







29 September '24

Day 13

Swabhav Swachhata - Sanskaar Swachhata

Bulletin

Swachhata Hi Seva 2024







15,08,93,735

**Total participation** 

**Cleanliness Target Units** 

7,23,888

Cleanliness target units (CTUs) identified

5,85,709

CTUs transformed

Swachhata Mein Jan Bhaagidari

15.36.164

Total events planned

11,02,932

Total events conducted

SafaiMitra Suraksha **Shivirs** 

1,51,681

SafaiMitra Suraksha Shivirs planned

1,04,207

SafaiMitra Suraksha Shivirs organized

2,39,44,779

Volunteers participate in CTU work

12,40,66,407 28,82,549

Volunteers participiate in Bhagidari events

SafaiMitras benefitted





# Swachhata Mein Jan Bhagidari Breakup

Ek Ped Maa Ke Naam Swachh Bharat
Cultural Fest

Food Street Initiatives

Waste to Art Installation

43,29,189

68,916

14,566

15,663

Trees planted

**Events organized** 

**Events organized** 

**Events organized** 

1,31,821

45,566

9,806

9,871

Plantation drives conducted

Events completed

**Events completed** 

**Events complerted** 

1,13,13,668 58,13,356 8,35,774 10,31,554

Total participation

Total participation

**Total participation** 

**Total participation** 

### TOP STORIES OF THE DAY



## Mann Ki Baat Episode 114







Hon'ble Prime Minister highlighted the need to connect more people to Swachh Bharat Mission and gave examples of outstanding work done by Ms Ramya and the team young volunteers in cleaning Mahe Beach and surrounding areas in Pudducherry. Another initivative mentioned was from village Jhala in Uttarakhand, where youths have initiated 'Thank You Nature' drive under which, the village is cleaned for 2 hours everyday.

Hon'ble Prime Minister mentioned that Swachh Bharat Mission will complete 10 years on 2nd Oct. 24 and this occasion is to congratulate all those people who have made it a mass movement in Indian History

### TOP STORIES OF THE DAY



Hon'ble Union Minister of Fisheries, Animal Husbandry and Dairying of Indi Rajiv Ranjan Singh takes part in the 'Ek Ped Maa Ke Naam' initiative.



Hon'ble Union Minister Mr. Tokhan Sahu and Honorable Deputy Chief Minister Mr. Arun Sao took part in a SafaiMitra shivir that benefitted over 2000 SafaiMitras.



Hon'ble Union Minister of State for Ayush, Prataprao Jadhav, inspects Ministry of Ayush and participates in swachhata activities as part of Swachhata Hi Seva 2024 campaign.



Chief Minister of Chhattisgarh Vishnu Deo Sai shows his support for Swachhata while attending an SHS-24 event.



Shri Ajay Mandvi, Padmashree appeals to the people of the state of Chhattisgarh to commit to cleanliness.

### TOP STORIES OF THE DAY

Shri Girish Kasaravalli, famous film director and writer, and Padmashree winner, exhorts people to keep the community and country clean.



Actor Gireesh Sahdev appeales to people to show their support for the Swachh Bharat Mission



Paralympic medalist Yogesh Kathuniya urges people to make cleanliness a natural habit.



Kerala's Harithamithram app registers 7 lakh new users during the SHS-24 campaign. The app has helped mobilize door-to-door collection of waste.



Nagpur Municippal Corporation shows the way by implementing an eco-fiendly waste management strategy to collect used offerings of religious festivals.



