

KEY HIGHLIGHTS OF SWACHH DIWALI SHUBH DIWALI CAMPAIGN

6th November – 12th November 2023



Celebrating Swachh Diwali Shubh Diwali

The **Swachh Diwali Shubh Diwali** campaign was launched from the 06th to 12th Nov., 2023, aiming to instill a sense of responsibility towards the environment and communities by sensitizing and motivating individuals to opt for locally made products, embrace a Diwali free from single-use plastic and prioritize pre and post Diwali cleanliness.

Swachh Diwali Shubh Diwali
A Swachh Bharat Mission 2.0 Initiative

- 🛒 **Vocal for Local**
- 🚫 **No Single Use Plastic**
- 🌱 **Green Diwali**

Let us celebrate a Swachh Diwali and join the Digital Signature Campaign.

To know more scan the QR code or visit [myGov](https://www.mycgov.in)

Capture your clean green Diwali moments in a 30 second video and share it on social media with #SwachhDiwali

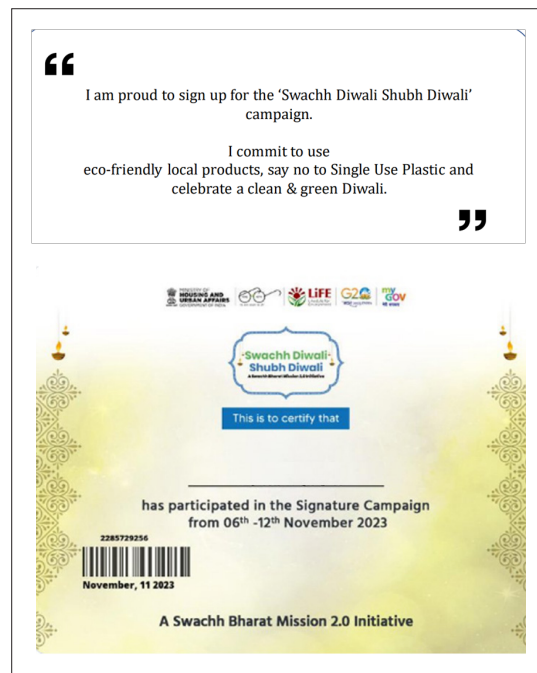
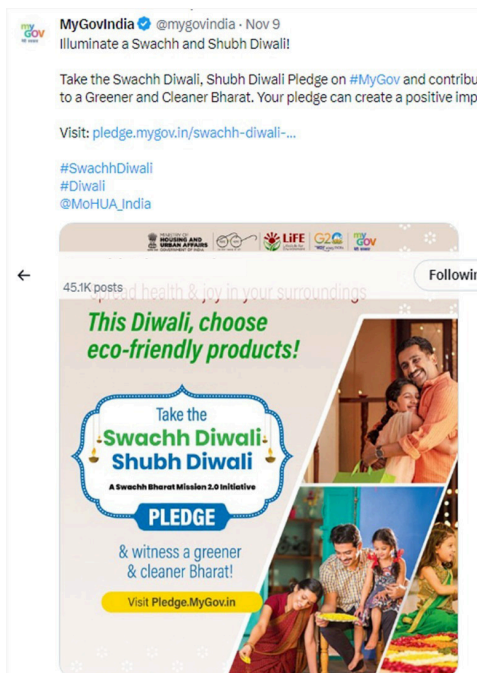


Swachh Diwali Campaign Components

Swachh Diwali Signature Campaign

The Mission partnered with MyGov for the ‘Swachh Diwali Shubh Diwali’ – Signature Campaign. Citizens were encouraged to take part in the national signature campaign to showcase their resolve to celebrate a clean, green, and Single Use Plastic free Diwali.

Swachh Pledge on MyGov



Swachh Diwali Video Reels

Citizens were encouraged to share short videos on unique ways to spend clean, green, & single use plastic free Diwali and share on Social Media with #SwachhDiwali



Top 10 Unique Swachh Diwali Celebrations with a touch of Vocal for Local



1. Delhi

Based on the concept of RRR, Delhi's Deep Mahotsav, celebrated Swachh Diwali with reusable cotton fabric streamers for decoration made out of Fabric katran waste, selfie frames made from waste cardboard, sugarcane bagasse plates and bowls, ecostalls- Vikalp, Borrow A Bag, home-composting and Swap Before You Shop stalls etc. Not just that all the stalls showcased the idea of Vocal for Local with beautiful locally made products. During the event all wet waste was composted inside the campus.



