SWACHH VAARTA

December Edition

Swachh Bharat Mission-Urban 2.0

NEWSLETTER
Ministry of Housing and Urban Affairs
Government of India
स्वच्छ भारत अभियान ने साफ-सफाई और सार्वजनिक स्वच्छता को लेकर लोगों की सोच बदल दी है। ये पहल आज राष्ट्रीय भावना का प्रतीक बन चुकी है, जिसने करोड़ों देशवासियों के जीवन को बेहतर बनाया है। इस अभियान ने अलग-अलग क्षेत्र के लोगों, विशेषकर युवाओं को सामूहिक भागीदारी के लिए भी प्रेरित किया है।

श्री नरेंद्र मोदी
प्रधानमंत्री
लोगों से मिले समर्थन से दीए का आलविवास बढ़ा, जिसके बाद उन्होंने करार इकट्ठा करने का काम भी सुरू किया। अपने जानकार हैं अलग, ही कहने के कारण हो जाता है। सफाई ‘सफाई’ की संस्था ने नए रूप दिए और आपको नए रूप में दिखाया। मेरे पास मैं जाकर ही जाता है। यह सफाई अभियान ने सपा-साफ़ और सार्वजनिक स्वच्छता को लेकर लोगों की शौर्य बदल दी है।
Swachh Bharat Mission-Urban has focused on the need for clean, functional, safe, accessible community and public toilets (CT/PTs) and strengthened the resolve for toilets for all. Keeping in line with the World Toilet Day 2023 theme of Accelerating Change, Union Minister, Shri Hardeep Singh Puri, launched a 5-week Clean Toilets Campaign from 19th Nov, World Toilet Day to 25th Dec, Good Governance Day. MoHUA initiated the Partners Forum for SBM-U 2.0 to tackle urban sanitation challenges, fostering collaborations with a wide range of entities, including corporates, PSUs, and international funding institutions.

At the World Toilet Day Event, Prof Dr. Jack Sim, Founder & Director World Toilet Organization shared the experience of managing public toilets and summarised it through ABC: Architecture, Behavior, Cleaning. The event saw insightful discussions on many interesting topics like Toilets 2.0 - India Leading the Change by Mr. Paulos Workneh, Chief - WASH and Environment, UNICEF, Sector partners USAID and BMGF spoke on collaborating for safe sanitation. NBCC presented designs for modern public toilets during the event, signaling a move towards smart, clean facilities.

The Clean Toilets Campaign, a unique nomination-based initiative, seeks to enhance the functionality and sustainability of urban toilets through a 5-week cleanliness and maintenance drive. ULBs, parastatal bodies, and private organizations can nominate their top-performing toilet models, with each applicant allowed one nomination. MoHUA will recognize and feature the best model toilets in a publication in early 2024.
WORLD TOILET DAY

Jan Andolan for Clean CT/PTs

ANDHRA PRADESH

On #WorldToiletDay, Vijayawada inaugurated a Pink Toilet at Benz Circle to provide better sanitation facilities for women in the city.

TELANGANA

In Telangana, Thumkunta's swachh team honored sanitation workers responsible for maintaining public toilets by presenting them with shawls.

CHANDIGARH

Chandigarh sets a true example of women taking the lead in sanitation, with Self Help Groups managing the cleanliness and hygiene of community toilets.

UTTAR PRADESH

Meerut participated in a rally to raise awareness on public toilets, whereas Ghaziabad's sanitation team visited a slum area to educate kids on toilet usage.

MADHYA PRADESH

Commuters at Jajji Bus Stand in Guna, MP gave feedback on toilet usage to enhance safety on #WorldToiletDay and Ujjain citizens donated unused items for toilet use.
**Automated Self-Cleaning Toilets**

Agra’s unmanned self-cleaning public toilets with online monitoring and sensor technologies are exemplifying better hygiene and sanitation practices near popular tourist destinations like Taj Mahal.

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**Clean Safe Accessible**

Suvridha Kendra by the Brihanmumbai Municipal Corporation at Asia's biggest slum locality is providing a safe environment and accessible toilets for all.

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**Eco-friendly She Toilets**

With minimal efforts for maintenance, She toilets of Kodad in Telangana promise to provide safe, clean toilet facilities for women. Led by women, the She mobile toilets are promoting women employment too.

