



Ministry of Housing and Urban Affairs
Government of India



SWACHH VAARTA

December Edition



Swachh Bharat Mission-Urban 2.0
NEWSLETTER



“ 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



MANN KI BAAT

Episode
107




NOVEMBER 2021
मन
की बात

ऐसा ही एक सराहनीय प्रयास सूरत में देखने को मिला है। युवाओं की एक टीम ने यहाँ 'Project Surat' इसकी शुरुआत की है। इसका लक्ष्य सूरत को एक ऐसा model शहर बनाना है, जो सफाई और sustainable development की बेहतरीन मिसाल बने। 'Safai Sunday' के नाम से शुरू हुए इस प्रयास के तहत सूरत के युवा पहले सार्वजनिक जगहों और Dumas Beach की सफाई करते थे। बाद में ये लोग तापी नदी के किनारों की सफाई में भी जी-जान से जुट गए और आपको जान करके खुशी होगी, देखते-ही-देखते इससे जुड़े लोगों की संख्या, 50 हजार से ज्यादा हो गई है।

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लोगों से मिले समर्थन से टीम का आत्मविश्वास बढ़ा, जिसके बाद उन्होंने कचरा इकट्ठा करने का काम भी शुरू किया। आपको जानकर हैरानी होगी कि इस टीम ने लाखों किलो कचरा हटाया है। जमीनी स्तर पर किए गए ऐसे प्रयास, बहुत बड़े बदलाव लाने वाले होते हैं।



NOVEMBER 2021
मन
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साथियों, गुजरात से ही एक और जानकारी आई है। कुछ सप्ताह पहले वहां अंबाजी में 'भादरवी पूनम मेले' का आयोजन किया गया था इस मेले में 50 लाख से ज्यादा लोग आए। ये मेला प्रतिवर्ष होता है। इसकी सबसे खास बात ये रही कि मेले में आये लोगों ने गबबर हिल के एक बड़े हिस्से में सफाई अभियान चलाया। मंदिरों के आसपास के पूरे क्षेत्र को स्वच्छ रखने का ये अभियान बहुत प्रेरणादायी है।



NOVEMBER 2021
मन
की बात

मन
की बात



मेरे परिवारजनों, 'स्वच्छ भारत' अब तो पूरे देश का प्रिय विषय बन गया है मेरा तो प्रिय विषय है ही है और जैसे ही मुझे इससे जुड़ी कोई खबर मिलती है, मेरा मन उस तरफ चला ही जाता है, और स्वाभाविक है, फिर तो उसको 'मन की बात' में जगह मिल ही जाती है। 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।

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CLEAN TOILETS CAMPAIGN



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.





TOILET TALES



Toilet Tales

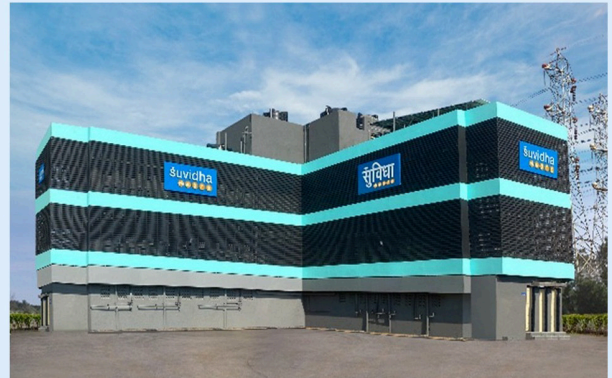


Automated Self-Cleaning Toilets

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.



Toilet Tales



Clean Safe Accessible

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

DHARAVI



Toilet Tales



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.



Toilet Tales



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.



SWACHH DIWALI SHUBH DIWALI

Campaign Launch



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.



UNIQUE INITIATIVES DURING SWACHH DIWALI

CHANDIGARH



Chandigarh introduced hand crafted 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.

KARNATAKA



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



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.



UNIQUE INITIATIVES DURING SWACHH DIWALI

UTTAR PRADESH



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.

VIZAG AND DHANBAD



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 AND MANIPUR



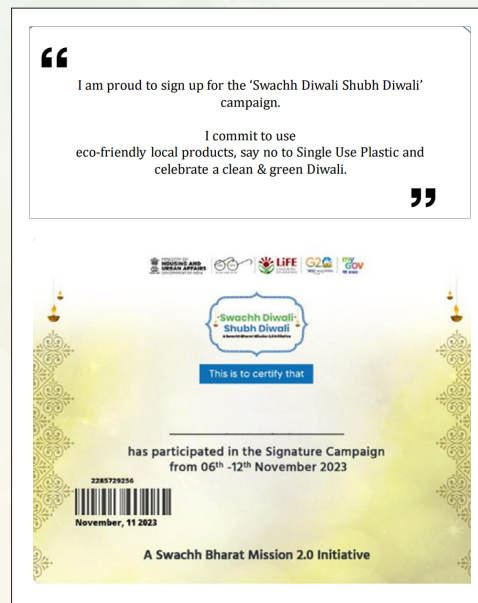
Assam embraced a sustainable Diwali by using banana trees for decor, repurposing leftovers as elephant fodder in parks or distributing to cow shelters/compost pits, whereas, in Manipur women in Thoubal relief camps crafted candles and sold it at markets promoting local products.



