bodies, especially rivers in



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order to survive. Taking a cue from reality, urban local bodies in Uttarakhand organized the 'Clean rivers: An opportunity for better tomorrow' river cleaning drive on the World River Day on 24th September under the SHS campaign. Under the campaign, citizen volunteers from across the state joined forces and carried out cleanliness and awareness drives at river ghats and banks, amrit sarovars, nallahs, lakes and other source of water till 7 in the evening. During this time frame, people cleaned up the garbage at 22 rivers and water bodies of local as well as national importance including Bhagirathi, Alaknanda, Nandakini, Ramganga and Saryu rivers.

The sanitation drives were a collective success resulting in the cleaning of over 100 Garbage Vulnerable Points (GVPs), placing/replacing nets in over 60 drains falling into rivers, installation of twin bins at over 375 spots, over 2000 kgs of wet waste and over 6,200 kgs of dry waste being collected with more than 10,000 citizen volunteers participating in the initiative. On this occasion, cycle rallies were held in Dehradun and Bageshwar, wherein youth and other citizens engaged with the campaign in large numbers.

The main objective of this campaign was to make the youth and citizens aware about the importance of rivers, to free the rivers from garbage and to clean the rivers and keep their flow uninterrupted. So, a better tomorrow can be ensured to the new generation through these clean rivers. Since most of the rivers originate in Uttarakhand, the responsibility of the citizens here is far greater to contribute fully in keeping their rivers clean and uninterrupted right from their source.



CHANDIGARH'S SWACHHATA KA UPHAAR FOR SAFAIMITRAS

Sanitation Booth and Rupee Store launched especially for Sanitation works

Swachhata Pakhwada - Swachhata Hi Sewa 2023, is presently in full swing across the country. States are actively participating in extensive cleanliness campaigns at hill stations, tourist destinations, and beaches. Remarkably, over 13 crore citizens have joined the Pakhwada fortnight so far. Additionally, under the Swachhata Pakhwada initiative, 'SafaiMitra Suraksha Shivirs' are being organized by various cities nationwide. The primary objective is to provide welfare schemes for sanitation workers and their dependents, with a focus on improving their overall well-being and quality of life.

On 105th episode of Mann Ki Baat, Hon'ble Prime Minister, appealed for 1 hour of shramdaan for swachhata at 10 am on 1st Oct by all citizens collectively will be a 'swachhanjali' to Bapu on the eve of his Jayanti. Speaking on Swachhata Hi Seva abhiyan, he said, "A big event on cleanliness is going to be organized on the 1st of October i.e. Sunday at 10 am. You too should take out time and help in this campaign related to cleanliness. You can also join this cleanliness campaign in your street, or neighbourhood...or at a park, river, lake or any other public place."

Recently, Chandigarh conducted a four-day camp, the 'Safaimitra Suraksha Shivr',. During the camp, nearly 1,300 SafaiMitras have been enrolled in various government schemes including Ayushman Bharat, Atal Pension Yojana, Jeevan Jyoti Bima Yojana and Suraksha Bima Yojana, offering comprehensive insurance against accidents and disabilities. Furthermore, numerous family members of SafaiMitras opened new bank accounts and benefited from the integrated insurance offerings.

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In a proactive move to enhance the well-being and working conditions of its SafaiMitras, the Municipal Corporation of Chandigarh inaugurated a state-of-the-art 'Sanitation Booth' in the village Sarangpur. This modern facility provides a safe and healthy environment for SafaiMitras to carry out their routine work. The booth offers shelter from extreme weather conditions, shielding them from harsh sunlight and biting cold during winters. It is equipped with essential amenities such as drinking water, first aid kits, and proper lighting, ensuring that SafaiMitras can work comfortably throughout the day. The new Sanitation Booth underscores MCC's dedication to improving working conditions for its SafaiMitras, recognizing their hard work and commitment to maintaining the city's cleanliness.



To further enhance the SafaiMitra Suraksha Shivar, a special Rupee Store has been established at Mahila Bhawan, stocked with a diverse range of items sourced from the RRR center. With the goal of supporting SafaiMitra and their families, each Aadhaar card holder can choose two items from the store. Under the Swachhata Pakhwada campaign, the innovative initiatives by Chandigarh including the sanitation booth and special Rupee store, have not only uplifted the spirits of SafaiMitras.



OULGARET'S ZERO WASTE CAMPUS

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The spirit of swachhata is quite high these days as the Swachhata Pakhwada- Swachhata Hi Seva 2023 campaign is peaking across the nation. Citizens across the length & width of the country are engaged in and enthralled by the mass movement for sanitation during the fortnight-long pakhwada. People are already gearing up for the 'Ek Tareekh, Ek Ghanta, Ek Sath' citizen-led shramdaan for swachhata slated for 1st October 2023. As appealed by Hon'ble Prime Minister Narendra Modi to dedicate one hour to swachhata and do shramdaan from 10 am on 1st October to pay the swachhanjali to Bapu on the eve of his Jayanti. It is heartening to witness over 13 crore citizens participating in the Swachhata Pakhwada.

Joining in swachhata drives, are various reputed educational institutes in Puducherry. A Swachhata Hi Seva 2023- Youth vs Garbage - Source Segregation Awareness Orientation Programme was conducted at St. Patrick Higher Sec School in Oulgaret. The housekeeping staff of the school, underwent an Information, Education and Communication session during the event. They were made aware about effective techniques about source segregation of waste as well as waste management. Also, over 1,000 students were in attendance, who were explained the importance of source segregation and overall sanitation and took a swachhata pledge too. Additionally, blue bin and compost bins were distributed in the school. St. Patrick Higher Secondary School was declared a 'Zero Waste Campus'.



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Following the event at St. Patrick Hr Sec School, similar events were held at Muthuratnam High School and later at Indira Gandhi Government Higher Secondary School, Indiranagar falling under the aegis of the same municipality. Students took keen interest in the awareness programme and expressed their eagerness to learn more about best practices of sanitation and how they can put them to best use in day-to-day life.

It is imperative to spread the message of swachhata and make sure that it reaches every nook and corner of the country to inspire conscious and large-scale public participation and mobilization to galvanize the Jan Andolan for swachhata. It is of utmost importance to foster a sense of responsibility among common citizens, especially young kids and school/college students so that the habit of swachhata can be inculcated at a young age.



TELANGANA: THE SWACHHATA TRAILBLAZER

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For the past nine years, the Swachh Bharat Mission has been able to draw mass public participation to realize the dream of a garbage free India. Prime Minister Narendra Modi's clarion call for swachhata was well reciprocated by the common citizens, civic bodies, towns, gram panchayats and private agencies, who have taken the ownership to create a clean India. Hon'ble Prime Minister appealed to the countrymen urging them to join in the 'Ek Tareekh, Ek Ghanta, Ek Sath' mass cleanliness drive to be conducted at all kinds of public places scheduled to take place at 10 am on 1st October 2023. Over 13 crore citizens have already joined Swachhata Pakhwada – Swachhata Hi Seva 2023 and engaged in the fortnight long that started from 15th September till 2nd October 2023- the Swachh Bharat Diwas (SBD). Telangana is making its presence felt at the Pakhwada by organizing all kinds of cleanliness and awareness drives galvanizing citizen movement for swachhata.

