



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

सत्यमेव जयते

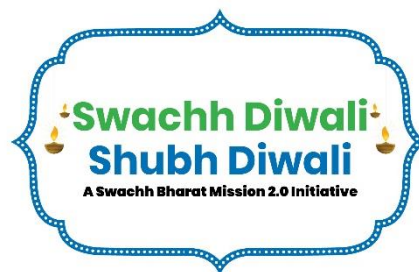


## Campaign Guidelines

**Swachh Diwali, Shubh Diwali 2024 | स्वच्छ दिवाली, शुभ दिवाली 2024**

### I. Background

Diwali, the festival of lights, is a time of joy, celebration, and togetherness. Most importantly, it is a festival of swachhata. Swachh Bharat Mission under the aegis of the Ministry of Housing and Urban Affairs (MoHUA), introduces the 'Swachh Diwali Shubh Diwali' campaign from 28<sup>th</sup> October – 3<sup>rd</sup> November 2024.



The campaign aims at invoking the cultural significance of Diwali with the journey of Swachh Bharat and the principles of 'Swabhav Swachhata-Sanskaar Swachhata'. It is designed to engage with public to prioritize cleanliness of not just homes but also of their neighborhoods, practice 'reduce, reuse, recycling', abstain from Single Use Plastics (SUP), adopt ecofriendly materials, and promote 'Vocal for Local' so as to have clean and eco-friendly celebrations.

### II. Campaign Components

The main components are as follows:

- i. Transforming Cleanliness Target Units (CTUs)
- ii. General Cleanliness Drives
- iii. RRR Centres
- iv. Swachhata Mein Bhaagidari – with focus on Swachh Food Streets, Waste to Art, Vocal for Local, eco-friendly and Single Use Plastic Free celebrations



#### Transforming Cleanliness Target Units (CTUs)

As part of the campaign, it is requested that local bodies continue identification of Cleanliness Target Units and plan for its cleaning and transformation.

The identification and mapping exercise of the same must be completed on the portal as an ongoing exercise. Large nallahs, dumping grounds, dirty transfer stations, water bodies etc., that create not just an eyesore but are also health and environmental hazard must be identified and mapped for cleaning and maintenance.

### General Cleanliness Drives



As part of the campaign, it is requested that cleanliness drives, especially post-Diwali cleanliness drives are organized across neighbourhoods within 24 hours of celebrations to enhance visible cleanliness of local bodies & improve health and safety of citizens. ULBs may organize general cleanliness drives be

ULBs may organize general cleanliness drives be across all neighbourhoods, high footfall areas, tourist spots, lakes, ponds, ghats etc to enhance visible cleanliness of local bodies & to improve the health and safety of citizens. Local residents may be requested to participate in these efforts to foster a sense of ownership and community.

### RRR Centre Drive



It is advised to **set up one RRR Centre across every ward during the campaign period.** This will encourage citizens to adopt swachhata as part of their everyday swabhav and sanskaar by encouraging the practice of 3R.

ULBs are requested to engage youth, SHGs, NGOs, CSO and other groups to facilitate collection of old shoes, toys, books, clothes, unused plastics at RRR Centres, as part of regular Diwali cleaning traditions of citizens across the country. This will re-enforce the values of the Mission and encourage citizen to adopt a sustainable lifestyle for the environment as well as encourage refurbishment and reuse of items.

### Swachhata Mein Bhaagidari Activities

To celebrate a litter-free Diwali, ULBs are requested to engage Market Associations, Trade Associations, Business bodies, Resident Welfare Associations, Ward Committees, SHGs, NGOs and CSOs, Youth Clubs and various Citizen groups to plan & celebrate Diwali in a clean, green, SUP free manner while also championing local art, artisans and businesses. The following components are encouraged:

- 1) **Vocal for Local:** Encourage citizens to support local artisans and businesses by purchasing handmade products and traditional decorations
- 2) **Swachh Food Streets:** Organize cultural Food Streets where vendors follow hygiene practices, use sustainable packaging, and offer traditional foods, while adhering to the highest standards of cleanliness to create a vibrant yet environmentally friendly dining experience for citizens.
- 3) **Waste to Art:** Facilitate workshops and exhibitions that transform waste materials into art, showcasing the potential of recycling while encouraging community involvement and awareness about swachhata.
- 4) **Light a Lamp:** ULBs may also facilitate eco-friendly Diwali celebrations with City and State leadership in urban slums, night shelters, orphanages, other institutions etc. This will spread joy, & foster a sense of togetherness.

**All of the above Diwali activities should encourage SUP free celebrations** and the use of eco-friendly materials for decorations, gifts, and food packaging. Due attention may be given to proper waste disposal as part of all event planning.

### III. Calendar of Activities

Sr. No.	Activity	Date
1	Preparatory Activities	24 <sup>th</sup> – 27 <sup>th</sup> October
2	Training of States/UTs on Campaign & IT Portal	25 <sup>th</sup> October
3	Roll out of 'Swachh Diwali, Shubh Diwali' Campaign	28 <sup>th</sup> October
4	On Ground Action	28 <sup>th</sup> October – 1 <sup>st</sup> November
5	Post- Diwali Cleanliness Drive within 24 hours	2 <sup>nd</sup> – 3 <sup>rd</sup> November

### IV. Social & Digital Media

ULBs are requested to adopt a multi-media approach to popularize locations of local RRR Centres, encourage positive citizen behaviour regarding 3R, and also promote common cleanliness messaging such as 'no littering', 'no spitting' etc.

Additionally, MoHUA will be sharing IEC materials mentioned below for widespread dissemination:

1. 'Swachh Diwali Shubh Diwali' banner – to be used as display on relevant websites, on social media pages and display in high footfall public places
2. 'Swachh Diwali Shubh Diwali' standee designs – to be used at Govt. offices, district offices, field units and high footfall prominent locations
3. AV on 'Swachh Diwali Shubh Diwali' – to be amplified on websites, social media, as well as used on LED screens across relevant public places
4. Swachhamev Jayate Anthem – to be disseminated via radio channels

The official hashtag of the campaign is: **#SwachhDiwali, #SwabhavSwachhata**

### V. Campaign Outcomes & IT Reporting

Post the 'Swachh Diwali, Shubh Diwali' campaign, ULBs are requested to report the progress made against each campaign pillar on the <https://swabhavswachhata.in>.

The indicative fields are as follows:

**1. Transforming of CTUs**

- i. Total Number of CTUs identified by ULBs
- ii. Total Number of CTUs transformed by ULBs
- iii. Total Number of volunteers engaged for CTU Transformation

**2. General Cleanliness Drives**

- i. Total Number of cleanliness drives organized during the campaign
- ii. 'Before' & 'After' impact pictures
- iii. No. of citizens participated
- iv. Kgs of waste collected / removed from site

**3. RRR Centers**

- i. Total Number of operational RRR Centers
- ii. Kgs of Material collected during campaign
- iii. Total Number of volunteers engaged during the campaign

**4. Swachhata Mein Bhaagidari (No. and Details)**

- i. Swachh Food Streets organized
- ii. Waste to Art Installations
- iii. Vocal for Local Melas
- iv. Light a Lamp Initiatives
- v. Volunteers engaged

*Note: High resolution pictures are requested to be submitted for the above.*

\*\*\*\*\*