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**Build Operate & Transfer Toilets**

Having separate facilities for women, divyang and transgenders, the BOT toilets run by @MCD_Delhi are safe, clean, accessible, well-maintained and are changing the face of public convenience in the capital.
Keeping in line with the festive mood of the nation, SBM-U 2.0 under the aegis of Ministry of Housing and Urban Affairs (MoHUA), ran the Swachh Diwali Shubh Diwali campaign from the 06th to 12th Nov., 2023. The campaign aimed at invoking the cultural significance of Diwali coupled with the journey of Swachh Bharat and the principles of Lifestyle for Environment (Mission LiFE). Reiterating the core principles of Mission LiFE that aims to protect and preserve the environment, bringing about a pro-planet behavioural change in lifestyle, the concept of Swachh Diwali Shubh Diwali emphasizes the importance of a clean and eco-friendly celebration.

Secretary, MoHUA, Shri Manoj Joshi launched the campaign on 6 Nov., 2023. This initiative aimed 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.
Chandigarh introduced handcrafted potlis made out of clothes donated at the RRR Centre and displayed it at an eco-friendly store. ‘Swachh Bazaar Pratiyogita’ was organised in the market areas, while the ‘Visar Vahan’ initiative collected idols and deity photos to be transformed into art pieces.

In Karnataka, RRR center kiosks were set up in high-footfall areas, urging people to donate unused items. School kids crafted diyas from wheat flour and clay, and lanterns from paper and citizens endorsed the Swachh Diwali Campaign during the Cricket World Cup match in Bangalore.

Nagaland directed shopkeepers to display green plants near their entrance for clean, green Diwali. And the concept of ‘Bring Your Own Bag’ was introduced to reduce plastic. ‘RRR – With Incentive’ program rewarded those bringing their waste to RRR centers with coupons for items like saplings & ice cream.
Uttar Pradesh celebrated Swachh Diwali with its 6th Guinness World Record by lighting over 22 lakhs earthen diyas in Ayodhya. Meanwhile, Ghaziabad's students organized a ‘Waste to Wow’ exhibition, creating models of landmarks like Shri Ram Temple and Taj Mahal using recycled thermocol.

In line with the #Vocalforlocal theme, Vizag's SHG workers converted old clothes into cloth bags at the Gajuwaka RRR center, and distributed them to sanitation workers, whereas Dhanbad showcased locally crafted Diwali decor items to support and promote local artisans.

Assam embraced a sustainable Diwali by using banana trees for decor, repurposing leftovers as elephant fodder in parks or distributing to cow shelters/compost pits, whereas, in Manipur women in Thoubal relief camps crafted candles and sold it at markets promoting local products.
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. Nearly 3 Lakh citizens digitally signed up for the campaign.

**Swachh Pledge on MyGov**

In Navi Mumbai’s selfie campaign at shopping malls, customers who signed up for Swachh Diwali Signature Campaign, were rewarded with discount coupons for shopping.

In Hunsur, Karnataka, customers in the local market scanned the QR code and digitally pledged for a plastic-free Swachh Diwali celebration.

75 soldiers in Ladakh celebrated Diwali by lighting locally made earthen diyas, supporting #VocalforLocal. They all put up a digital board for all soldiers to sign up for the Swachh Diwali Signature campaign.
CITIES CLEANUP POST DIWALI

DELHI

Delhi executed “Operation Clean Delhi” to address post-Diwali waste. This initiative encompassed a city-wide cleanliness drive, including street cleaning, safe disposal of used firecrackers, and monitoring air quality.

TELANGANA

Telangana ULBs collected 120 tons of post-Diwali firecracker waste. Pits were dug at landfill sites for secure disposal, ensuring accident-free celebrations and promoting a responsible observance.

MADHYA PRADESH

Bhopal’s SafaiMitras processed 20 tons of cracker waste through early collection, efficient segregation, and contributing to an early clean up of the city.
Health & Wellness in Sanitation & Waste Management Sector

As part of the 'Swachh Diwali Shubh Diwali’ campaign, MoHUA organized the 7th edition of the Swachh Talks Webinar Series on 'Health & Wellness in Sanitation & Waste Management Sector.' Chaired by Shri Manoj Joshi, Secretary, MoHUA and Ms. Roopa Mishra, JS & MD, SBMU, MoHUA, the episode emphasized the significance of health and wellness in sanitation.

Padma Shri Dr. Randeep Guleria, Chairman of Institute of Internal Medicine & Respiratory & Sleep Medicine, Director Medical Education at Medanta, addressed the session, providing recommendations on SOPs and protocols for the workforce exposed to air pollution.