They carried out a mega cleanliness drive where students, young kids, youth, local residents, institutions, civic agencies and others participated in various sanitation activities and made conscious efforts to make their surrounding areas clean. Over 21 lakh citizens participated in the cleanliness drives across the State. The masses joined the shramdaan and awareness activities at public institutions, public places, market places etc. These people were actively involved in collection of plastic waste in and around villages. At the same time, they spread awareness on swachhata in rural and urban areas. They educated all about waste management, proper disposal of waste, source segregation and the principles of Refuse, Reduce and Reuse of single-use plastic and resort to its alternatives such as steel bartan banks, and bags made of jute, cotton and cloth,



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thus contributing their bits to not only achieve swachhata but protecting the environment as well. Citizens also took swachhata pledge, joined in swachhata rallies, formed human chains as part of awareness activities on swachhata.

As part of the Swachhata Hi Seva 2023 campaign, Telangana has so far has conducted awareness drives in 1,874 schools and colleges and 2,048 ward-level programmes on sanitation. Till now, a total of 314 GVP points out of 380 have been cleared and a separate collection system in respective GVP areas to sustain cleanliness has also been arranged. The State has vowed to convert all these 314 GVP points as IEC points. Also, 117 public parks have also been sanitised apart from 1,072 spots around community and public toilets have also been cleaned up with the help of NCC/NSS students and women SHG members. States are leaving no stone unturned to achieve the goal of garbage free cities by 2026 set under SBMU 2.0. The Jan Andolan for swachhata is just going to gain momentum from here.



SEVEN SISTER STATES OF INDIA BOOST SWACHHATA

There has been a renaissance of swachhata in India over the last nine years after the launch of the largest sanitation drive - Swachh Bharat Mission. The sensitization and emotion for making one's nation clean is reverberating throughout the country. The Swachhata Pakhwada – Swachhata Hi Seva 2023 has boosted swachhata initiatives in rural and urban India. Over 13 crore people have already joined the Jan Andolan for under the Pakhwada being observed from 15 September till 2nd October (Swachh Bharat Diwas). As the Prime Minister appealed to fellow citizen on Mann Ki Baat for 1 hour of shramdaan for the swachhata at 10 am on October 1 - 'Ek tareekh ek ghanta ek saath'. He said it would be a collective 'swachhanjali' to Bapu on the eve of his Jayanti.

With enthusiasm and excitement as always jan andolan is gripping the nation. The North Eastern States of India have displayed enthusiasm and fervour equally. Ever since the launch of the Pakhwada, Meghalaya has organized a number of swachhata campaigns attracting a considerable number of citizens. The State witnessed awareness rally by school students, cleanliness drives in fire service area, school parking lot by the sanitation workers and staff, cutting of roadside shrubs at Pinewalk Area by Cantonment Board staff, cleaning drive in markets by sanitation workers, wall painting initiatives, cleaning and whitewash of roadside drains among others. Several health camps were organized for SafaiMitras and awareness rallies were held too. Nearly, 1,400 citizen volunteers actively participated in various cleanliness activities.

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In Sikkim's Gangtok, cleanliness drive was conducted by the Municipal Corporation at the Lal Bazar Area, near the office of the Project Management Unit. Attended by the staff of the Project Management Unit, DAY NULM and members of Self Help Groups, the area adjacent to the footpath leading to the vegetable market was thoroughly cleaned. Namchi Municipal Council also carried out cleanliness drive in the nearby areas of Namchi Bazar. The area covering the Central Park, New Extension Road, premises of the District Collector's office and garden were cleaned. The drive was conducted effectively in the presence of the chairman, Namchi Municipal Council, Councillors, MEO, Bazaar committee members, SHGs and staff of Namchi Municipal Council.



In Nagaland, students were seen in action. Continuing to contribute for Swachh Bharat Wokha Town Council, enlisted the students to disseminate information to the public. Staging a street play-cum-awareness in the heart of the Town, the students bellowed messages on swachhata. The street play stressed on how our activities are impacting Mother Earth; improper waste disposal; health hazards of improper waste disposal; menace of single-use plastics, and managing the waste and keeping the surroundings clean.

Ambassa Municipal Council from Tripura organized a cycle yatra on the occasion of World Car Free Day and the rally was led by the youth under the theme of Garbage Free Ambassa and Pollution Free Ambassa. Kailashahar Municipal council also organized a swachhata rally.



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Kumbi and Jiribham in Manipur Sanitation activities like cleaning of waste from the Relief Camp, dry waste segregation activities Wet waste including kitchen wastes were collected separately, drains, roadside, toilets, etc were also cleaned, weedy plants were trimmed and collected in waste vehicles for proper composting at Wet waste plant. A cleanliness campaign was organised at Jiribam Railway Station by Jiribam Municipal Council. Plogging at railway track, cleaning of platforms and approach road from the main road to the platform was conducted.

Under ongoing Swachhata Hi Seva Campaign, while a sanitation drive was conducted by 33rd Battalion ITBP, Guwahati, Assam. NSS Volunteers from Jorhat and Titabar cleaned their nearby localities, Mizoram besides various Cleanliness activities citizens, Akashvani Aizwal also joined the Swachhata Hi Seva campaign and took a pledge for Cleaner India. In Arunachal Pradesh cleanliness drive was undertaken by 55th Battalion ITBP, at Sela Top.



The Seven Sister States have joined the Swachhata Pakhwada with much fervour and are leaving no stones unturned for Swachh Bharat.



DELHI GEARS UP FOR MEGA SUNDAY WITH SHRAMDAAN FOR SWACHHATA

Come one, come all! Join hands and make a collective and consolidated effort to create a cleaner India. Prime Minister's national call to action for Ek Tareekh Ek Ghanta Ek Sath will take centre stage on Sunday, 1st October 2023 across the nation. Every city, every block, every street is gearing up to make way for one hour of shramdaan for swachhata on 1st October. The national capital is all set to contribute its own bit to the mega swachhata drive.

The Delhi civic body is planning to organize a minimum of two events in each of the city's 250 wards 500 sites have been adopted for cleanliness. The preparations are in full swing with a number of lead organizations coming forward to adopt sites for wachhata. NGO Sri Sri Art of Living has adopted slum areas in Delhi and to spread awareness through a Pad Yatra, Nukkad Natak etc. NGO Chintan will align with citizens from local communities to clean nearby areas.

Meanwhile, stickers to create awareness regarding ongoing SwatchtaHi Sewa(SHS) campaign have been placed on all garbage vehicles, swachhata jingles are being run on all door-to-door collection vehicles, circle wise nodal officers have also been assigned responsibility of coordinating with sanitation, horticulture and civil department for carrying out sanitation drive at identified areas in form of plog runs, sweeping of roads/colony parks areas. 2,000 school students have visiting

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Garbage transfer station and MRF centers where waste management demonstrations have been arranged for them for invoking a sense of responsibility towards waste and its management. Apart from this, hotels, clubs, hostels, old-age homes, RWAs, financial and religious institutions have also been carrying out sanitation drives in NDMC areas in the run up to the 1st October extravaganza.

