



सत्यमेव जयते



**25 September '24**

**Day 9**

# **Swabhav Swachhata - Sanskaar Swachhata Bulletin**

**Swachhata Hi Seva 2024**



सत्यमेव जयते



# Overall Snapshot

## 4,79,36,459

Total participation

Cleanliness Target  
Units

### 5,85,531

Cleanliness target units  
(CTUs) identified

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### 2,51,826

CTUs transformed

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### 88,90,948

Volunteers participate in  
CTU work

Swachhata Mein Jan  
Bhaagidari

### 10,94,445

Total events planned

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### 4,39,452

Total events conducted

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### 3,35,74,587

Volunteers participate  
in Bhagidari events

SafaiMitra Suraksha  
Shivirs

### 1,22,889

SafaiMitra Suraksha  
Shivirs planned

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### 43,054

SafaiMitra Suraksha  
Shivirs organized

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### 7,01,836

SafaiMitras  
benefitted



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# Swachhata Mein Jan Bhagidari Breakup

Ek Ped Maa Ke Naam	Swachh Bharat Cultural Fest	Food Street Initiatives	Waste to Art Installation
<b>19,09,947</b> Trees planted	<b>53,507</b> Events organized	<b>9,303</b> Events organized	<b>7,783</b> Events organized
<b>66,067</b> Plantation drives conducted	<b>19,434</b> Events completed	<b>3,171</b> Events completed	<b>4,076</b> Events completed
<b>35,87,950</b> Total participation	<b>6,32,264</b> Total participation	<b>2,15,514</b> Total participation	<b>2,75,770</b> Total participation

# Cleanliness Target Units Transformed



**Kalwakurthy Municipality, Telangana**



# Cleanliness Target Units Transformed



**MECON Ltd. Head Office,  
Ranchi, Jharkhand**



# Highlights

## Swachhata Mein Jan Bhagidari



**NDMC & DELHI STATE ART INITIATIVE**



Events shown (clockwise order): Cyclothon in Chhattisgarh; 400 Puli Kali artists endorsed SHS-24 at a rally in Kerala; NDMC and Delhi State Art transform dark spots into vibrant canvases of creativity and culture in Delhi. ; Jabalpur tree plantation drive; Waste-to-art competition held at Newton Chikhli, Madhya Pradesh where ASHA workers, Anganwadi workers, SHG workers, among others participated.



# Highlights Swachh Food Streets



Food Street event at Jaipur Chaupati with 70 individuals, including food vendors, taking the Swachhata pledge.



# Highlights Waste to Art



Events shown (clockwise order): Waste-to-art initiatives from the Jabalpur municipality



# Highlights

## SafaiMitra Suraksha Shivir



Events shown (clockwise order): Camps at Rishra and Hindmotor under the Howrah Division of the Railways; SafaiMitras informed about pension schemes and other government benefits available to them at an info session at Lucknow; Shivir health camp camp at Agra; Camp at Jabalpur;



# International Initiatives

Swachh Bharat Urban  
@SwachhBharatGov

Swachhata Hi Seva Goes Global! 🌍

The High Commission of India proudly took the #SwachhataPledge across New Zealand, Jamaica, and Ghana as part of #SHS2024.

Together, let's work toward a cleaner, greener world!  
#SwabhavSwachhata #SanskraSwachhata



## Swachhata Goes Global

High Commission of India  
Takes the Swachhata Pledge in

New Zealand



Jamaica



Ghana



India in New Zealand and 9 others

3:08 pm · 24 Sep 2024 · 1,091 Views

India in Fiji  
@HCI\_Suva

Under the #SwachhataHiSeva2024 Campaign, S undertaken by officials of @HCI\_Suva & @iccr\_suv @pskarthigeyan also felicitated our Safai Mitras.

#SHS2024 #SwabhavSwachhata #SanskraSw

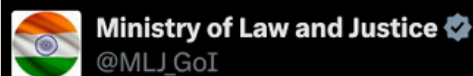
@SwachhBharatGov @swachhbharat @MoHUA\_ @MoJSDDWS



8:49 am · 25 Sep 2024 · 255 Views



# Key Highlights from Central Ministries



Ministry of Law and Justice

@MLJ\_GoI

Taking forward the efforts of Department of Justice under Swachhata Hi Seva (SHS) Campaign 2024, Saket Court, New Delhi took initiative and undertook various cleanliness activities in its premises.