Hyderabad, Telangana



Bengaluru, Karnataka

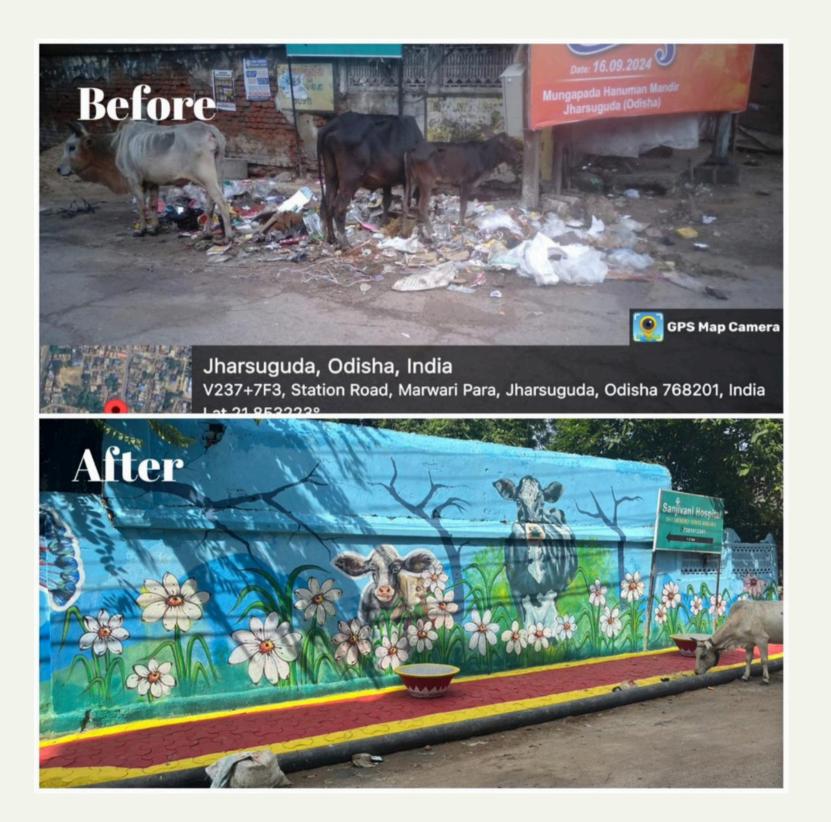
**AFTER** 







Kohima, Nagaland



# Highlights Swachhata Mein Jan Bhagidari







Events shown (clockwise order): Plantation drive in Itanagar; Cultural events in Chandigarh; 'Run for Swachhata' event by RO MoRTH Dehra Dun; Plogging drive by the Secunderabad Cantonment board; Kerala's Kalaripayattu Warriors celebrate Swachhata

# Highlights Swachh Food Streets



Under the 'Swachhata Hi Seva-2024' campaign, a Clean Street Food Challenge was held at Koel Nagar Food Court to promote hygiene in street food.

# Highlights Swachh Food Streets



Nutrition plates created by the Anganwadi center of village Tarda, Chhattisgarh to educate children about nutrition under the Food Street initiative of SHS-24.

# Highlights Waste to Art







Events shown (clockwise order): SHG women craft and zero waste exhibition in Chandigarh; Old construction machinery turned into art in Tripura; Exhibit made from an initative by NSC Guwahati

# Highlights SafaiMitra Suraksha Shivir

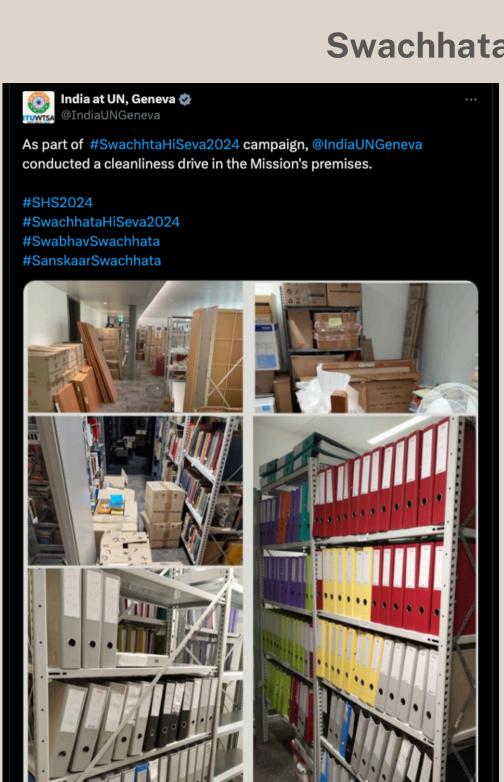






Events shown (clockwise order): Diabetes/Hypertension and obesity screening camp held at Udupi; health camp at Raipur

### **Swachhata Overseas**





Swachh Bharat Urban and 3 others

8:36 PM · Sep 27, 2024 · 231 Views



Glimpses from the Swachhata Hi Seva Campaign being conducted at the Embassy.