The dissemination of the programme details is being done through door-to-door campaigns, garbage collection vehicles etc. All public representatives including ministers, mayor, MPs, MLAs, local councillors and MCD brand ambassadors will be invited to join the cleanliness drives and motivate common citizens to join the campaign and make it a milestone in India's swachhata journey. Over 7 lakh sites have already been adopted across the nation for swachhata drives on 1st Oct.



ANDHRA PRADESH ABUZZ WITH SWACHHATA SHRAMDAAN

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As the call of action for an hour of cleanliness drive from Prime Minister Narendra Modi is being well reciprocated, the nation is coming together as one united force to change the country's sanitation landscape. Andhra Pradesh has also joined the bandwagon of states spearheading the preparations for the Swachhata Shramdaan under Ek Tareekh Ek Ghanta Ek Sath cleanliness drive at 10 am on Sunday, 1st October 2023. Out of over 8 lakh events planned for the shramdaan nationwide, thousands have been lined up in Andhra Pradesh. It is imperative to chalk out an effective roadmap to execute those plans on ground, something which Andhra Pradesh seems to be ensuring.

Andhra Pradesh has been one of the most active and prolific states in terms of best sanitation practices such as RRR, solid waste management, single use plastic ban, waste segregation, waste water treatment and more under the Swachh Bharat Mission. Taking its tradition of key sanitation activities forward, Andhra is targeting to culminate Swachhata Pakhwada- Swachhata Hi Seva campaign on a positive note. To ensure large-scale public participation and mobilization, top state officials have stepped in and are in a proactive mode right away. The Chief Secretary, Special Chief Secretaries of the Urban and Rural Departments, along with the C&DMA and Mission Director, SBM, are conducting video conferences with District Collectors, ULBs, and other field-level officers on regular basis. State ministers, MLAs and Mayors have launched posters to promote events. Every



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ULB has been instructed to create 2 events per village and 3 events per ward and participation of a minimum of 100 citizens in each event. To enhance event promotion, it is advised to engage local influencers, including public representatives and prominent citizens, in a broader outreach effort. It is instructed to involve Self Help Groups, MEPMA, NCC Cadets, NSS volunteers, Resident Welfare Associations (RWAs), Market Associations, NGOs, and MEPMA, among others.

Some of the iconic locations in the state where shramdaan cleanliness drives have been planned include Sri Durga Malleswara Swamy Temple, Sri Mallikarjuna Temple, Rama Krishna Beach, Rushi Konda Beach, Gandikota Fort, Undavalli cave, Krishna River Ghat and Godavari River Ghat among others. Respective events will be graced by prominent people from various fields with motivation and zest for cleanliness. Prominent figures like Olympic medallists PV Sindhu and Karnam Malleshwari, public representatives, religious leaders, eminent citizens and other important section of people will engage in shramdaan to draw in the common citizens to contribute Ek Ghanta of shramdaan for swachhata.



SCHOOL KIDS LEAD KEEP NAMMA PONDY CLEAN DRIVE

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With the goal to create a Swachh Bharat, good habits and a sense of stewardship towards environment shall be inculcated into citizens at the grassroots level. Hence, kids should be roped in to learn best practices of Swachhata so that they get to imbibe the principles of cleanliness at a very young age. Acting upon this idea, the Union Territory of Puducherry engaged over 40 schools under the KEEP Namma Pondy clean initiative to mobilize the young crusaders of swachhata during Swachhata Pakhwada- Swachhata Hi Seva campaign. Cities are gearing up for Ek Tareekh Ek Ghanta Ek Sath shramdaan for swachhata on 1st October, for which over 7 lakh sites have already been adopted across the nation.

KEEP Namma Pondy Clean is the mission of making Pondicherry one of the cleanest coastal cities in India. In line with MoHUA's SUP free zone and with support from local administration and other partners, a 'Zero waste Initiative' was launched at the city's educational campuses. This initiative gained attention and traction towards efforts in not only properly diverting their wet and dry waste from Kurumbapet landfill but also for actively engaging with the city's next generation.

Through a partner-driven approach, the KEEP Team initiated dialogues with interested institutions, and engaged with the students to conduct awareness sessions before the Zero Waste Kit- consisting



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of 1 blue bin and 2 compost bins, was handed over to each school. With this, the staff and students were briefed on source segregation and ways to use the compost bins on campus. The students were made a part of waste-to-art competitions, cleanup drives and tours of Pondicherry's first Material Recovery Facility called the Sanitation Park. Inspired by the proactive approach of the Pondicherry body, the Oulgaret Municipality followed suit. Planned at a neighbourhood level, two community composters were installed to manage the wet waste in Oulgaret Municipality. The KEEP team ensures regular door-to-door awareness campaigns to ensure residents are segregating at source. The sanitation workers were roped in to manage the compost bins. This has created a sense of ownership among the community towards creating value from their waste.

As an impact, the initiative witnessed diversion of over 950kg of dry waste by diverting the dry waste to the Sanitation Park and ensuring proper end-of-life disposal, composting at the campus level, students and staff learned in a practical and hands-on manner about the value derived from waste through plastic waste management and composting. The initiative boosted community engagement. More importantly, through the initiative and engagement programmes such as waste-to-art competitions and cleanup drives, the young minds were made eco-conscious with the help of creative and innovative methods beyond the classroom.



दिल्ली : उपहार स्वरूप प्रकृति का आशीर्वाद छोड़ गए राजधानी वाले 'ग्रीन गणेश'

गणेश चतुर्थी पर्व पर हर साल श्रद्धालु गणपति बप्पा को खुशी-खुशी अपने घर लाते हैं और अगले साल फिर से आने की प्रार्थना के साथ दुखी मन से ही सही, परंपरागत रूप से उनकी प्रतिमा का विसर्जन करते हैं। यूं तो धार्मिक मान्यताओं के अनुसार श्रद्धालुओं के साथ हमेशा भगवान गणेश का आशीर्वाद रहता ही है, पर इस बार दिल्ली नगर निगम की ओर से कुछ ऐसा प्रयास किया गया है कि भगवान गणेश से मिलने वाला आशीर्वाद न सिर्फ श्रद्धालुओं को प्रत्यक्ष रूप से दिखाई देगा, बल्कि हमेशा उनके साथ बना भी रहेगा। हम बात कर रहे हैं 'ग्रीन गणेश' यानी ऐसी गणेश प्रतिमा की, जो विसर्जित किए जाने के बाद श्रद्धालुओं को विसर्जन स्थल पर प्रकृति के आशीर्वाद के रूप में एक पौधा देकर जाएगी।