Ms. Bharati Chaturvedi from Chintan NGO emphasized the impact of air pollution on waste pickers, SafaiMitras, and Security Guards and shed light on essential protocols.
FIELD VISITS

Ms. Roopa Mishra, JS & MD, SBMU, MoHUA visited Suvidha Kendra, a Community Toilet model developed by HUL in Dharavi on 18 Oct., 2023. Additionally, she toured the legacy dumpsites in Mumbai.

National Team of SBM-U led by JA(PHEE), CPHEEO visited Used Water Management Plant, as well as the FSTP and STP facilities, in Lonavala, Maharashtra on 19 Oct., 2023.

Binay Jha, SBM-U Director and Guntur officials visited waste processing sites in Stockholm and Austria as part of UNIDO India’s Sustainable Cities Integrated Approach Pilot Project in November 2023.
On 22 Nov., 2023, Roopa Mishra, JS & MD, SBMU, MoHUA visited the 100 TPD bio-CNG plant at Chetpet in Chennai, where organic waste from 500 bulk waste generators is transformed into gas and then sold in markets.

On 24 Nov., 2023, Team Swachh toured the agarbatti unit in Tirupati, where 180 women craft 30-40 thousand sticks daily from 1.5 tonnes of flowers offered to the deity.

COLLABORATIONS

International Vienna Energy and Climate Forum

At the International Vienna Energy and Climate Forum in Hofburg, on Nov 3, 2023, Binay Jha, Director, SBM-U, participated in the panel discussion on ‘Transforming energy systems for sustainable cities.’ He highlighted SBM-U’s efforts, such as waste to Bio-CBG.

ISC-FICCI Sanitation Awards Ceremony 2023

Speaking at the ISC-FICCI Sanitation Awards Ceremony 2023 on 20 Nov., 2023 in Delhi, Dr. Madhu Rani Teotia, Director, SBM-U, highlighted the significance of the Partners Forum for SBM-U 2.0. launched by MoHUA. She emphasized the critical role of strategic collaborations with Corporates, PSUs, NGOs/CSOs, and sector development partners in advancing urban sanitation solutions.
STATE MEETINGS

Remediation of legacy dumpsites in Mumbai

Maharashtra CM, Shri Eknath Shinde and Minister of Housing & Urban Affairs, Shri Hardeep Singh Puri, took a joint meeting 16 November, 2023, to discuss outstanding issues pertaining to Solid Waste Management. Chief Secretary, Maharashtra, Municipal Commissioner, Municipal Corporation of Greater Mumbai, Secretary, MoHUA, and other senior officials also attended the meeting virtually.

Waste management practices in Andhra Pradesh

Roopa Mishra, JS & MD, SBMU, MoHUA, had a detailed meeting with Swachh Andhra Corporation and urban local bodies to assess their sanitation and waste management practices. Commissioners from Vishakhapatnam, Vijaywada, Nellore, Kadapa, Guntur, Rajamundry, Chittor, and Tirupati shared their waste management initiatives during the session.
Sanitation, Mechanised Desludging & Used Water Management

The MoHUA organised a 2 Day national workshop in Chennai on Nov 23-24, 2023, focusing on planning for sanitation, mechanized desludging, and Used Water Management in cities with less than 1 lakh population.

Ms. Roopa Mishra, JS, MoHUA shared insights on the Toilet Journey under SBM 2.0 – A National perspective and said, “The first principle of the national approach is move beyond the contours that have been laid by a particular programme. Our requirement is to achieve safe sanitation defined by clean land, clean water and clean air.”

Day 1 of the workshop saw experience sharing on O&M of Community and Public Toilets (CT/PTs) by various States followed by deliberations over Financing and Livelihood opportunities in sanitation sectors, a perspective by ASCI & NITI. BMC, Orissa, Noida, Mysore, Telangana, HUL, IIHS, WASH-I, DUSIB, highlighted accessibility and O&M of CT/PTs.

Day 2 of the workshop emphasized fast-tracking implementation of Used Water management. Various States exchanged knowledge and best practices, addressing challenges in the process. While discussing the implementation strategies and technology choices, the emphasis was directed towards designing STPs for small and medium towns.
WHAT’S TRENDING

Swachh Bharat Urban
@SwachhBharatGov
On #WorldToiletDay, @jabjeetmc: exemplary efforts toward advancing sanitation and hygiene. A collaborative community initiative underscores the pivotal role of toilets in public health. Joined by citizens and #SwachhBharatMission ambassadors, the event showcased artistic skills.

