

SWACHH TSAV

#WomenLedSanitation

MARCH, 2023



Swachh Bharat Mission Urban 2.0



“

India can move forward only by raising the levels of respect for women and the sense of equality. The power of conviction in women; their willpower, their decision-making power, their ability to take quick decisions, their perseverance to achieve their goals, and the results of their hard work, are the identity and reflection of women's power.

”

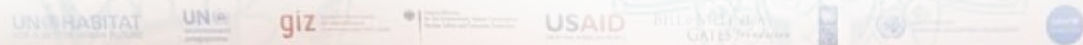
SHRI NARENDRA MODI
Prime Minister

BACKGROUND

The Swachh Bharat Mission Urban has enabled access to safe sanitation and dignity of women, while also opening up livelihood and skilling opportunities for them in the areas of sanitation and waste management. This mission prioritizes equity and inclusion of women, leading to a transformative shift from having 'Women in Swachhata' to 'Women-led Swachhata.'

Women have played a pivotal role in driving this transformational change, breaking barriers and setting new benchmarks as leaders in sanitation. To recognize and celebrate their contributions, Swachhotsav, a three-week-long women-led Swachhata campaign, was launched. This initiative aims to galvanize women's participation and leadership to achieve the goal of "Garbage Free Cities."

Swachhotsav is a celebration of sanitation led by women. It highlights the significant impact and contribution of women as innovators, path breakers, game changers, and leaders in the Swachhata movement.



SWACHHOTSAV



CAMPAIGN LAUNCH

On 7th March, 2023, on the eve of International Women's Day, Union Minister, Shri Hardeep Singh Puri and Secretary, MoHUA, Shri Manoj Joshi launched Swachhotsav, a nationwide three-week women-led Swachhata campaign, under the Swachh Bharat Mission Urban 2.0. The core components of the campaign were Swachh Mashaal March, Swachhata Yatra, Women Icons Leading Swachhata (WINS) Awards 2023 and GFC Influencers' Network.

SWACHH TSAV

#WomenLedSanitation

A Swachh Bharat Mission Urban Initiative



CAMPAIGN INITIATIVES

The campaign mobilized millions of women across the country towards the goal of making cities clean, green, and garbage-free. It became a platform for over 400,000 women entrepreneurs who are taking on leadership roles in urban sanitation. Through a series of events and activities held across various cities, the campaign celebrated women from all walks of life who are spearheading efforts towards creating Garbage-Free Cities (GFC).

To encourage the ward-level mobilization of citizens for GFC



Swachhata Doots Visit-Exchange-Learn from initiative in urban sanitation in other cities

To recognize and celebrate women champions doing exemplary work in sanitation and waste management across cities.



To mainstream SHGs and their federations as partners in implementing SBM-U 2.0.

SWACHH MASHAAL MARCH



4.2 million citizens pledged for creating GFCs, 2.6 million citizens participated in the Swachh Mashaal March

From Ambikapur to Junagadh, from Pochampally to Lucknow, from Chandigarh to Bankura women led the rally for garbage free India across 3000 plus cities. The first-ever Swachh Mashaal March not only witnessed cleanliness drives but zero waste events that set the tone of the march. The main feature of the march was to focus on scaling up citizen-led Swachhata. Millions of citizens voluntarily took part in these rallies, celebrating the spirit of swachhata. Additionally, citizens took a Swachhata pledge to always follow, impart, imbibe and spread the message carrying core values of sanitation and the vision of making cities garbage free.

Excitement, eagerness, zeal, passion, togetherness, and the true spirit of swachhata during the Mashaal March was electrifying. The Mashaal March not just highlighted the pledge to keep the cities clean but also reusing waste items to create something new. Mashaals made of old steel bowls, cloth bags, Raddi se Pragati and other innovative ideas of waste management were showcased too.



SWACHH MASHAAL MARCH



SWACHHATA PLEDGE

During Swachh Mashaal March 4.2 million citizens pledged for Swachhata. They pledged to always follow, impart, imbibe and spread the message carrying core values of sanitation.



Thousands of women in Thane, Maharashtra come together to take Swachhata Pledge to make Thane clean & garbage free.