#DoJ #SwachhBharat #SHS2024 #SwachhataHiSeva2024  
#SaketCourtComplex

@narendramodi  
@arjunrammeghwal  
@swachhbharat  
@MoHUA\_India  
@PIB\_India  
@MoJSDDWS



DEPARTMENT OF JUSTICE  
**SWACHHATA HI SEVA 2024**



Ministry of Textiles

@TexMinIndia

As part of the Swachhata Hi Seva 2024 campaign, sanitary pad vending machines have been installed in the ladies' washrooms at the Ministry of Textiles, New Delhi.



Ministry of Education

@EduMinOfIndia

As part of the Swachhata Hi Seva 2024 campaign, the @NITTTR\_CHD hosted various engaging activities centred around the three pillars of cleanliness. On 17 September 2024, over 70 participants, including faculty, staff, and Safai Mitra, took a Swachhata Pledge to commit to cleanliness.

On 20 September 2024, a lively poster-making competition on the theme of Swachhata Hi Seva attracted 25 creative participants.

More than 40 volunteers came together to clean different areas of the institute, making a noticeable impact.

The institute will organise a Safai Mitra Suraksha Shivir on 30 September 2024. During this event, Safai Mitra will receive health screenings and be provided with Swachhata Kits, including PPE. They will also learn about beneficial government schemes designed to support them.



Ministry of Health

@MoHFW\_INDIA

Swabhav Swachhata - Sanskaar Swachhata: Cleanliness is the foundation of health!

Union Minister of State for Health & Family Welfare, Shri @mppratapro, along with senior officials from @MoHFW\_India, participated in the Swachhata Hi Seva 2024 Campaign today, reaffirming their commitment to a cleaner and healthier India.

He additionally planted a sapling, symbolizing the importance of nurturing both the environment and public health.

#HealthForAll #SwacchaHiSeva2024

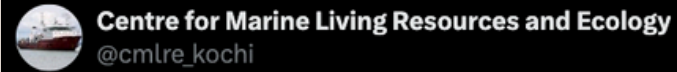




# Key Highlights from Central Ministries, Depts. and CPSUs



Empowered female candidates of Jan Shikshan Sansthan, Lakshadweep, are leading the way in the #SwachhtaHiSeva campaign! Their active participation reflects the spirit of cleanliness and community engagement, showing that even the islands of Lakshadweep are united in the mission for a cleaner, greener India. 🌱  
#SwachhtaHiSeva #SHS2024 #CleanIndia



CMLRE started cleaning work at the Cleanliness Target Unit identified at Vypin Bus Stand today. A team lead by Dr. Sendhil Kumar, Sc-D with 17 participants took part. About 7 kg of plastic and other dry waste was collected and grass removed from pavements.



10:55 pm · 24 Sep 2024 · 49 Views



Over 300 enthusiastic schoolchildren joined the Swachhata Rally at #RINL, spreading the message of cleanliness and hygiene across Ukkunagaram. #SwachhataHiSeva2024 @hd\_kumaraswamy @BjpVarma @SteelMinIndia @PibSteel @PTI\_News @PMOIndia @PIB\_India @AndhraPradeshCM @MIB\_India



11:22 pm · 24 Sep 2024 · 178 Views





A health campaign was conducted by Central Warehousing Corporation, Regional Office, Kochi in collaboration with Aster Medcity, Ernakulam for Safaiveers and helpers under Safai Mitra Suraksh Shivir @cwc\_warehouse #SHS2024 #SwabhavSwachhata #SanskaarSwachhata #SwachhataHiSeva2024