2. Chandigarh

On the occasion of Dhanteras, Chandigarh launched the "Visar -Vahan". In order to ensure that no symbol of the almighty ever enters the waste stream, the Visar -Vahan was launched to collect offerings left unattended from 165 pre-identified locations. The Visar Vahan collected these items and deposited them at the RRR centre. Two SHGs were trained especially for re-modelling these items locally, into clothes for deities, curtains for temples and pooja trays made out of papier-mâché, vouching their support for Vocal for local. The PoP idols will be immersed in a special water tank at the C&D waste plants.



3. Nagaland

Medziphema Town Council, Nagaland introduced the 'RRR – With Incentive' program. This initiative encouraged the public to use the RRR facility, promoting waste segregation and the concept of turning waste into wealth. To generate maximum participation, the town issued coupons for those bringing their waste to designated centers, offering rewards such as saplings, ice cream, chocolates, and other items from various stores within the Town. Not just that the items collected in these RRR centres would then be reused to create different local made products, to encourage Vocal for Local.



4. Ladakh

Showing their devotion and commitment towards Swachh Diwali, 75 soldiers in Ladakh celebrated Diwali by lighting locally made earthen diyas, voicing their support for Vocal for Local. They all put up a digital board for all soldiers to sign up for the Swachh Diwali Signature campaign.



5. Rajasthan

'Gokriti' a start up based in Jaipur, is tackling environmental issues by converting cow dung into a diverse range of 125 eco-friendly products. These include items such as paper, idols, rakhis, and puja essentials. This also featured a special packing paper made of cow dung. They collaborated with numerous women workers and set up stalls in Diwali Melas organized by the Women Empowerment Directorate in Rajasthan. A beautiful example of Locally made products.



6. Manipur

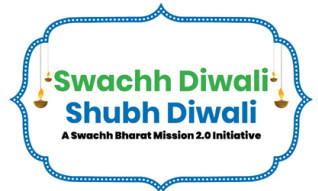
In Thoubal Municipal Council approached relief camps trained women inmates to make candles and provided materials the same. The candles made in these relief camps were then sold at the local markets by the relief camps inmates, promoting locally made products.



7. Assam

Assam had an innovative pitch for Waste to Fodder. The banana trees, stems and leaves that which were left unused after Diwali Celebrations were handed over to the national parks around urban local bodies for use as fodder for elephants. Where there are no national parks in the vicinity, the banana trees were cut into small pieces and handed over to cow shelters or 'waste to compost' pits located in the center.





8. Maharashtra

Navi Mumbaikars participated enthusiastically in a selfie campaign launched in various shopping malls. The shoppers were encouraged to sign up for the Swachh Diwali Signature Campaign and on showcasing their commitment to celebrate a swachh Diwali, the citizens were rewarded with discount coupons for shopping, creating a positive reinforcement for those choosing to make a difference.



9. Karnataka

The Hassanamba Temple opens its doors to the public just once a year during the Diwali season. This is when nearly 1 lakh devotees throng the temple to pay their respects to the deity. In a thoughtful initiative, the Hassan civic body aiming to promote awareness and unity by engaging with the temple visitors, set up sign up for Swachh Diwali Signature campaign syandees. This aimed at fostering a sense of togetherness and shared purpose for Garbage Free Cities.



10. Vizag

Vizag's eco-initiative focused on the bulk waste generators like the hotels, restaurants, small eateries and other commercial establishments. Based on five key parameters of Eco-Clean: Clean surroundings with effective waste management, Eco-Green: Urban greenery, community gardening, home composting, Eco-Blue: Rainwater harvesting, clean beaches, water conservation, Eco-Zero Plastic: Environmental friendly alternatives, recycling of plastic, Eco-Zero Pollution: Pollution control, Eco-Vizag, initiated a certificate program. Green Certifications were awarded to the bulk waste generators who followed all protocols.





MyGov Digital Signature Campaign

Total number of digital signatures – **2,99,044** Nos. The State / UT – wise participation is tabulated as under

S.No	States/ UTs	No. of Digital Signatures
1	Maharashtra	80144
2	UP	23325
3	Gujarat	17345
4	Punjab	16447
5	Bihar	13756
6	Tamil Nadu	13756
7	Karnataka	13457
8	J&K	11364
9	Jharkhand	11065
10	Telangana	10167
11	Odisha	10167
12	Rajasthan	9868
13	Madhya Pradesh	9270
14	Chandigarh	7775
15	Assam	7476
16	West Bengal	6878
17	Delhi	6579
18	Kerala	5682
19	Haryana	4486
20	Uttarakhand	4187
21	Himachal Pradesh	3888
22	Manipur	2990
23	Chattisgarh	2392
24	Tripura	2093
25	Nagaland	1196
26	Mizoram	897
27	Meghalaya	598
28	Arunachal Pradesh	598
29	Puducherry	598
30	Sikkim	299
31	Goa	299
32	DD & DNH	0

Social Media Coverage



Hardeep Singh Puri @HardeepSPuri · Nov 8

Let's make this Diwali a festival of light and love for our planet!