Swachh Bharat Urban
@SwachhBharatGov

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"स्वच्छता नार निम्न द्वारा" अंतर्राष्ट्रीय लाइकाटोरी में उच्च स्तर स्कोर देने वाले एब्टल के साथ स्वच्छता नार पार्किंग के क्षेत्र में शामिल हैं। इसे दिखाया सरकार ने लिए गए। इस कार्यक्रम में

WHAT'S TRENDING

Swachh Uttar Pradesh 2.0 (SBM, Ut)
@swachhunyarat
“स्वच्छतावादन नार स्वच्छता द्वारा” अंतर्राष्ट्रीय लाइकाटोरी में उच्च स्तर स्कोर देने वाले एब्टल के साथ स्वच्छता नार पार्किंग के क्षेत्र में शामिल हैं। इसे दिखाया सरकार ने लिए गए। इस कार्यक्रम में

WHAT’S TRENDING

Swachh Bharat Urban
@SwachhBharatGov
“A lavatory should be as clean as a dressing room." – Mahatma Gandhi

8 likes
Swarmabel
"A lavatory should be as clean as a dressing room." – Mahatma Gandhi

7 likes
Swarmabel
India’s first Vanity chest, India Sustainability Head at Hindustan Unilever, stresses that Swachh Bharat being the world’s biggest behavior change program. Since 2016, Swachh Centres, starting with 1000 in Haryana, have grown to 15 centers, serving 4 lakh people annually. Small steps, big impact.

79 likes
Swarmabel
An innovative approach to a waste free Delhi. Taj Mahal is inspiring! The Swachh Bharat Clean India Campaign and its mechanisms across India have contributed hugely to achieving the goals of sanitation and preventing homelessness and preserving cleanliness. Patna Municipal Corporation is committed to a waste free celebration and sustainable cleanliness.

WHAT’S TRENDING

Swachh Bharat Urban
@SwachhBharatGov
What should we do to encourage people to use toilets?

WHAT’S TRENDING

Swachh Bharat Urban
@SwachhBharatGov
Toilet Day 2023: Let’s #داشراک #डवलपमेंट #डेवलपर #प्रोक्टर #प्लेटॉय

WHAT’S TRENDING

Swachh Bharat Urban
@SwachhBharatGov
#SwachhBharat Urban

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Toilet Day 2023: Let’s #داشراک #डवलपमेंट #डेवलपर #प्रोक्टर #प्लेटॉय
स्वच्छता इन न्यूज़

नववर्षीय शुभे वर्षे पूर्ण गृहोत्सव

शिंदे ने BMC ने शहर के रेलवे स्टेशन में शुरू किया दूतावास

लिंगामे चढ़ाया "स्वच्छ दीपावली-स्वच्छ दीपावली" के लिए हस्ताक्षर अभियान

नीदरलैंड की कंपनी बनाएगी कवरों से गैस

सूरत ने लीडर देने के काम से शुरू किया धोलकीय अभियान

Diwali waste to food: Banana stems to turn into wildlife fodder

डायबेटिक ख्याती वृक्षों की जान्मा दिवाली
Swachh Diwali campaign gains momentum in Nagaland

Creating awareness is the primary objective of the Swachh Diwali campaign. The government of Nagaland has launched a campaign to create awareness among people about the importance of maintaining cleanliness and hygiene during the festival of lights. The campaign aims to promote a culture of cleanliness, especially in rural areas. This will help in the overall development of the state. The Swachh Diwali campaign is a part of the Swachh Bharat Mission, which is a national cleanliness drive in India. The campaign focuses on educating people about the benefits of cleanliness and how it can improve their daily lives.

MCD plans plastic waste processing plant in city

The MCD plans to establish a plastic waste processing plant in the city to address the issue of plastic waste. The plant will be set up in collaboration with a private company. The aim is to convert plastic waste into useful products, reducing the amount of waste that ends up in landfills. The plant will also help in creating employment opportunities for the local community. The MCD is committed to environmental sustainability and is taking steps to reduce plastic waste in the city. This project is a part of the larger Swachh Bharat Mission, which is a government initiative to make India clean and green.

Union joint secy for Swachh Bharat mission visits city

On Wednesday, the Union joint secretary for Swachh Bharat mission visited Chennai to review the progress of the mission. The joint secretary met with the officials of the Greater Chennai Corporation to discuss the ongoing sanitation drive in the city. The mission aims to make Chennai a clean and hygienic city by improving sanitation facilities and public hygiene. The joint secretary was impressed with the progress made so far and praised the efforts of the Greater Chennai Corporation. The mission is a part of the larger Swachh Bharat Mission, which is a national cleanliness drive in India.
For more information on Swachh Bharat Mission