राजधानी दिल्ली के रोहिणी इलाके में 'स्वच्छता पखवाड़ा दृ स्वच्छता ही सेवा' के अंतर्गत नगर निगम ने दो निजी कंपनियों के सहयोग से मिट्टी की ऐसी गणेश प्रतिमा तैयार कराई, जो विसर्जन के सात दिन के अंदर मिट्टी में समा जाएगी और सप्ताह भर के भीतर उसमें से एक बीज निकलेगा। इसके बाद जिस स्थान पर उसे दबाया जाएगा, 15 दिनों के अंदर उसी स्थल पर पौधा उगेगा, जिसकी अच्छे से देखभाल किए जाने पर वह भगवान गणेश की ओर से उपहार के रूप में हमेशा श्रद्धालुओं के साथ रहेगा। यह अनोखी पहल री-सस्टेनेबिलिटी और दिल्ली एमएसडब्ल्यू सॉल्यूशंस के सहयोग से की गई, जिसे आमजन के साथ अधिकारियों से भी काफी सराहना मिल रही है। यह प्रतिमा एक बास्केट में रख कर विसर्जित की जाती है, जिसे पानी में भिगाने के बाद मिट्टी में दबाया जा सकता है। फिर कुछ दिनों बाद यह प्रतिमा मिट्टी में घुल जाती है और उसी स्थान पर एक पौधा निकल आता है।

स्वच्छ भारत मिशन – शहरी 2.0 के अंतर्गत चलाए जा रहे इस पखवाड़े के हिस्से के रूप में यह प्रयास दिल्ली नगर निगम की ओर से किया गया, जिसके तहत निजी कंपनियों के सहयोग से लोगों को निशुल्क 3 हजार ग्रीन गणेश प्रतिमाएं भेंट की गईं और लोगों को आयोजन स्थलों पर स्वच्छता बनाए रखने के प्रति जागरूक किया गया। इसका उद्देश्य हर साल यमुना किनारे विसर्जन के चलते एकत्रित होने वाले गणेश प्रतिमाओं के अंश और पूजा सामग्री के ढेर को कम करना था। निगम अधिकारियों का कहना है कि अगर सभी ग्रीन गणेश विशेष प्रतिमाओं को विसर्जित करना शुरू कर दें, तो गणेशोत्सव के बाद यमुना किनारे अवशेषों के चलते होने वाली समस्या को पूरी तरह से खत्म किया जा सकता है। बताते चलें कि स्वच्छता पखवाड़ा – स्वच्छता ही सेवा के अंतर्गत अब तक देश भर में 2.6 करोड़ लोग जुड़ चुके हैं और राजधानी दिल्ली की बात करें 19 जगह विशेष गतिविधियों का आयोजन कराया जा चुका है और 10 हजार के करीब लोग अभियान से जुड़े हैं।

HAR GHAR SWACHH
HAR SHEHAR SWACHH



स्वच्छता के जश्न में जुटेंगे प्रतिष्ठित संस्थान और देश के जवान

देश के प्रधानमंत्री नरेंद्र मोदी के आह्वान पर साल 2014 में शुरू हुआ स्वच्छ भारत मिशन हर साल स्वच्छता के स्तर को नई ऊंचाइयों पर ले जा रहा है। पहली बार 2 अक्टूबर 2014 को गांधी जयंती के दिन मनाए गए स्वच्छ भारत दिवस ने पूरे देश को एक सूत्र में पिरोने का अनूठा संदेश दिया था। इसके बाद से साल दर साल यह अभियान जनभागीदारी के मामले में मिसाल कायम करता आ रहा है। इतना ही नहीं, अब यह स्वच्छता मिशन किसी एक दिन तक सीमित नहीं रह गया है, बल्कि पूरे साल नियमित अंतराल पर स्वच्छता की दिशा में परिवर्तनकारी कदम बढ़ाए जा रहे हैं। इन्हीं उपलब्धियों का जश्न मनाते हुए अब हर साल प्रधानमंत्री नरेंद्र मोदी के जन्मदिन के साथ 'स्वच्छता पखवाड़ा – स्वच्छता ही सेवा' मनाया जा रहा है, जो विशाल जनभागीदारी का गवाह बन रहा है। अब एक बार फिर जब इस मिशन को नौ साल पूरे होने जा रहे हैं, तो विभिन्न प्रतिष्ठित संस्थान, धार्मिक संगठन और देश के जवान स्वच्छता दिवस के लिए एकजुट हो रहे हैं। इसी कड़ी में स्कूली बच्चों से लेकर कॉलेजों के युवा छात्र और देशभर के शहरों में तमाम मशहूर हस्तियां तक स्वच्छता पखवाड़े में जनमानस का नेतृत्व करेंगे। देश भर में स्वच्छता अभियानों में 12 राज्यों के मुख्यमंत्री, नौ राज्यपाल एवं उपराज्यपाल आज 1 अक्टूबर को सफाई अभियानों का हिस्सा बनेंगे।

स्वच्छता दिवस के उपलक्ष्य में देश भर के शहरों में महासफाई अभियान चलाने की तैयारी है। इसके अंतर्गत विभिन्न ऐतिहासिक संग्रहालयों, स्मारकों और किलों की सफाई की जाएगी, जिसके लिए विभिन्न संगठन आगे आए हैं। देश के विभिन्न रक्षा क्षेत्रों से जुड़े जवान भी स्वच्छता मिशन का प्रतिनिधित्व करेंगे, जिसमें सीआईएसएफ, बीएसएफ और असम राइफल्स के जवान भी शामिल होंगे। इस्कॉन मंदिर संघ स्वच्छता अभियान के लिए मंदिर की सफाई की जिम्मेदारी संभालेगा और धार्मिक स्थलों के आसपास के क्षेत्रों को गोद ले रहा है। रामकृष्ण मठ श्रमदान के लिए कई क्षेत्रों को गोद ले चुका है। पर्वतारोही प्रदीप सांगवान की हीलिंग हिमालय संगठन उत्तराखंड में हिमालय पथ को साफ करने के लिए आगे आया है। स्कूलों और कॉलेजों में स्वच्छता अभियान के हिस्से के रूप में माता अमृतानंदमयी का अम्मा फाउंडेशन देश भर में स्वच्छता के लिए श्रमदान करेगा। अपने-अपने शहरों में नामी खेल और कला क्षेत्र से जुड़ी हस्तियां सफाई अभियानों का प्रतिनिधित्व करेंगी, जिनमें ओलंपियन पीवी सिंधू, विशाखापत्तनम में कर्नम मल्लेश्वरी और पद्मश्री सुदर्शन पटनायक आदि शामिल होंगे। अन्य प्रतिष्ठित संगठन जैसे फिक्की, सीआईआई, क्रेडाई, विभिन्न एनजीओ जैसे श्री सत्य साईं लोक सेवा, लायंस क्लब, रोटरी क्लब, यूनिसेफ, आगा खान फाउंडेशन, रामकृष्ण मिशन आदि 1 अक्टूबर को इस स्वच्छता मिशन में शामिल होंगे। स्वच्छता पखवाड़े में अब तक 8 लाख से ज्यादा आयोजन हो चुके हैं और भागीदारी की संख्या निरंतर बढ़ती जा रही है।