# Key Highlights from States and ULBs

 **Navi Mumbai Municipal Corporation**   
@NMMConline


NMMC conducted a CTU cleaning drive at Asia's Largest Agricultural Produce Market Committee APMC Navi Mumbai, as a part of the 'Swachhata Hi Seva 2024' initiative. More than 4000+ Citizens, Mathadi Kamgars, NSS Students, Safai Mitras, Safai Doots, NMMC officials, APMC officials and other dignitaries participated & showcased Navi Mumbai's spirit towards **#SwabhavSwachhata #SanskaarSwachhata** ✨ More than 40 Tons of Waste collected during the cleanliness drives and it was transported to NMMC Centralized processing plant at Turbhe. A transformative activity to ensure the cleanliness of a place that supplies food for our city 🍷

**#SwabhavSwachhata #SanskaarSwachhata**  
**#nishchaykelanumberpahila**  
**#SHS2024 #SwachhataHiSeva2024 #SwabhavSwachhata**  
**#SanskaarSwachhata**  
**#TokDo #CleanerCity #EcoFriendlyChange #UrbanCleanUp**  
**#GreenCityVision #SustainableFuture #CityImprovement**  
**#EnvironmentallImpact #CleanUpChallenge #CommunityCleanUp**  
**#MakeADifference**



 **Ambasamudram Municipality**  
@ambas\_sbm

24.09.2024\_Swachhata Hi Seva 2024 campaign activities started as waste to arts exhibition carried out.  
**#SHS2024 #SwachhataHiSeva2024 #SwachhSurvekshan2024**  
**@SwachhBharatGov**  
**@Chief\_Secy\_TN @Secretary\_MoHUA**  
**@MoHUA\_India**  
**@RoopaMishra77**  
**@tnmaws**  
**@MawsTamilnadu**  
**@MoJSDWS**  
**@sbmrdmanellai**




 **DRM Bilaspur**  
@DRMBilaspur

**#SwachhataHiSeva2024 #SwachhBharat #SHS2024**  
Make every journey a memorable one by uniting efforts with Indian Railways for cleanliness and hygiene at Railway premises.




— Collaboration is the key to —  
**Cleanliness!**

DRM Bilaspur logo: **DRM Bilaspur** (Railway Station)

 **MC.KORUTLA..**  
@MC\_Korutla

282 students of different schools participated in drawing competition conducted by Korutla Municipality, Telangana under **#SwachhatakiBhaagidari**, mass public participation event **#SHS2024 #SwachhataHiSeva2024**  
**@SwachhBharatGov**  
**@SBMU\_Telangana**  
**@RoopaMishra77**  
**@cdmatelangana**  
**@MoHUA\_India**



MC Korutla logo: **MC KORUTLA** (Municipality)

SWACHH SURVEKSHAN  
#MeraShahar, MeriPanchayat 2024

# TOP STORIES OF THE DAY

1



Hon'ble Union Minister Kiren Rijiju participated in SHS-24 for cleaning up a park in New Delhi.

2



Hon'ble Union Minister of State for Health & Family Welfare, Shri Prataprao Jadhav planted a sapling, symbolizing the importance of nurturing both the environment and public health.

3



Haridwar MP Shri Trivendra Singh Rawat took part in cleaning Dehradun airport along with SafaiMitras.

4



Bollywood actor Jahangir Khan encouraged everyone to make the Swachh Bharat Abhiyan a success and participate to clean Allahabad Cantt.

5



Deptt. of Agriculture and Farmers Welfare organized a "Human Chain" and walkathon around premises of Krishi Bhawan.



# TOP STORIES OF THE DAY

6



The Municipal Corporation of Delhi announced scheme to turn waste into food vouchers.

7



200 students participated in traditional crafts classes on the topic of Waste to art organized by Centre for Cultural Resources and Training regional centers in Udaipur and Hyderabad.

8



900+ Safai Mitras participated in health checkups at Ambikapur, Chhattisgarh, and got benefits of various government schemes.

9



NMMC conducted a CTU cleaning drive at Asia's Largest Agricultural Produce Market Committee APMC Navi Mumbai, 4000+ citizens participated and collected 40 tons of garbage.

10



72,800 citizens of Indore Municipality participated in tree plantation drive for over a stretch of 206km.

# HIGHLIGHTS FROM PARTNERS



Centre for Education, Governance and Policy (CEGP) Foundation, in partnership with the Aurangabad Cantonment Board, and supported by UNDP India organized an awareness session on 'Occupational Health and Safety for SafaiMitras'.