SHG members from Kovilpatti, Tamil Nadu take the Swachhata pledge



Transgenders from Chandigarh take the Swachhata Pledge for avoiding Single-use plastic.



Students from Vijaywada actively participate in Swachhotsav and pledge for Swachhata.

SWACHHATA PLEDGE

During the campaign period, cities encouraged citizens to take the Pledge to make their cities garbage free.





SWACHHATA YATRA

As a part of Swachhotsav, two key missions of the Ministry of Housing and Urban Affairs (MoHUA) - Swachh Bharat Mission-Urban 2.0 and the DAY-National Urban Livelihoods Mission (Day-NULM) - converged to create a more significant impact on the ground.

In a unique initiative, an inter-state peer learning Yatra was organized for Self-Help Group (SHG) members to travel to other states as 'Swachhata Doots'. Women SHG members from 29 States/UTs participated in this initiative and travelled to 13 different states to cross-learn and share new ideas for scaling up waste management and 'waste to wealth' initiatives through SHGs.



SWACHHATA YATRA

The members of the SHG from
Telangana experienced their
first flight as they embarked on a
Swachhata Yatra



Team Chandigarh ready to
board their bus to Himachal
Pradesh

The Swachhata Yatra of SHGs
from Madhya Pradesh to Gujarat
was flagged off from a train station



As a part of the shared-learning
program, a delegation from
Gujarat visited Mumbai's 'Aakar
Mumbai' MRF centre in the
MIDC area

SWACHHATA YATRA

CHHATTISGARH PLAYS HOST TO 9 STATES



9 States of Mizoram, Nagaland, Assam, Manipur, Uttarakhand, UP, Jharkhand, West Bengal and Kerala travelled to Chhattisgarh during the Swachhata Yatra.

FIELD VISITS



Exposure visit to Solid & Liquid Resource Management (SLRM) Centre to learn about source segregation and waste management strategies



Visit to the tertiary Segregation Centre (Sanitary Park) to observe manner of waste segregation. Exposure visit to see the remediated dump site into a Sanitary Park



Visit to Vermi composting facility



Exposure to initiatives like Bartan Bank, book bank, and cloth bank for waste management

SWACHHATA YATRA

TELANGANA'S SWACHHATA YATRA TO KARNATAKA



Telangana's visit to Karnataka united SHG women, sanitary inspectors, and MEPMA staff. The aim was to enhance SWM practices through learning, sharing, and capacity building.

FIELD VISITS



Swachhata doots explored Yedyur's Waste to Energy plant with 5-tons wet waste capacity.



Visit to 'Suvidha Cabin', a unique initiative taken to provide best facilities (toilets, changing rooms, medical aids, feeding rooms) for Safaikaramchari.



A visit to Swachagraha, an initiative promoting composting citywide. Swachhata doots discovered the power of compost for growing wholesome, chemical-free veggies.



Exploring Karnataka's Waste to Compost Plant, where city waste and agricultural residues are transformed into organic manure and vermi compost.

SWACHHATA YATRA

7 STATES VISIT ODISHA



Telangana, Tripura, West Bengal, Sikkim, Chhattisgarh, Meghalaya, and Maharashtra, travelled to Odisha to learn and enhance their capacities in sanitation and waste management during the Swachhata Yatra. Field visits to Septage treatment plants, composting units etc. helped them learn the process and methodology of solid waste management.

FIELD VISITS



Swachhata doots visited Basuaghai's 75 MLD septage treatment plant to learn about reusing purified water for gardening and road cleaning.



Waste-to-wealth Composting center in Bhubaneswar where the Doots learnt about composting and ways to generate revenue.



Swachhata Doots explored Bhubaneswar's MRF to learn about community involvement in waste segregation, door-to-door collection and processing of segregated waste.



Team Chhattisgarh visited the Micro Composting Center in Cuttack

SWACHHATA YATRA

MP AND MAHARASHTRA'S PEER-LEARNING IN GUJARAT



Women Self-Help Group (SHG) members from Madhya Pradesh and Maharashtra, traveled to Gujarat to learn and enhance their capacities in sanitation and waste management.

FIELD VISITS



Team MP visits Pirana Biomining Site and interacts with the women SHG members who are doing incredible work in waste management.