HAR GHAR SWACHH
HAR SHEHAR SWACHH



झारखंड में हजारों लोग देंगे बापू को स्वच्छांजलि

देश के प्रधानमंत्री नरेंद्र मोदी के आह्वान पर 2 अक्टूबर साल 2014 गांधी जयंती के दिन छोड़ी गई स्वच्छता की मुहिम आज जनआंदोलन में तब्दील हो चुकी है। शायद यही वजह है कि आज देशभर के शहरों में स्वच्छता की दिशा में आ रहे परिवर्तन स्पष्ट रूप से देखे जा सकते हैं। अब इस स्वच्छ भारत मिशन के नौ साल पूरे होने जा रहे हैं, तो पूरा देश स्वच्छ भारत दिवस के जश्न में शामिल होने को तैयार है। इसी दिशा में झारखंड के विभिन्न शहरों में भी स्वच्छता संबंधी कई गतिविधियां हो रही हैं, जो कि पर्यटन स्थलों से लेकर धार्मिक स्थलों तक आयोजित होंगी। इस स्वच्छता अभियान में आम नागरिकों के साथ जनप्रतिनिधि भी हिस्सा लेंगे और इस तरह हजारों लोग एकजुट होकर बापू को स्वच्छांजलि अर्पित करेंगे।

प्रधानमंत्री नरेंद्र के जन्मदिन के दौरान 'स्वच्छता पखवाड़ा – स्वच्छता ही सेवा' के अंतर्गत देशभर में तमाम स्वच्छता गतिविधियां आयोजित की जा रही है। इसी दौरान प्रधानमंत्री ने मन की बात कार्यक्रम के दौरान देशवासियों से 1 अक्टूबर को सुबह 10 बजे एक घंटे के लिए श्रमदान करने की अपील की है, जिसमें पूरा देश जुड़ रहा है और स्वच्छता अभियानों के माध्यम से अपनी उपस्थिति दर्ज करा रहा है। झारखंड में इसके तहत रांची नगर निगम की ओर से पर्यटन स्थल टैगोर हिल पर सफाई अभियान चलाया जाएगा, जिसमें 5 हजार से ज्यादा लोगों के शामिल होने की उम्मीद है। इसमें पद्मश्री मुकुंद नायक समेत विभिन्न समाजसेवी संगठन शिरकत करेंगे। देवघर नगर निगम धार्मिक स्थल शिव गंगा घाट पर सफाई अभियान चलाया जाएगा, जहां 3 हजार लोग शामिल होंगे। धनबाद में रेलवे स्टेशन पर सफाई अभियान में 2 हजार लोगों के शामिल होने की जानकारी है और जमशेदपुर में जुबली पार्क और दुमुहानी घाट पर 2 हजार लोग सफाई अभियान का हिस्सा बनेंगे। अभी तक देशभर के शहरों में 8 लाख से ज्यादा स्वच्छता गतिविधियां हो चुकी हैं और लगातार इनकी संख्या बढ़ती जा रही है।

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HAR SHEHAR SWACHH



एमपी : जीरो वेस्ट इवेंट में दिया स्वच्छता और सफाईमित्रों की सुरक्षा का अनोखा संदेश

देशभर में 'स्वच्छता पखवाड़ा - स्वच्छता ही सेवा' के अंतर्गत विशेष आयोजन किए जा रहे हैं। इसी कड़ी में एक आयोजन मध्य प्रदेश के सिंगरौली में किया गया, जिसमें काफी संख्या में स्वच्छता कर्मियों ने भागीदारी निभाई। यूं तो देशभर के शहरों में सफाईमित्र सुरक्षा शिविरों का आयोजन किया गया है, मगर यहां हुए शिविर में स्वच्छता व्यवस्थाओं का भी विशेष ध्यान रखा गया। ऐसे में यहां सफाईमित्रों के प्रशिक्षण के लिए कार्यशाला को 'जीरो वेस्ट इवेंट' के रूप में आयोजित किया गया। इस तरह से जो शिविर सफाईमित्रों के कल्याण से जुड़ी योजनाओं को बेहतर बनाने और उनका लाभ दिलाकर जीवर स्तर में सुधार लाने के लिए लगाए गए, उसमें स्वच्छता से जुड़ा संदेश भी दिया गया।

सिंगरौली नगर निगम की ओर से हुए इस सफाईमित्र सुरक्षा शिविर में महापौर समेत सभी अधिकारियों की भी मौजूदगी रही। सबसे पहले इस इवेंट में सफाईमित्रों से जुड़ी 16 योजनाओं के बारे में जानकारीयां साझा की गईं। फिर उनको और बेहतर बनाने के लिए सुझाव लिए गए। इसके बाद सभी ने सफाई कर्मचारियों के महत्व और नागरिकों से उनके रिश्ते के बारे में विचार रखे। शिविर के दौरान 30-30 के बैच में सफाई कर्मचारियों के स्वास्थ्य की जांच की गई, जिन्हें किसी तरह की समस्या मिली, उनको चिकित्सा का लाभ दिया गया। इसके अलावा यहां एक कार्यशाला के दौरान 'मैनहोल टू मशीनहोल के परिवर्तन' संबंधी योजना के बारे में बताया गया। साथ ही किस तरह से सुरक्षित माहौल में सफाई के काम पूरे किए जाएं, इसका प्रशिक्षण सफाई कर्मचारियों को दिलाया गया। इसके साथ ही यहां सफाई कर्मचारियों सेफ्टी गियर भी प्रदान किए गए। जीरो वेस्ट इवेंट के तौर पर होने के चलते यहां खास तौर पर भोजन वितरण के दौरान सुपारी से बने प्लेट, दोने, लकड़ी के चम्मच इत्यादि का उपयोग किया गया। शिविर का करीब 400 सफाई कर्मियों को मिला, जिन्होंने ऐसे आयोजन लगातार कराने की बात कही।

HAR GHAR SWACHH
HAR SHEHAR SWACHH



ऊंट पर निकली सवारी, प्लास्टिक को मिली अनोखी की विदाई

HAR GHAR SWACHH
HAR SHEHAR SWACHH



कहते हैं ... हथौड़ा इतना वजनदार चलाओ कि चोट का असरदार हो, जो लोहे का भी आकार बदल सके। जागरूकता अभियान तो बहुत चलाए जाते हैं पर उत्तर प्रदेश के प्रयागराज में जो हुआ, ऐसा जुलूस शायद ही कभी कहीं निकाला गया हो। यहां खुशरू बाग लीडर रोड पर जल कल विभाग नगर निगम प्रयागराज की ओर से एक निराली विदाई यात्रा निकाली गई। यह थी 'प्लास्टिक की विदाई यात्रा', जो कि स्वच्छता पखवाड़ा – स्वच्छता ही सेवा के अंतर्गत निकाली गई थी। लोगों तक प्लास्टिक की विदाई करने के लिए प्रेरित करने का यह अंदाज भले ही व्यंग्य से भरपूर रहा, मगर मामला बहुत गंभीर और उद्देश्य बेहद नेक था। व्यंग्य में दिया गया संदेश ज्यादा से ज्यादा लोगों का ध्यान अपनी ओर खींचता है, बस यही वजह रही कि प्रयागराज नगर निगम ने यह तरीका अपनाया।