Members of the Indian community participated in the Campaign and took the Swachhata Pledge.

#SanskaarSwachhata

#SHS2024 #SwabhavSwachhata

#SwachhataHiSeva2024

@MoHUA India @MoJSDDWS @PMOIndia





Embassy of India, Damascus, as part of #SwacchataHiSeva2024 campaign, organized a Power Point Presentation on Waste Management It highlighted ways and means of waste management and transforming it into various by-products for their re-use.

#SHS2024

#SwabhavSwachhata



### **Swachhata Overseas**









### **Key Highlights from Central Ministries**







#### **Empowering A Greener Tomorrow!**

Leena Nandan, Secretary, @moefcc shares her thoughts on #DhartiKarePukaar's massive success, #SwachhataPakhwada2024 progress and India's eco-vision.

#DhartiKarePukaarOnDD #SwachhataHiSeva2024 #EkPedMaaKeNaam



### Key Highlights from Central Ministries, Depts. and CPSUs



Department of Fisheries, Min of FAH&D

@FisheriesGoI

श्रीमती नीतु प्रसाद, संयुक्त सचिव, मत्स्यपालन विभाग, भारत सरकार ने 'एक पेड़ मां के नाम' पहल के तहत तुगलकाबाद, नई दिल्ली स्थित असोला भाटी वन्यजीव अभयारण्य में वृक्षारोपण कर पर्यावरण संवर्धन में अपना योगदान दिया।

#sanskaarswachhata #swabhavswachhata #SHS2024
#EkPedMaaKeNaam #PIB #SHS2024 #SanskaarSwachhata
#SwabhavSwachhata #CleanlinessIsService #SwachhBharat
#HygieneForLife #HealthyLiving #SwachhataAbhiyan
#CleanIndiaGreenIndia #CleanLiving #SustainableHabits
#RaiseCleanGenerations #SwachhataHiSeva #goi

Translate post









अभियान 2024 के अंतर्गत वि 25.09.2024 को भारतीय व क्षेत्रीय कार्यालय के तत्वाधान "गुजराती समाज एजुकेशनल स्कूल" के विद्यार्थियों के लिए प्रतियोगिता का आयोजन कि का उद्घाटन विद्यालय के अध्य सागलानी ने किया। विद्यालय रंजन नाईक, प्रबंधक तथा अकर्मचारी उपस्थित रहें। वहीं भ की ओर से श्री नरेश कुमार क खान नियंत्रक; श्री कृष्णेंद्र चट

minesbureau india ₹







4 likes



स्वच्छता ही सेवा अभियान, 2024में आज Mega Cleanliness Driveके तहत कार्यालय के भूतल व आस-पास के क्षेत्र में सुबह 6 बजे बारिश के बावजूद सफाई अभियान चलाया गया गया जिसमें कार्यालय कार्मिको व आम लोगो ने भाग लिया|#SwachhtaHiSeva2024

- @SwachhBharatGov
- @swachhbharat
- @MoHUA India
- @MoJSDDWS

Translate post







#### CMPDI 🔗 @cmpdil

सीएमपीडीआई, क्षेत्रीय संस्थान-IV, नागपुर के दुर्गापुर, आनंदवन एवं मुरपार शिविर में स्वच्छता ही सेवा के अन्तर्गत दिनांक 27/09/2024 को तीनों शिविरों के अधिकारी एवं कर्मचारीगण द्वारा स्वछता शपथ ली गईं तथ्य साफ सफाई की गईं।

- @kishanreddybjp
- @satishdubeyy @CoalMinistry
- @CoalIndiaHQ @MoJSDDWS
- @DARPG\_GoI @MoHUA\_India
- @PIB Coal @PIB India
- @SwachhBharatGov
- #SwachhataHiSeva2024
- #SwabhavSwachhata
- #SanskarSwachhata
- #SpecialCampaign4

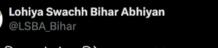
Translate post







### **Celebrity Endoresements for Swachhata**



हर फिल्म व रंगमंच अभिनेता #SwachhtaHiSeva2024 मे योगदान की गुजारिश कर रहे

दिला रहे हैं,पहले जैविक कचरा को घूरा पर रखते थे, जो कुछ अरसे में खाद बन जाता था, खेतों में उपयोग करते थे. उसे फिर से अपनाना होगा.