Team Maharashtra visited Ahmedabad's different SWM projects, MRF sites and interacted with the women workers to learn more about waste processing.



Swachhata Doots visited the Kankaria Veda Mandir to experience the process of making phenyl from cow urine.



Team MP and Maharashtra had an insightful interaction with Director Shri Harshadray Solanki about Ahmedabad's SWM initiatives.

WINS Awards 2023

Women IcoNs leading Swachhata

The WINS Awards 2023 has been launched to highlight the impact of women in sanitation and waste management. It aims to recognize celebrate and disseminate inspiring and exemplary initiatives in urban sanitation and waste management by women led organizations and individual women. The applications were received in 5 categories:

- Micro enterprises
- Non-Government Organisations (NGOs)
- SHGs
- Startups
- Others (including individuals)

The first edition of Women Icons Leading Swachhata (WINS) Awards 2023 saw nearly 11,000 applications from across India.





GFC
INFLUENCERS'
NETWORK
GARBAGE FREE CITIES

Network of 75,000 Garbage Free Cities Influencers - The new age pioneers of spreading awareness on urban swachhata.

The aim of the GFC Influencers' network was to integrate SHGs and their federations as partners in implementing Swachh Bharat Mission-Urban 2.0. The SHG members will act as “swachhata” agents at the community level to generate awareness about the mission’s objectives.

The GFC Influencers received training in various cities, including Shamshabad, Tellapur, Rajnandgaon, Rajpur, Huzarabad, and Vijayawada.

The training focused on door-to-door waste collection, waste segregation, waste management, and conducting awareness programs. These efforts aimed to build a strong network and workforce dedicated to making cities garbage-free.



INTERNATIONAL DAY OF ZERO WASTE: RALLY FOR GARBAGE FREE CITIES

To reinforce the resolve towards Garbage Free Cities as part of the Swachh Bharat Mission Urban 2.0, the Ministry of Housing and Urban Affairs (MoHUA) organized the 'International Day of Zero Waste: Rally for Garbage Free Cities' on March 29th, 2023 at the India Habitat Centre in New Delhi.

The event was attended by Mayors, Commissioners, State Mission Directors of SBM-U 2.0 and DAY-NULM, city government officials, Swachhata Doots from Swachhata Yatra, Master Trainers of GFC Influencers' Network, civil society organizations, academicians, and development partners.



Union Minister Shri Hardeep Singh Puri praised the Rally for Garbage Free Cities as women-led Jan Andola, during his keynote address at the International Day of Zero Waste event.



The 'Story of Change' compendium and the Women SHG directory, showcasing the inspirational journey of Women-Led Sanitation, launched by the Union Minister.



While interacting with SwachhataDoots, Union Minister, Shri Hardeep Puri promised to gift a jacket made from plastic waste to Smt. Prabha Khanka from Haldwani, Uttarakhand. Promise delivered! Prabha ji received the jacket from the Minister at her hometown.

INTERNATIONAL DAY OF ZERO WASTE: RALLY FOR GARBAGE FREE CITIES



Shri Manoj Joshi, Secretary, MoHUA, highlighted the unparalleled contribution of women in Swachhata drives during his keynote address at Swachhotsav 2023.



During Swachhotsav 2023, Ms. Roopa Mishra, JS, MoHUA, lit the lamp with Swachhata Doots.



Mr. Shombi Sharp, the UN Resident Coordinator in India, congratulated SBM - U for celebrating Women Led Sanitation during his virtual address.

INTERNATIONAL DAY OF ZERO WASTE: RALLY FOR GARBAGE FREE CITIES



On the International Day of Zero Waste, the first Panel discussions focused on 'Circularity in Garbage Free Cities,



Second panel discussion on 'Women and Youth for GFC'.



Third Panel discussion highlighted on 'Business and Tech for Garbage Free Cities

INTERNATIONAL DAY OF ZERO WASTE: RALLY FOR GARBAGE FREE CITIES



Mayors shared their inspiring success stories, best practices in sanitation for Garbage-Free Cities in a fireside chat.



SHG groups from Leh, Ladakh, Chhattisgarh and Tripura shared their cross-state learning experiences on waste management practices at Swachhotsav event.