अब मन में सवाल आएगा कि प्लास्टिक की विदाई यात्रा में खास क्या है, तो भैया विदाई यात्राएं तो तमाम तरह की निकलती हैं, राजनीतिक रैलियों में तो कई बार विरोध स्वरूप किसी जिंदा आदमी की शव यात्रा तक निकाल दी जाती है। खैर, अभी तक तो आपने प्लास्टिक के बैन होने, उसके खिलाफ एक्शन और रिकवरी होने, बैन हो चुकी प्लास्टिक के इस्तेमाल पर चालान या 'सिंगल यूज प्लास्टिक को ना' कहने के लिए प्रेरित करने वाले जागरूकता अभियान के बारे में ही देखा या सुना होगा। पर, सभी मामलों में प्लास्टिक निर्जीव होती है, कहने का मतलब जिंदा नहीं होती। सुनकर भले ही हैरानी हो, मगर प्रयागराज में जो विदाई यात्रा निकाली गई उसमें प्लास्टिक जिंदा नजर आई। इस अनोखी विदाई यात्रा में कई बातें निराली थीं, क्योंकि यहां प्लास्टिक जिंदा ही नहीं, बल्कि काफी भयानक और हिंसक प्रवृत्ति की दिखाई दी, जिसके हाथ में तलवार भी थी।

दरअसल इस विदाई यात्रा में प्लास्टिक रूपी दानव दिखाया गया, तो तलवार लेकर मजाकिया अंदाज में ही सही लोगों की जान लेने को तैयार बैठा था। बाकायदा एक बग्गी के आगे प्लास्टिक की विदाई यात्रा का बैनर लेकर निगमकर्मी चल रहे थे। किसी





बारात की तरह ढोल नगाड़े बजाए गए और दूल्हे की तरह प्लास्टिक के वेश में एक व्यक्ति ऊंट पर बैठा हुआ था। अच्छी खासी संख्या में बाराती, या कहें क्षेत्रीय लोग, निगम अधिकारी और कर्मचारी इस विदाई यात्रा में शामिल हुए। भले ही विदाई यात्रा निकल रही थी, पर सजे-धजे ऊंट पर सवार प्लास्टिक रूपी दानव मस्ती से झूमता और नाचता दिखाई दिया। एक अन्य ऊंट पर प्लास्टिक को अलविदा कहने के लिए विकल्प सुझाने के संदेश दिए गए। प्लास्टिक के खिलाफ नारेबाजी हो रही थी, पर इस विदाई यात्रा में आए बाराती दुखी नहीं थे, बल्कि प्लास्टिक की विदाई पर नाचते हुए नारे लगा रहे थे।

जैसा कि संदेश देने का अंदाज अनोखा था, तो हर किसी का ध्यान वास्तव में इस विदाई यात्रा पर जा रहा था, कोई हैरान, तो कोई परेशान था कि यह भला कैसी यात्रा है। पर संदेश बिल्कुल साफ था इसलिए किसी को समझने में ज्यादा देर नहीं लगी कि यहां प्लास्टिक को हमेशा के लिए अपनी जिंदगी से दूर करने की बात चल रही है। यह यात्रा बाजारों, कॉलोनीयों और गली मोहल्लों से गुजरी और लोगों के दिमाग पर उसी जोरदार हथौड़े की वार करते हुए जागरूकता फैलाने का काम किया, जिसकी चोट से लोग सोचने को मजबूर हो जाएं और प्लास्टिक इस्तेमाल करने के प्रति अपने व्यवहार में परिवर्तन लाएं। अंत में चार कंधों पर लोगों ने प्लास्टिक रूपी हैवान को उठाकर कचरा ढोने वाले वाहन में फेंक दिया और फिर उसकी जूते-चप्पलों से पिटाई की गई। यह दानव अपनी विदाई के दौरान कभी तड़पता दिखा, तो कभी मरने और खत्म होने का नाटक करता दिखा, जिसे देख लोगों की हंसी छूट गई। इस तरह हंसते-हंसाते, पिटते-पिटाते प्लास्टिक रूपी दानव तो वहां से चला गया, पर सभी के दिलो-दिमाग पर यह असर छोड़ गया कि अब हमेशा के लिए प्लास्टिक का इस्तेमाल बंद करना है। क्योंकि यह प्लास्टिक हमारे ही नहीं, बल्कि हमारी पूरी प्रकृति के लिए नुकसानदायक है। जहां हमें कैंसर जैसी बीमारियां दे रही है, वहीं लंबे समय तक नष्ट नहीं होने वाली यह प्लास्टिक धरती को भी बंजर बना सकती है।



डांस मूव ही नहीं, अब 'स्वच्छता मूव्स' भी सीखिए

उत्तर प्रदेश के रायबरेली में एक छोटे से गांव भवानी दीनपुर, ऊंचाहार स्थित स्कूल में अपने डांस मूव्स के जरिए सुर्खियों में आए प्राइमरी टीचर कौशलेश मिश्रा अब सभी को 'स्वच्छता मूव्स' सिखा रहे हैं। कौशलेश एक वीडियो में स्कूली छात्रों को डांस सिखाते हुए नजर आए थे, जिसमें बॉलीवुड फिल्म ताल के गाने 'ताल से ताल मिला' पर उनके डांस मूव्स सोशल मीडिया पर वायरल हो गए थे। इसके बाद वहां स्कूलों में बच्चों की उपस्थिति 95 प्रतिशत हो गई और कौशलेश किसी सिलेब्रिटी इंपलुएंसर की तरह मशहूर हो गए। इसी को देखते हुए रायबरेली में नगर निगम ने कौशलेश की लोकप्रियता को भुनाते हुए देशभर में चल रहे 'स्वच्छता पखवाड़ा दृ स्वच्छता ही सेवा' का हिस्सा बनाया, ताकि स्वच्छता का संदेश ज्यादा से ज्यादा लोगों तक पहुंचे। उनका यह प्रयास काफी कारगर भी रहा और कौशलेश मिश्रा के साथ बहुत से स्कूली छात्रों, स्थानीय निकाय के अधिकारियों, कर्मचारियों, समाजसेवियों और स्थानीय निवासियों ने स्वच्छता के इस पखवाड़े में भागीदारी निभाई।