संदेश सुनिये, like, Repost करिये <1/3>

HS2024

slate post



**AIR News Pune** 

स्वच्छता ही सेवा' अभियान

अभिनेता देवेंद्र दोडके... #SHS2024





Sanjay Mishra @imsanjaimishra

छत्तीसगढ़ के #दुर्ग जिले के रहने वाले जाने-माने #पंथी लोक नर्तक और #पद्मश्री #राधेश्यामबारले ने लोगों से स्वच्छता ही सेवा अभियान से जुड़कर अपने घरों के आर सफाई करने की अपील की है। #SwachhataHiSeva

@CGAIRNEWS

Swachh Bharat Mission- Gramin, Gujarat

સમજાવતાં 'એક પેડ માં કે નામ' અભિયાનમાં સામેલ થવા આહ્વાન કર્યું.

#SHSGujarat2024

#SBMRGujarat

ગુજરાતના લોકપ્રિય કથાકાર, સંત શ્રી મોરારી બાપુએ શ્રોતાઓને રાષ્ટ્રપ્રીતિના સ્વરૂપે સમગ્ર દેશમાં

ચાલી રહેલ 'સ્વચ્છતા હી સેવા' અભિયાનમાં જોડાવવા અપીલ કરી, સાથો સાથ વૃક્ષનું મૂલ્ય



ता ही सेवा' अभियान

**AIR News Pune** 

त्री ऋजुता देशमुख...

S2024



Cleanliness is not just an action, it's a way of life " The Let's come together and take simple steps for a cleaner, greener India. Every bit counts स्वच्छता ही सेवा है 🙏

#SHS2024 #SwabhhavSwachhata

@MIB\_India

### **HIGHLIGHTS FROM PARTNERS**



Bharat Cooking Coal Ltd. launched a dedicated cleanliness drive at Regional Hospital Loyabad.



The Lions Club, along with the Konkan Railways held a Diabetes, Hypertension and Obesity screening camp at Udupi with Sunag Hospital.



Centre for Advocacy and Research (CFAR) in collaboration with Bhubaneswar Municipal Corporation (BMC) conducted a Swachhata plogging drive that saw the participation of 1034 people.



University of Science and Technology, Meghalaya (USTM) conducts Swachhata run with 122 NSS volunteers.



ABV-IIITM Gwalior organizes a SafaiMitra Suraksha camp.

# **Press Coverage**



National

Q Search Hea ⊙

**SNIPPETS** 

ETV Bharat / Bharat

across India.

NATIONAL

Two Flagship Campaigns

By ETV Bharat English Team

Published: Sep 26, 2024, 8:57 PM IST

L WORLD

SPORTS

Ayush Minister Prataprao Jadhav Reviews Progress Of

The 'Swachhata Hi Seva Campaign' And 'Special Campaign 4.0' focus on

sanitation workers, aiming to foster a cleaner and healthier environment

public participation, comprehensive sanitation, and the welfare of

ENTERTAINMENT

ATE OFFBEAT

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BUSINF

# 1L students in UP join 155-hr cleanliness drive



Drive was launched to mark 155th birth anniv of Mahatma Gandhi

TIMES NEWS NETWORK

Lucknow: Over 1 lakh students from educational institutions across the state participated in a 155-hour long cleanliness campaign 'Swabhaay

ties played pivotal role in driving participation. Established in schools and colleges, the clubs aim to create plastic-free environment and keep school premises clean and green.