UNDP India along with the BMC organized a SafaiMitra Suraksha Shivar that included a visit to a Material Recovery Facility (MRF), trainings were given on waste segregation and its importance.



Vedanta BALCO conducted Swachhta Talks to promote waste management and engage women in SHGs, over 300 people, including students from 6 schools, participated.



Reliance foundation participated in beach clean up drive at Versova, Mumbai to support SHS 2024.



The University of Science & Technology, Meghalaya (USTM) organized cleanliness drives, 5 plantation drives, awareness camps and SafaiMitra Shivar with a participation of 500 citizens.



# Press Coverage

## Swachhata Clubs in govt schools

TNN / Sep 24, 2024, 04:25 IST



# TOI

TH India World Movies Technology e-Paper

Ranchi: In order to inculcate a sense of cleanliness and hygiene into govt school children, the Jharkhand Education Project Council (JEPC) has initiated 'Swachhata Hi Seva', a fortnight-long campaign which will end on October 2.

### Swachhata Hi Seva Campaign by ECoR



## Drones will be used for effective implementation of 'Swachhata hi Seva' drive in Andhra Pradesh, says official

Published - September 24, 2024 08:34 pm IST - Vijayawada

P. SUJATHA VARMA



In a spirited demonstration of commitment to cleanliness and environmental sustainability, East Coast Railway observed the Swachhata Hi Seva campaign with a series of engaging activities including a Prabhat Pheri, a 50 km Cyclothon and a tree plantation drive. The event was graced by General Manager Shri Parmeshwar Funkwar who officially flagged off the Cyclothon, aimed at raising awareness for the Swachh Bharat Abhiyan. Participants included staff, officers, and their families, who enthusiastically took to the streets to promote cleanliness and sustainability. In addition to the cycling and marching, a tree plantation

Using drones, officials will effectively monitor and promote various cleanliness programmes till October 2, says Swachh Andhra Corporation Managing Director Gandham Chandrudu | Photo Credit: File photo K.V.S. Giri



# Press Coverage



## Plantation drive organised at Visakhapatnam Port Authority as part of Swachhata Hi Seva

Published: September 23, 2024, 06:06 am IST, VISAKHAPATNAM

### आकाशवाणी गुवाहाटी ने छात्रों के बीच मनाया स्वच्छता ही सेवा पखवाड़ा

गुवाहाटी, 24 सितंबर (ख.सं.)। क्षेत्रीय समाचार इकाई (आरएनयू), आकाशवाणी गुवाहाटी ने आज कामरूप जिले के गोरोइमारी में एफए अहमद कॉलेज में स्वच्छता ही सेवा के राष्ट्रव्यापी अभियान के अवसर पर आउटरीच कार्यक्रम का आयोजन किया। स्वच्छता ही सेवा पखवाड़ा अभियान स्वच्छता और सफाई के लिए मनाया जा रहा है, जिसकी थीम है - स्वभाव स्वच्छता - संस्कार स्वच्छता। आरएनयू

ने दैनिक जीवन में सफाई और संवेदनशील बनाने के अब्दुल अवाल ने छात्रों के कार्यक्रम आयोजित करने के दियाइस अवसर पर आयोजित इस्लाम ने प्रथम पुरस्कार जीता और शाहनूर विजेताओं को पुरस्कार के का संचालन क्रिज़ मास्टर ने प्रतियोगिताओं के लिए पुरमानस प्रतिम शर्मा और आ



READ LATER PRINT

...ative, a plantation programme was organised at Visakhapatnam Port Authority (VPA) on Monday.

...h Deputy Chairperson, Chief Vigilance Officer, ...ff, actively participated in the plantation drive.