सिलेब्रिटी टीचर कौशलेश मिश्रा ने 'स्वच्छता पखवाड़ा - स्वच्छता ही सेवा' का समर्थन अपने ही निराले और रचनात्मक अंदाज में किया। उन्होंने न सिर्फ अपने स्कूल के छात्रों को नए स्वच्छता एंथम 'इक और कदम हम लेके चलें' पर स्वच्छता मूव्स सिखाए, बल्कि स्वच्छता से जुड़ी कई गतिविधियों का आयोजन कर बच्चों को साफ-सफाई के आदर्श तरीके भी सुझाए। उन्होंने बच्चों को बताया कि किस तरह हरे और नीले रंग के डस्टबिन में गीला और सूखा कचरा अलग-अलग रखना कितना जरूरी है। किस तरह घर से ही कचरे को विभिन्न श्रेणियों में अलग करने से कूड़े के ढेर खत्म किए जा सकते हैं। इस युवा शिक्षक ने बच्चों को स्वच्छता के बारे में महज बताया ही नहीं, व्यावहारिक रूप से अभ्यास भी कराया ताकि कम उम्र से ही वे स्वच्छता संबंधी आदतों को अपना सकें और हमेशा के लिए अपने जीवन में आत्मसात करें। कौशलेश कहते हैं कि सफाई का यह सिलसिला यहीं पर ना ठहरे, वह चाहते हैं कि उनके स्वच्छता मूव्स इतने प्रसिद्ध हो सकें कि आने वाले समय में बड़ी-बड़ी हस्तियां यह मूव्स फॉलो करें और स्वच्छता का संदेश जन-जन तक पहुंचे। बताते चलें कि स्वच्छ भारत मिशन - शहरी 2.0 की ओर से चलाए जा रहे स्वच्छता पखवाड़े से अब तक 2.6 करोड़ लोग जुड़ चुके हैं और उत्तर प्रदेश की बात करें तो 2 हजार से ज्यादा गतिविधियों में करीब साढ़े 4 लाख लोग शामिल हो चुके हैं।

HAR GHAR SWACHH
HAR SHEHAR SWACHH



स्वच्छ भारत मिशन के 9 वर्ष संपूर्ण होने पर आयोजित स्वच्छता पखवाड़े में देश भर के सभी राज्य व्यापक रूप से स्वच्छता ही सेवा अभियान चला रहे हैं। 2014 में प्रधानमंत्री श्री नरेंद्र मोदी ने स्वच्छता का एक स्पष्ट संदेश देते हुए देश को स्वच्छता के लिए प्रेरित किया था। परिणामस्वरूप स्वच्छता एक राष्ट्रीय व्यवहार परिवर्तन बन गया और हर किसी का एक लक्ष्य भारत को स्वच्छ बनाना हो गया है। मन की बात के 105वें एपिसोड में भी माननीय प्रधानमंत्री ने 1 अक्टूबर को सुबह 10 बजे सभी नागरिकों द्वारा सामूहिक रूप से स्वच्छता के लिए 1 घंटे के श्रमदान की अपील की, जो गांधी जयंती की पूर्व संध्या पर बापू को समर्पित श्वच्छांजलिश् होगी। प्रधानमंत्री के संदेश को ध्यान में रखते हुए राष्ट्रपिता महात्मा गांधी के 154वें जन्मदिन के अवसर पर उत्तर प्रदेश में स्वच्छता ही सेवा पखवाड़े के अंतर्गत सभी निकायों में महा सफाई के लिए 154 घंटे का नॉन-स्टॉप स्वच्छता अभियान का मंगलवार को शुभारंभ कि गया।

अभियान के अब तक 55 घंटे पूरे होने तक लगभग 25 लाख लोगों ने भाग लिया। इस अनोखी पहल के अंतर्गत एक तरफ जहां सभी सार्वजनिक स्थानों पर व्यापक सफाई कराई जा रही है, वहीं दूसरी तरफ गार्बेज प्वाइंट्स को समाप्त करते हुए वेंडिंग जोन में कंवर्ट किया जा रहा है। विस्तार से अगर देखें तो इस अभियान के तहत ओपन डंपिंग प्वाइंट्स, पार्को, अमृत सरोवरों, चौराहों, सार्वजनिक

व ऐतिहासिक स्थलों का सौंदर्यीकरण कराया जाएगा। इतना ही नहीं नगरीय निकाय निदेशालय में स्थापित डेडिकेटेड कमांड एंड कंट्रोल सेंटर से अभियान की लगातार लाइव मॉनिटरिंग भी की जा रही है। स्वच्छता अभियान के दौरान स्कूलों, कॉलेजों, विश्वविद्यालयों में भी सफाई अभियान चलाया जा रहा है। यह भी सुनिश्चित किया जा रहा है कि स्वच्छता केवल औपचारिक रूप से न होकर हार्डकोर स्वच्छता की जाए जिसमें आवश्यकता पड़ने पर सभी निकाय एक दूसरे का सहयोग करें। नियमित रूप से डोर टू डोर कूड़ा कलेक्शन, कूड़े का समय से उठान और इसके प्रोसेसिंग पर भी ध्यान दिया जा रहा है।

154 घंटे का नॉन-स्टॉप स्वच्छता अभियान बेहद उत्साह से न सिर्फ सरकारी कार्यालयों, स्कूलों, सार्वजनिक स्थलों पर मनाया जा रहा है बल्कि खास बात यह देखने को मिल रही है कि स्थानीय लोगों ने इस 154 घंटे के स्वच्छता अभियान को एक त्योहार के रूप में मनाना शुरू कर दिया है। नगर पालिका परिषद जलालाबाद, शाहजहांपुर में मिलाद-उन-नबी के जुलूस के अवसर पर लोगों ने स्वच्छता को अपने धार्मिक जुलूस के साथ जोड़कर यह त्योहार मनाया। 1 अक्टूबर के इवेंट में अधिकतम नागरिक सहभागिता सुनिश्चित करने के उद्देश्य से प्रदेश के नगर पालिका द्वारा विभिन्न प्रयास किए जा रहे हैं। स्वच्छता ही सेवा अभियान से अब तक लगभग 30 लाख से अधिक लोगों ने पोर्टल पर रजिस्ट्रेशन कर लिया है।

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HAR SHEHAR SWACHH



महाराष्ट्र है तैयार "एक अक्तूबर, एक घंटा, एक साथ" बापू को देंगे स्वच्छांजलि!

HAR GHAR SWACHH
HAR SHEHAR SWACHH



देश भर में स्वच्छता पखवाड़ा-स्वच्छता ही सेवा- 2023 की जोर-शोर से चल रही तैयारी पूरी हो चुकी है। प्रधानमंत्री नरेंद्र मोदी के आह्वान " एक अक्तूबर, एक घंटा, 10 बजे" बापू को स्वच्छांजलि देने के संकल्प को लोगों ने पूरा कर दिखाने का मन बना लिया है। आवासन एवं शहरी कार्य मंत्रालय के स्वच्छ भारत मिशन की प्रतिबद्धता शहरों को कचरा मुक्त बनाए रखना लक्ष्य का महत्वपूर्ण पहलू है। स्वच्छता पखवाड़ा-स्वच्छता ही सेवा के साथ-साथ मुंबई में गणेश पूजा का पर्व भी मनाया जा रहा था। मुंबई में स्वच्छता पखवाड़े को भी उतने ही जोश के साथ मनाया जा रहा है जितने जोश और श्रद्धा के साथ गणेश पूजा का आयोजन किया जा रहा था।