SWACHH TSAV

CAMPAIGN IMPACT



4.2 million citizens pledged for creating GFCs

2.6 million citizens participated in the Swachh Mashaal March



Swachhata Doots from **29** States traveled to **13** States



Nearly **11,000** applications received



Created a network of **75,000** Swachhata influencers

महिलाओं के नेतृत्व में स्वच्छता अभियान का शुभारंभ



मुंबई। महिलाएं बदलाव लाने में योगदान दे सकती हैं। वे न केवल अपने घरों में बल्कि पूरे समाज में अनादि काल से स्वच्छता को प्रवर्धनाहक रही हैं। 8 मार्च को महिला दिवस के अवसर पर केंद्रीय मंत्री श्री हरीद्वी सिंह पुरी ने महिलाओं के नेतृत्व वाले तीन सप्ताह तक चलने वाले स्वच्छता अभियान 'स्वच्छता का शुभारंभ' किया। इस अवसर में स्वच्छता

जाएगी। साल 2014 में जब स्वच्छ भारत मिशन की शुरुआती हुई, तब सफाई अभियानों में बड़े स्तर पर महिलाओं की भागीदारी देखी गई थी, जिनमें शौचालयों के इस्तेमाल के लिए जागरूकता उपलब्ध करना और स्वच्छता की ओर अपनी तरह से योगदान देना शामिल रहा। वे पिछले आठ वर्षों में स्वच्छता सृष्टि रूप से जन आंदोलन के एक प्रमुख स्तंभ के रूप में विकसित हो रही हैं, जैसे अन्य महत्वपूर्ण हितधारक, युवा और स्टार्टअप। मॉडर्निज्ड रिकवरी फेसिलिटी सिस्टम के संचालन से लेकर वेस्ट टू वेल्थ स्टार्टअप शुरू करने तक, सौचिक ट्रेटमेंट प्लांट्स के प्रबंधन से लेकर कृषि के लिए शौचगार के अवसर उत्पन्न करने तक महिलाएं अग्रणी बनें हैं।

चार लाख महिलाएं करेंगी शहरी स्वच्छता का नेतृत्व

अक्टूबर 2024 तक 1 हजार शहरों को 3 स्टार कचरा मुक्त बनाने का लक्ष्य, 2026 तक हमें परिपूर्ण

नई दिल्ली। प्रधानमंत्री मोदी ने 'कचरा मुक्त शहर' बनाने के बड़े विजन के साथ स्वच्छ भारत मिशन-शहरी 2.0 का शुभारंभ किया, जिससे भारत संपूर्ण स्वच्छता और अर्पित

भारत जीरो-वेस्ट अप्रोच को भी बढ़ावा दे रहा है। इसका नेतृत्व चार लाख महिलाएं करेंगी। अक्टूबर 2024 तक 1 हजार शहरों को 3 स्टार कचरा मुक्त बनाने का लक्ष्य है और यह

कार्य 2026 तक पूर्ण होगा। स्वच्छता अब एक जन आंदोलन है, जिसे नागरिकों का जबरदस्त समर्थन मिल रहा है। मिशन ने शहरों को स्वच्छ, हरित और कचरा मुक्त बनाने के लक्ष्य की ओर देश भर के लाखों नागरिकों को संलग्न किया है। अभियानों में युवा और महिला लीडर्स की कार्यात्मक भागीदारी देखी गई है।

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4 लाख महिला उद्यमी संभालेंगी शहरी स्वच्छता में नेतृत्व



नई दिल्ली। 9 मार्च, (नईजीन) - अंतराष्ट्रीय स्वच्छता दिवस के अवसर पर केंद्रीय मंत्री श्री हरीद्वी सिंह पुरी ने महिलाओं के नेतृत्व में स्वच्छता अभियान का शुभारंभ किया। इस अवसर पर उन्होंने कहा कि महिलाओं का नेतृत्व स्वच्छता अभियान में अत्यंत महत्वपूर्ण है। उन्होंने कहा कि महिलाओं को स्वच्छता अभियान में शामिल करने से न केवल स्वच्छता अभियान में अग्रणी बनें हैं, बल्कि स्वच्छता अभियान में अग्रणी बनें हैं। उन्होंने कहा कि महिलाओं को स्वच्छता अभियान में शामिल करने से न केवल स्वच्छता अभियान में अग्रणी बनें हैं, बल्कि स्वच्छता अभियान में अग्रणी बनें हैं।