...nted material on the south side of the building

### കണ്ണൂർ റെയിൽവേ സ്റ്റേഷനിൽ സ്വച്ഛതാ നാലിയുമായി എൻഎസ്എസ് വിദ്യാർത്ഥികൾ

കണ്ണൂർ സ്വച്ഛതാ ഹി സേവാ പദ്ധതിയുടെ ഭാഗമായി എൻഎസ്എസ് വിദ്യാർത്ഥികൾ കണ്ണൂർ റെയിൽവേ സ്റ്റേഷനിൽ സ്വച്ഛതാ നാലിയുമായി പങ്കെടുത്തു. എൻഎസ്എസ് വിദ്യാർത്ഥികൾ കണ്ണൂർ റെയിൽവേ സ്റ്റേഷനിൽ സ്വച്ഛതാ നാലിയുമായി പങ്കെടുത്തു. എൻഎസ്എസ് വിദ്യാർത്ഥികൾ കണ്ണൂർ റെയിൽവേ സ്റ്റേഷനിൽ സ്വച്ഛതാ നാലിയുമായി പങ്കെടുത്തു.



# Press Coverage

Tourism deputy director listening to public demands to the department of tourism, guest.

## IPRD participates in 'Swachhata Hi Seva' cleanliness drive

**GANGTOK, September 24 (IPR):** Information and Public Relations department (IPRD) participated in the 'Swachhata Hi Seva' initiative today, reaffirming its commitment to cleanliness and environmental sustainability.

IPRD secretary Annapurna Alley administered a pledge to all officers and staff at Sochna Bhawan in Tadong,

taking ceremony, IPRD officers and staff conducted a cleanliness drive within and around the office premises, demonstrating their dedication to the initiative.

It may be noted, the Swachhata Hi Seva Campaign 2024, observed from September 17 to October 2, aligns with the theme "Swabhav Swachhata - Sanskaar Swachhata."

This year also marks the



## Signature Campaign Organized at Ranchi, Zoo Under Swachhata Hi Seva Drive

EW Correspondent, Ranchi.

As part of the "Swachhata Hi Seva 2024" campaign, a cleanliness awareness signature drive was held at the renowned Bhagwan Birsa Biological Park (Ranchi Zoo) in Ranchi.

The event was organized by the Central Bureau of Communication, Ministry of Information and Broadcasting, Government of India. During the event, sanitation workers and security personnel of Birsa Munda Zoo were honored for their contribution. Mrs. Sohri Devi, Mr. Bhuvneshwar Mali, and Mr. Shankar Mahto were awarded certificates of appreciation for their active efforts in maintaining cleanliness at the zoo. Shahid Rehman, Head of the Regional Office, Central Bureau of Communication, Ranchi, praised the zoo's excellent cleanliness standards, calling it a prime example of the successful Swachhata Abhiyan across the country. He remarked that the animals in Birsa Munda Zoo are healthy and happy due to the



pristine environment. Visitors to the zoo enthusiastically participated in the signature campaign titled "Ped Maa Ke Naam" and appreciated the ongoing cleanliness programs. This year's theme is Swachhata Hi Seva 2024, which is Swabhav Swachhata, Swachhata. Mr. Bhuvneshwar who takes care of the snake

ficant.