Choose eco-friendly celebrations, say no to single-use plastics, support local businesses, and practice the 3R mantra. Together, we can light up the world sustainably!
#SwachhDiwali #GreenDiwali #VocalForLocal

Manoj Joshi @Secretary_MoHUA · Nov 11

This Diwali let us take a pledge to protect and preserve the environment, bringing about a pro-planet behavioural change in lifestyle and spread the message of #SwachhDiwaliShubhDiwali which embodies the importance of a clean and eco-friendly celebration. #SwachhDiwali

Swachh Bharat Mission - Urban

11 Nov

Ignite a transformative shift this Diwali. Join the movement with the ... See more

smburbangov

Swachh Bharat Urban @SwachhBharatGov · Nov 9

Join the #SwachhDiwali signature campaign and become a part of the Swachh Bharat Urban Signature Campaign. Make sure to tag us! **Follow**

45.1K posts

Take the Swachh Diwali Shubh Diwali Pledge by scanning the QR code

Swachh Bharat Urban @SwachhBharatGov · Nov 13

Appreciation to Adm Commander Station HQ, Mr. Rajeev, and the 75 soldiers of the Indian Army for celebrating a Swachh Diwali in Ladakh. Your commitment to cleanliness and festivities in service to the nation is truly commendable. #SwachhDiwali

 Impressions 27 Crore	 Reach 4.5 Crore	 Views 9, 93,000
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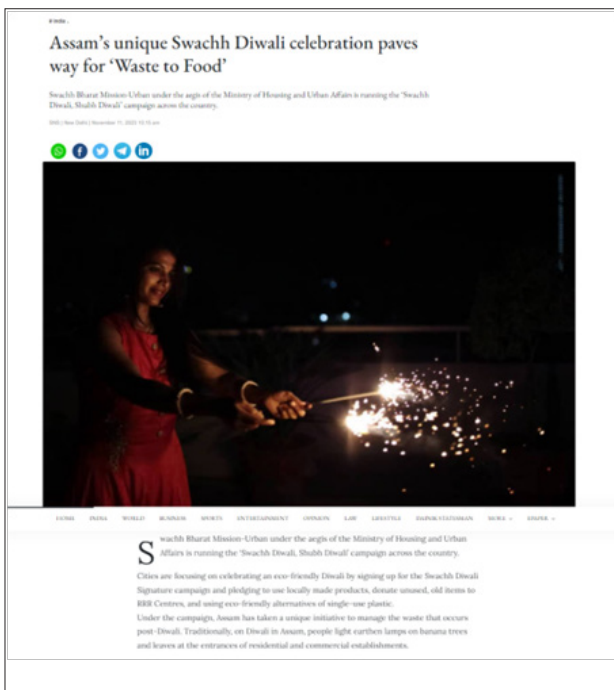
Trended at No. 3 on 10th November 2023



Digital Media coverage

Coverage by 30+ Prominent portals: The Hindu, The Indian Express, The Times of India, Hindustan Times (English), New Indian Express, India TV, The Tribune, Pioneer, Network18 English, Network 18 Bangla, Network 18 Gujarati, Network18 Punjabi, Network 18 Odiya, Network 18 Hindi, Punjab Express, Rising Kashmir. The Hans India, Dainik Bhaskar, Prabhasakshi (Hindi), ABP, Amarujala, Hindustan Times (Hindi), Morung Express, Guwahati Plus, The Statesman, Nagaland Page, Shillong Times, East Mojo, Free Press Journal

Impressions/ Views generated - 1.5 Crore



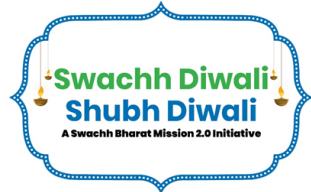
Print Media Coverage

TOTAL COVERAGE -1528

National Coverage- 154

Regional Coverage - 1374

Covered by National Dailies - Time of India, Deccan Herald, The Pioneer, Amar Ujala, Dainik Bhaskar, Dainik Jagaran, Punjab Kesari



S. No.	States	Print Media Coverage
1	Chandigarh	50
2	Karnataka	112
3	Nagaland	2
4	Jharkhand	75
5	MCD	9
6	NDMC	20
7	Rajasthan	440
8	Telangana	34
9	Uttar Pradesh	230
10	Maharashtra	403
11	Andhra Pradesh	20

S. No.	States	Print Media Coverage
12	Bihar	7
13	Assam	1
14	Odisha	10
16	Himachal Pradesh	3
17	Puduchery	3
18	Tamilnadu	73
19	Tripura	23
20	Madhya Pradesh	5 (Model Code of Conduct)
21	Uttarakhand	8