महाराष्ट्र में लोगों की बीते 17 सितंबर को आयोजित ISL 2.0 में भागीदारी बेहद रोचक और महत्वपूर्ण रही। लोगों ने पूरे जोश और उत्साह के साथ पूरे स्वच्छता पखवाड़े में भाग लिया और शहर के कोने-कोने को साफ करने में अपना सहयोग दिया। पंद्रह दिन चलने वाले स्वच्छता ही सेवा अभियान के लिए महाराष्ट्र में राज्य स्तर पर हो रही तैयारियों में एक अक्तूबर को आवासन एवं शहरी कार्य मंत्रालय द्वारा दी गई वेबसाइट के जरिए लोग अपने घर, दफ्तर या अपनी मनपसंद लोकेशन पर जा कर भाग ले सकेंगे। इस अभियान में लोग समुद्रतल, धार्मिक स्थलों, निजी एवं सरकारी स्थलों, स्कूल, कॉलेज, हॉस्पिटल, बस स्टैंड, रेलवे स्टेशन, जल निकयों आदि की सफाई कर अपना महत्वपूर्ण योगदान दे सकेंगे।

हिंगोली नगर परिषद ने स्वच्छता अभियान के तहत जहां लोग खुले क्षेत्र में कचरा फेंकते हैं और कूड़ का ढेर बन जाता है उस जगह को साफ करने और कुछ सौंदर्यीकरण करने और वहां कुछ बैठने की बेंच लगाने का फैसला किया है। जिनमें प्रमुख जगह जिसे निगम द्वारा अंकित किया वह हनुमान मंदिर, पेनशन पुरा हिंगोली है। इसी प्रकार रत्नागिरी नगर परिषद के सभी चुनाव वार्डों में सफाई अभियान चलाया गया। शहर को एक अक्तूबर से पहले स्वच्छ बनाने के लिए एक घंटे की इस संकल्पना की शुरुआत की। लोगों ने इस अवधारणा की सराहना की ही नहीं की बल्कि इस आयोजन में लोग बढ़चढ़ कर भाग ले रहे हैं।

सतत विकास में स्वच्छ और हरित पर्यावरण एक बुनियादी विचारधारा है। स्वच्छता का महत्व अब सभी को पता है, लोग अपने घरों को साफ रखने की कोशिश करते हैं जबकि वे किसी तरह यह भूल जाते हैं कि वे पर्यावरण की स्वच्छता के लिए भी जिम्मेदार हैं। शिरोल शहर में इस तरह के अभियान का आयोजन युवाओं की भागीदारी के लिए एक अदभुत अवसर की तरह रहा है। एक अक्तूबर के लिए शिरोल में श्री कल्लेश्वर झील, छत्रपति शिवाजी महाराज तख्त, पंचगंगा घाट और बुवाफन मंदिर में स्वच्छता का लक्ष्य निर्धारित किया है।

स्वच्छता के इस महापर्व पर लोगो को जोड़ने, राष्ट्रपिता महात्मा गांधी जी को स्वच्छांजलि देने और शहर के चुनिंदा प्रतिष्ठित विरासत, आध्यात्मिक और सांस्कृतिक स्थानों पर केंद्रित स्वच्छता करना एक महत्वपूर्ण पहलू है। स्वच्छता ही सेवा अभियान से अब तक लगभग 30 लाख से अधिक लोगों ने पोर्टल पर रजिस्ट्रेशन कर लिया है। साथ ही 8 लाख से ज्यादा इवेंट अब तक पोर्टल पर बनाए जा चुके हैं।





स्वच्छता का महासंगम हर नदी हर घाट पर

स्वच्छता हमारे जीवन के लिए उपयोगी ही नहीं, जीवनदायिनी भी है। 2 अक्टूबर, 2014 में प्रधानमंत्री के आह्वान के बाद लोगों ने स्वच्छता को अपनी जीवनशैली का मूलमंत्र बना लिया है। देश भर में 15 सितंबर से 2 अक्टूबर तक स्वच्छता पखवाड़ा-स्वच्छता ही सेवा 2023 में लोग बढ़-चढ़ कर हिस्सा ले रहे हैं। स्वच्छता के इस महा अभियान में अब तक 13 करोड़ से अधिक लोग भाग ले चुके हैं। इस पखवाड़े में पुरानी इमारतों की मरम्मत से लेकर जल-निकायों की सफाई, घाटों की सफाई से लेकर दीवारों को रंगने, नुकड़ नाटकों से लेकर रंगोली प्रतियोगिताओं जैसे सभी काम हो रहे हैं।

गंगा नदी और उसके किनारे बसे शहरों को कचरा मुक्त बनाए रखने की प्रतिबद्धता स्वच्छ भारत मिशन के लक्ष्य का महत्वपूर्ण पहलू है। उत्तर प्रदेश में अंतर्राष्ट्रीय नदी दिवस पर कई शहरों ने गंगा नदी और उसके तट पर स्वच्छता अभियान का आयोजन किया। जिसके तहत प्रयागराज में संगम घाट पर 1000 से अधिक लोगों ने स्वच्छता ही सेवा पखवाड़ा में भाग ले कर श्रमदान किया। इन वालंटियर्स ने वहां न सिर्फ नदी के तट पर सफाई की बल्कि वहां घूमने आए लोगों से भी नदी और तट पर गंदगी न फैलाने की अपील की।



वहीं गोरखपुर में भी स्वच्छता पखवाड़ा- स्वच्छता ही सेवा में बच्चों द्वारा प्लॉग रन आयोजित कर वहां स्थित अमृत सरोवरों की साफ-सफाई कर आस-पास के तटों की सफाई करते हुए लोगों में जागरूक कर लोगों से कचरा ना फैलाने और हरे व नीले कूड़ेदान का इस्तेमाल करने के लिए प्रोत्साहित किया। गोरखपुरनगर निगम ने ISL 2.0 के ब्रांड एंबेसडर एवं मशहूर भोजपुरी अभिनेता रविकिशन के माध्यम से लोगों को स्वच्छता के प्रति जागरूक करने का महत्वपूर्ण कार्यक्रम आयोजित किया। बताते चलें कि गोरखपुर स्वच्छता ही सेवा कार्यक्रम में मुख्यमंत्री श्री योगी आदित्यनाथ ने भी हिस्सा ले कर निरंतर शहर, नदी व तटों के आसपास स्वच्छता बरकरार रखने में दिन-रात जुटे सफाई मित्रों को सम्मानित किया।

वहीं मन की बात के 105वें एपिसोड में माननीय प्रधानमंत्री ने 1 अक्टूबर को सुबह 10 बजे सभी नागरिकों द्वारा सामूहिक रूप से स्वच्छता के लिए 1 घंटे के श्रमदान की अपील की, जो गांधी जयंती की पूर्व संध्या पर ही बापू को श्वच्छांजलि होगी। इस कार्यक्रम के दौरान हर स्थानीय शहरी निकाय और ग्राम पंचायत सफाई अभियान के लिए जगह का चयन करेगी। ये सभी स्थल एक मानचित्र पर उपलब्ध होंगे जिन्हें सभी नागरिक स्वच्छता ही सेवा- सिटिजनपोर्टल लीजचेरूद्धेर्बीजीपेमअं.बवउध पर उपलब्ध विकल्पों के माध्यम से देख और चुन पाएंगे।





सत्यमेव जयते

Ministry of Housing and Urban Affairs
Government of India



एक कदम स्वच्छता की ओर