On the 155th birth anniver-

# SITUY HERIOTAL MINISTRY OF AYUSH

### V

### सांस्कृतिक कार्यक्रम का हुआ आयोजित

# एनडीएमसी ने स्वच्छता ही सेवा अभियान के तहत सफाई कर्मियों का किया सम्मान

हरिभूमि न्यूज 🕪 नई दिल्ली

स्वच्छ और स्वस्थ शहर को बनाए रखने में सफाई कर्मियों की महत्वपूर्ण भूमिका को मान्यता देकर उन्हें सम्मान देने के लिए, नई नगरपालिका परिषद (एनडीएमसी) ने राष्टीय नाटय विद्यालय (एनएसडी) के सहयोग से शनिवार को नई दिल्ली के सरोजिनी नगर स्थित नवयुग स्कुल में सफाई कमियों को समर्पित एक विशेष सांस्कृतिक आयोजित किया। एनडीएमसी प्रशासन ने शनिवार को यह जानकारी देते हुए बताया कि "सफाई कर्मियों द्वारा, सफाई कर्मियों के लिए" शीर्षक से आयोजित सांस्कृतिक कार्यक्रम में सफाई कर्मियों ने खुद कई तरह के संगीत, नृत्य और कलात्मक प्रदर्शन

पस्तुत किए, साथ ही अपने परिवार छात्र, अभिभावक अ के सदस्यों को भी अपनी छिपी के वरिष्ठ अधिक विभागों के प्रमुख भ

प्रस्तुत किए, साथ ही अपने परिवार के सदस्यों को भी अपनी छिपी प्रतिभा दिखाई, जो आज के इस कार्यक्रम में सम्मानित अतिथि थे। इस कार्यक्रम के अवसर पर एनडीएमसी-एमओएच, डॉ. दीपक मित्तल, सीएमओ डॉ. शकुंतला श्रीवास्तव, डॉ. अंकिता राय, डॉ. विजय पटेल के साथ-साथ सफाई निरीक्षक, सफाई कर्मी, शिक्षक, छात्र, अभिभावक और एनडीएमसी के वरिष्ठ अधिकारी और अन्य विभागों के प्रमुख भी मौजूद थे। यहां सफाई कमियों के कलात्मक प्रदर्शन के अलावा, नवयुग स्कूल और अटल आदर्श विद्यालय के स्कूली छात्रों ने भी इस सांस्कृतिक संध्या में भरपूर भाग लिया और कार्यक्रम में अपनी पाठ्येतर प्रतिभा और स्वच्छता के प्रति प्रतिबद्धता का प्रदर्शन किया। सांस्कृतिक उत्साह को और बढ़ाते हुए, प्रतिष्ठित राष्ट्रीय नाट्य विद्यालय (एनएसडी) के प्रतिनिधियों ने इस कार्यक्रम में विशेष प्रस्तुति दीं, जिससे कार्यक्रम की अपील और बढ़ गई। यह सांस्कृतिक उत्सव "स्वच्छता ही सेवा अभियान 2024" के तहत आयोजित किया गया, जो हर साल 17 सितंबर से 2 अक्टूबर तक चलता है।

व्यापक स्वच्छ भारत मिशन का हिस्सा यह अभियान नागरिकों की भागीदारी बढ़ाने और स्वच्छता के बारे में जागरूकता बढ़ाने के लिए बनाया गया है। इस कार्यक्रम से एनडीएमसी ने सफाई कर्मियों के योगदान को मान्यता देने के महत्व पर जोर दिया, क्योंकि सफाई कर्मचारी शहर के स्वच्छता प्रयासों की रीढ़ हैं।

### Bridge and Roof: Swachhata Hi Seva-2024

Bridge And Roof Co. (I) Ltd. is observing "Swachhata Hi Seva-2024" campaign with theme 'Swabhav Swachhata -Sanskaar Swachhata'. As part of the 'Swachhata Ki

Bhaagidari' initiative, it organized Tree Plantation "Ek Ped Maa Ke Naam" on 18th September 2024 at its Howrah Workshop. Rajesh Kumar Singh, CMD, led the campaign along with other Directors. Several employees along with their families participated in this event, reflecting their commitment to environmental sustainability. Tree plantation was carried out across the



Nation by Company's project sites. This initiative highlights the company's dedication and positive contribution towards promoting cleanliness and sustainability.