Participating in this IPRD reinforces its

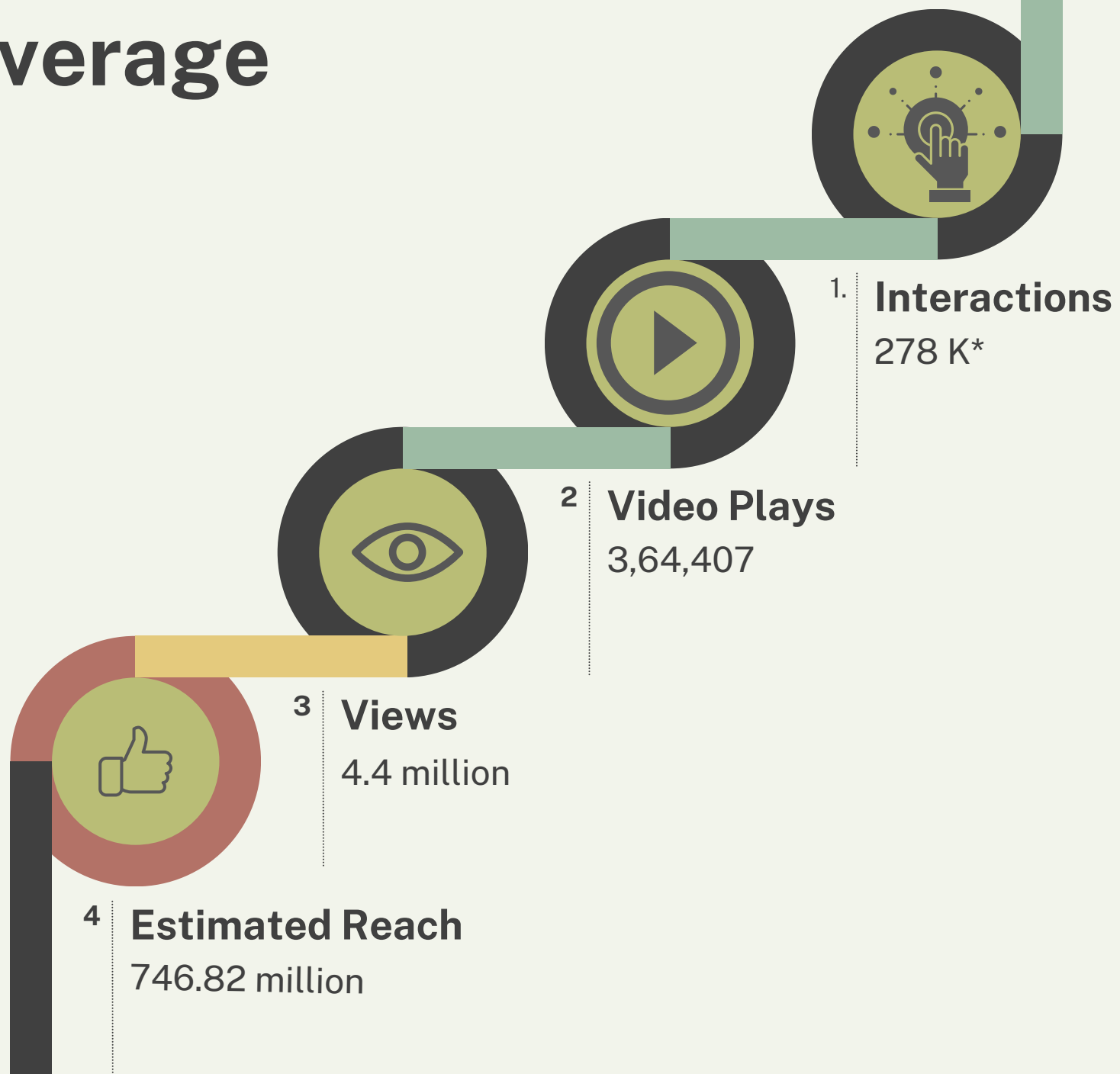
commitment to promoting cleanliness, sustainability, and community involvement.

## लगा रहा कचरे से कला की प्रदर्शनी

कोलकाता। स्वच्छता ही सेवा अभियान के तहत पूर्वी रेलवे अपने अधिकार क्षेत्र के विभिन्न स्टेशनों पर रिसाइकल्ड उत्पादों की बिक्री को बढ़ावा देने और कचरे से कला की प्रदर्शनी लगाने के लिए लगन से काम कर रहा है, जिसका विषय 'स्वाभाव स्वच्छता - संस्कार स्वच्छता' है। इस प्रयास में, हावड़ा डिवीजन ने हावड़ा स्टेशन, बंदेल, बामुंगाची और हावड़ा ऑर्थोपेडिक अस्पताल सहित कई स्थानों पर कचरे से कला प्रदर्शनी लगाई। कई स्टेशनों पर स्वच्छता जागरूकता अभियान चलाया गया। शेरफुली, श्रीरामपुर, बर्धमान, कटवा और रामपुरहाट जैसे स्टेशनों पर भी गहन स्वच्छता सफाई कार्यक्रम चलाया गया। सियालदाह डिवीजन में, रिसाइकल्ड वस्तुओं को कला में बदल दिया गया, जिसे सियालदाह स्टेशन पर प्रदर्शित किया गया, जहाँ यात्रियों ने उत्साहपूर्वक प्रदर्शनियों का आनंद लिया।



# Social Media Coverage



\*Numbers reflect reach for @swachhbharatgov handles