आवास और शहरी मामलों के मंत्रालय ने अंतराष्ट्रीय आवासीय शहरी स्वच्छता अभियान का शुभारंभ किया



नई दिल्ली, 9 मार्च, (नईजीन) - आवास और शहरी मामलों के मंत्रालय ने अंतराष्ट्रीय स्वच्छता अभियान का शुभारंभ किया। इस अवसर पर उन्होंने कहा कि महिलाओं का नेतृत्व स्वच्छता अभियान में अत्यंत महत्वपूर्ण है। उन्होंने कहा कि महिलाओं को स्वच्छता अभियान में शामिल करने से न केवल स्वच्छता अभियान में अग्रणी बनें हैं, बल्कि स्वच्छता अभियान में अग्रणी बनें हैं।

अब मशाल लेकर स्वच्छता की ज्योत जलाएंगी महिलाएं

जम्मू काश्मीर, 8 मार्च। स्वच्छता अभियान-2023 के तहत महिलाओं की भागीदारी बढ़ाने को लेकर निगम ने शहरी स्वच्छता अभियान में महिलाओं को शामिल किया।

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पांच राज्यों की टीम ने कक्षा-अभिकापुर का स्वच्छता मॉडल है लाजवाब

नई दिल्ली। अंतराष्ट्रीय स्वच्छता दिवस के अवसर पर कक्षा-अभिकापुर का स्वच्छता मॉडल है लाजवाब। पांच राज्यों की टीम ने कक्षा-अभिकापुर का स्वच्छता मॉडल है लाजवाब।

400,000 women entrepreneurs take up leadership in urban sanitation

1000 Cities targeted to become 3-Star Garbage Free by October 2024; saturation by 2026

Urban Sanitation is a key to sustainable growth and economic development. The Ministry of Housing and Urban Affairs (MoHUA) has launched the 'Swachh Bharat Mission - Urban' (SBM-U) to improve urban sanitation and hygiene. The mission aims to make all urban areas clean, green, and garbage-free by 2026. The mission is implemented through a series of interventions, including: 1. Improving the quality of urban sanitation services. 2. Promoting the use of public toilets. 3. Promoting the use of community-based organizations (CBOs) for urban sanitation. 4. Promoting the use of eco-friendly technologies for urban sanitation. 5. Promoting the use of waste-to-energy technologies for urban sanitation. The mission is implemented through a series of interventions, including: 1. Improving the quality of urban sanitation services. 2. Promoting the use of public toilets. 3. Promoting the use of community-based organizations (CBOs) for urban sanitation. 4. Promoting the use of eco-friendly technologies for urban sanitation. 5. Promoting the use of waste-to-energy technologies for urban sanitation.

महिलाओं के नेतृत्व में स्वच्छता अभियान का शुभारंभ

नई दिल्ली। प्रधानमंत्री मोदी ने 'कचरा मुक्त शहर' बनाने के बड़े विजन के साथ स्वच्छ भारत मिशन-शहरी 2.0 का शुभारंभ किया, जिससे भारत संपूर्ण स्वच्छता और अर्पित

स्वच्छता मशाल लेकर शहरी स्वच्छता अभियान में नेतृत्व

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Ministry of Housing and Urban Affairs (MoHUA) launched a three-week long women-led cleanliness drive

Media News New Delhi, March 9



Women can contribute to bring change. They have been the flag bearers of cleanliness not only in their homes but in the entire society since time immemorial. On March 8, on the occasion of Women's Day, Union Minister Hardeep Singh Puri launched 'Swachhats', a three-week long cleanliness campaign led by women. A series of programs and activities will be organized in cities to celebrate this festival dedicated to women from all walks of life who have shown their leadership in making the mission of Garbage Free Cities (GFCs) a success. March 10 marks the beginning of the Swachhata Yatra, which will culminate on March 30, which has been declared by the United Nations General Assembly as

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