# **Press Coverage**

## Denizens must come forward to make Swachh Guntur a reality: GMC chief

Guntur West MLA Galla Madhavi informed that all GMC divisions will be divided into

four parts and special sanitation works will be under

## Union Minister Sarbananda Sonowal Inaugurates 'Swachhata Hi Sewa'Campaign



Jammu, 23 Sep: The Union Minister of Ports, Shipping & Watarways, SarbanandaSonowal took active part in programmes organised under 'SewaFakhwada' campaign of the government here today. Sonowal participated in the cleaniliness drive under the 'Swachhata Mein Jan Rhaetdurk' hold at the Civil Macerital. Bhagidari,' held at the Civil Hospital of the city, to encourage SafaiKarm-acharis, the government employees and people in general to engage in

regular cleanliness.
The Union Minister SarbanandaSonowal, who is also the MP (Lok Sahha) for the Dibrugarh LSC, also inaugurated "Safai Mitra Suraksha Shivir" at the historic Chowkidingse field for the benefit of the SafaiKar macharis working under the vari-ous municipal bodies of Dibrugarh, Chabua, Tinsukia, Margherita, Dig-boi, Makum, Naharkatia, and Namrup. More than 500 SafalKarmachas attended the programme where mowal also interacted with them. Sonowal assured that the Government would take all necessary steps so that they can avail the benefit of the Government welfare schemes and ensure their social security.

Union Minister, SarbanandaSonow-al said, "Swachha Bharat Abhiyaan is the most significant and popular movement which has been success-fully going on under the visionary leadership of Prime Minister Shri Narendra Modi ji. This movement has been embraced by everyone in this country towards building a stronger and cleaner India. Inspired by appur dantina Gandhiji's words, our dynamic leader Nareadra Modiji launched this campaign a decade ago which is still going strong with a re-sounding response from the common

people.
This year, during this SewaPakhwada, we are celebrating the theme 'Swachhata Hi Sewa' as we our, the most crucial section of our our, the most recusal section of our society is our brothers and sisters who have been working as the Safa-iKarmacharis. It gives me immense pleasure that we are sitting under one roof today along with more than 500 SafaiKarmacharis who are keeping Dibrugarh constituency. I bow before all of you today with

launched the 'Swachh Bharat Mis-sion' throughout length and breadth of the country as a national movement in 2014, in 2023), under the Ek Tareekh, Ek Ghanta, Ek Saath' cam-paign, more than 8.75 crore people simultaneously cleaned 9 lakh sites. Last year, the Swachhata Hi Sewa Last year, the Swachhata Hi Sewa campaign saw 32 crore people par-ticipating with Shramdan by more than 15 crores citizens. Institutional buildings, Garbage vulnerable sites, water bodies, legacy waste sites, riv-er banks & waterfronts, tourist sites, beaches were cleaned. 'Swachhata ki Bhagidari' campaign encourag-es public participation, awareness and advacray via Swachhata Pédei. es public participation, awareness and advocacy via Swachhata Péedg-es, Public Workshops, Maruthons, Cyclothoes, Human Chains, Gram Sabhas, Youth Connect, and Waste to Art events. It is almed at involving the whole society. Adding further, Sarbenanda-Sonowal said, "A public program transforms into a true people's mov-ment only when there is genuine in-volvement. And when there is such a

volvement. And when there is such a movement, success is inevitable. The Swachh Bharat Abhiyan, initiated by Prime Minister Narendra Modi, has evolved into a powerful people's movement. Cleanliness reflects the perfection of God. Bapuji has shown us the vision of cleanliness. One can inspire many to care for the envi-ronment, towards cleanliness. For this, we must change for better and adapt ways of living in conformity with mother nature. As the comments with mother nature. As the campaign says, we must clean our inner self says, we must clean our inner sen besides ensuring cleanliness outside. 'SwabhavSwachhata, SanskaarSwa-chhata.' Is something that we aspire to achieve via this popular move-

With an aim of 'SampoorusSwa-chhsta' including 'SwachhstaLaksh-itEkayi,' the idea is to identify generally neglected garbage points or any other points which is posing an envi-ronmental or health & hygiene risk. Such points once identified will be known as SwachhataLakshitEkayi or Cleanliness Target Unit (CTUs).