दैनिक भास्कर नएपूर 9 नवंबर 2023

वोकेल फॉर लोकल के साथ पर्यावरणपूरक दीपावली का संदेश

पांच हजार दीपों से रोशन हुई मनपा

नवंबर 8, 2023

शुभ दीपावली के दिन पर नगरपालिका के मुख्य कार्यालय में शुभ दीपावली कार्यक्रम का आयोजन किया गया। इस अवसर पर नगरपालिका के अधिकारियों और कर्मचारियों ने एक साथ दीपों की शोभा बढ़ाई।

उपय संस्था को दीप दान : नगरपालिका के मुख्य कार्यालय में शुभ दीपावली कार्यक्रम का आयोजन किया गया। इस अवसर पर नगरपालिका के अधिकारियों और कर्मचारियों ने एक साथ दीपों की शोभा बढ़ाई।

Diwali waste to food: Banana stems turn into wildlife fodder

Kampha, Kollata

Diwali waste to food: Banana stems turn into wildlife fodder

Diwali waste to food: Banana stems turn into wildlife fodder

TheHitavada Nagpur City Line | 2023-11-09 | Page-5

NMC steps up drive to discourage single use plastic: Starts preparing cloth bags

Dr. Nirmala Bhambhani, Member-in-Charge, Nagpur Municipal Corporation (NMC) said that the corporation is taking steps to reduce the use of single-use plastic. She said that the corporation is now preparing cloth bags for citizens to use instead of plastic bags.

Special counter opened at NMC to collect sarees, handbags from citizens for making cloth bags as part of Swachh Diwali, Shubh Diwali campaign.

Staff Reporter

To discourage citizens from using single use plastic, Nagpur Municipal Corporation (NMC) has started a special counter to collect sarees, handbags, etc. from citizens to make cloth bags.

According to the Municipal Commissioner, the counter is set up to collect sarees, handbags, etc. from citizens to make cloth bags. The counter is set up at the NMC office.

BRIEFLY

DELHI

'Swachh Diwali' drive against use of plastic

New Delhi: The Centre Monday launched the Swachh Diwali, Shubh Diwali campaign to encourage people not to use single-use plastic and focus on pre and post-Diwali cleanliness. The signature campaign would run on MyGov.in till Diwali, the Housing and Urban Affairs Ministry said in a statement. "This initiative aims to instil a sense of responsibility towards the environment and communities," it said. The ministry also announced another initiative, Jal Diwali. ENS

पुराने कपड़े दान कर मनाएं 'स्वच्छ दीपावली शुभ दीपावली'

साड़ी, बेडशीट, परदे आदि कर सकते हैं दान

12 नवंबर तक अभियान

नगरपालिका ने 'स्वच्छ दीपावली' अभियान के तहत पुराने कपड़ों का दान करने का आह्वान किया है। इस अभियान में नगरपालिका के अधिकारियों और कर्मचारियों ने एक साथ दीपों की शोभा बढ़ाई।

दैनिक भास्कर

पालिका ने चलाया स्वच्छ दीपावली व शुभ दीपावली अभियान, शपथ दिलाई

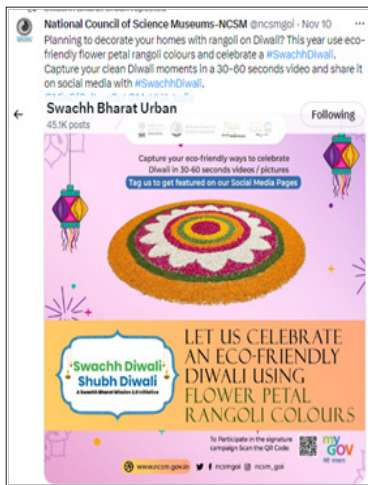
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Central Ministries joined the Swachh Diwali Shubh Diwali Campaign

- ◆ Ministry of Environment Forests & Climate Change
- ◆ Ministry of Food Processing Industries
- ◆ Ministry of Power
- ◆ Ministry of Earth Sciences
- ◆ Ministry of Labour & Employment
- ◆ Ministry of Petroleum & Natural Gas
- ◆ Ministry of Ayush
- ◆ Ministry of Railways
- ◆ Ministry of Tribal Affairs
- ◆ Ministry of Electronics & IT
- ◆ Department of Agriculture & Farmers Welfare, Ministry of Agriculture & Farmers Welfare



Ambassadors Engagement



State-wise Ambassadors Engagement - 415

S.No.	State	Total
1	Chandigarh	2
2	Delhi	13
3	Jharkhand	194
4	Karnataka	28
5	Manipur	5
6	Nagaland	25

S.No.	State	Total
7	Puducherry	3
8	Punjab, India	37
9	Tripura	56
10	Uttar Pradesh	52
11	Uttarakhand	1





Campaign Outcome