This has already been done and effort is being made to get all the CTUs cleaned up by 1st October. This is targeted transformation. One of the most crucial is the Safai Mitra Suraksha Shivir where we want to help our SafaiMitras and SafaiKarmacharis with the help of Preventive Health Checkups& soare single window camps for Safa-iMitras to improve access to social protection. All the benefits under the Central and State government will be considered for all eligibil-ity. The camps will focus on welfare schemes of Modi govt like PM Awas Votono (PMAY), AMRITT 2.0. AWS 10janii (1914), ASINO 22, AADHAR, Mission Indradhanush, PM Jan Arogya Yojana (PM JAY), SAUBHAGYA scheme, PM Jan Dhan Yojana, UDYAMi and Ujjwala

schemes.

The Union Minister was accom-panied by RameswarTeli, MP, Ra-iya Subha and ex Union Minister of State; Jogen Mahan, Minister, Govt of Assam; Sanjay Kisan, Minister, Govt of Assam; Prasanta Phukan, M.A. & Chairman, Assam Industrial Development Corporation (AIDC). Dibrugarh; Bimod Hazarika, M.A. Lahowal; Bikul Deka, Chairman, Assam Petrochemicals Limited; Vijay Kumar IAS, Chairman, Island Waterways Authority of India (IWAI); Bikram Kairi IAS, District Commissioner. Dibrugarh; Dr. State: Jogen Mahan, Minister, Govt Commissioner, Dibrugarh; Dr. Saikat Patra, Mayor, Dibrugarh Mu-nicipal Corporation (DMC), among

# "Swachhata Hi Seva" campaign promotes cleanliness in C'garh

RAINANDGAON

### GCW Udhampur organizes cleanliness drive under Swachhata Abhiyan

#### STATE TIMES NEWS

UDHAMPUR: To commemorated Gandhi Jayanti, NSS Unit of 2024, Government College for Women (GCW) Udhampur organized a Cleanliness Drive under "Swachhata Abhiyan" campaign initiated by the Government of India

to promote the importance of cleanliness and sanitation in the country in the college premises.

The event was organized under the able guidance of Principal of the college. Prof. (Dr.) Nalini Pathania.

NSS Volunteers from different semesters of the college participated in the cleanliness drive under Swachhata Abhiyan with full enthusiasm.

The program was conducted successfully with the active support and coordination of Prof. Shama Rani, PO Udhampur.



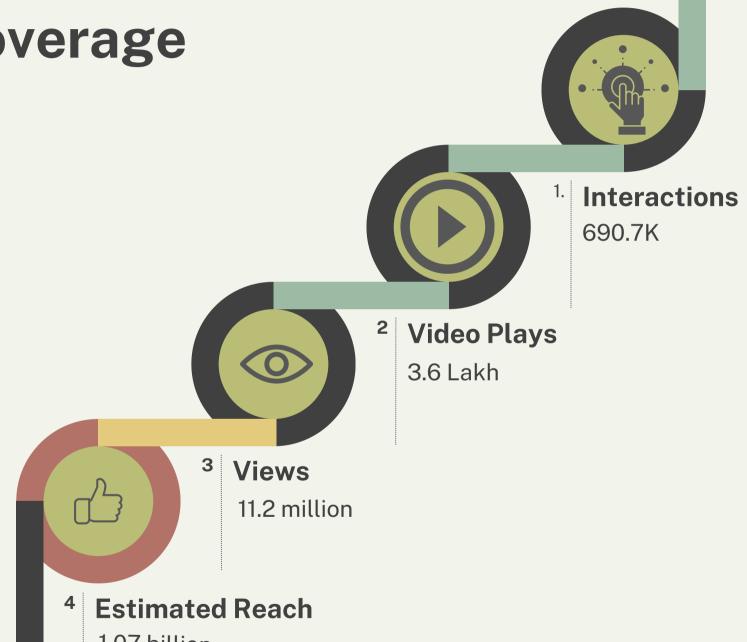
ground-breaking ceremony for other 14 projects worth Rs 19.28 crore.

Under the Public Works Department, he inaugurated one project worth Rs 2.59 crore. He inaugurated 13 projects worth Rs. 4.25 crore under the Health Department. He inaugurated two projects worth Rs 4.94 crore under the Water Resources Department.

He inaugurated five projects worth Rs 99.46 lakh under the Rural Engineering Services Division.

The Chief Minister also distributed departmental kits to beneficiaries. Sai and the Union Minister also planted saplings at Barga.

# Social Media Coverage



1.07 billion