DIGITAL 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. 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.



SWACHH TALKS- EPISODE 7

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.



FIELD VISITS



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.



While visiting Andhra Pradesh, Roopa Mishra, JS & MD, SBMU, MoHUA visited Tirupati Municipal Corporation's waste processing facility on 25 Nov., 2023. The plant categorizes recyclables and transforms wet waste into CNG and bio-enricher.



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.



NATIONAL CAPACITY BUILDING WORKSHOP, CHENNAI

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**, @ujjainumc 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

amataka shines globally with the Swachh Diwali Shubb Diwali 'ampaign at the Cricket World Cup in Bangalore, Kudos for championing wachh Diwali, and promoting an eco-friendly celebration.
#SwachhDiwali #WorldCup23

Swachh Uttar Pradesh 2.0 (SBM, Ur
@NagarVikasUP

"गाजियाबाद नगर निगम द्वारा" अंतर्राष्ट्रीय ताइकांडो प्लेयर अतुल राघव सर स्वच्छता ब्रांड एंबेसडर के साथ गाजियाबाद नगर पालिका बालिका विद्यालय के बच्चों के साथ मिलकर इस दिवाली स्वच्छ दिवाली शुभ दिवाली मनाने के लिए जागरूकता कार्यक्रम किया गया ! इस कार्यक्रम में



smburbangov

WORLD TOILET DAY
19 Nov 2023

"A lavatory must be as clean as a drawing-room."
- Mahatma Gandhi

8 likes
smburbangov "A lavatory should be as clean as a drawing room." Inspired by Bapu's words, join us From Nov 19 to Dec 25, let's work together for a future with modern facilities, smart tech, and safety measures, creating a cleaner and healthier environment.
#WorldToiletDay

smburbangov
smburbangov · Original audio

WORLD TOILET DAY 2023

Swachh Bharat Mission

7 likes
smburbangov Prashanth Venkatesh, India Sustainability Head at Hindustan Unilever, stresses that Swachh Bharat being the world's biggest behavior change program. Since 2016, Suvidha Centers, starting with @my_bmc , have grown to 15 centers, serving 4 lakh people annually. Small steps, Big impact

#SwachhBharat #suvidhacenter
@mohua_india @hardeepspuri @mp_kaushal @secretarymohua @roopamishra77 @pibindia

smburbangov

SWACHH PANDAL
— A Message of Clean Celebration —

79 likes
smburbangov An innovative approach to a waste-free Durga Puja is inspiring! The Swachh Pandal Game Competition and 64 Chakachak Counters became a major attraction, drawing in crowds and promoting cleanliness awareness. Patna Municipal Corporation's commitment to a waste-free celebration and sustainable cleanliness is commendable.
#SwachhBharat



Swachh Bharat Mission - Urban
November 14 at 5:23 PM

Happy Diwali

Saharanpur Nagar Nigam
November 14 at 1:45 PM

Swachh Bharat Mission - Urban
November 12 at 3:05 PM

स्वच्छ दिवाली शुभ दिवाली

आमंत्रित किया गया है कि

शुभदिवाली

ने 06 से 12 नवंबर 2023 तक हस्ताक्षर अभियान में भाग लिया है।

9796793936
November, 10 2023

Swachh Bharat Mission - Urban
November 13 at 4:23 PM

Commendable effort by Pansagar Nagar Panchayat, Tripura, for orchestrating a successful Diwali cleanliness drive at the Market area and Satsang road. Your dedication to community well-being exemplifies civic excellence.
#SwachhDiwali

Ministry of Housing and Urban Affairs Hardeep Singh Puri... See more



SWACHH BHARAT NEWSLETTER

प्रदेश में 'स्वच्छ दीपावली शुभ दीपावली' चलेगा अभियान

राज्य में स्वच्छता, संसाधनता, दीपावली, मैया और छठ जैसे त्योहारों को स्वच्छता के साथ मनाते के लिए योगी सरकार का पहल

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स्वच्छ दिवाली के लिए शुरु किया अभियान

मनोग नगर निगम
कलिंग नगर, जयपुर

स्वच्छ दिवाली के लिए शुरु किया अभियान

मनोग नगर निगम कलिंग नगर, जयपुर

स्वच्छ दिवाली के लिए शुरु किया अभियान

Shinde asks BMC to clean city railway station toilets

KALPESH MHAMUNKAR / Mumbai

Shinde asks BMC to clean city railway station toilets

KALPESH MHAMUNKAR / Mumbai

Shinde asks BMC to clean city railway station toilets

स्वच्छ दिवाली शुभ दीवाली कार्यक्रम के तहत नगर परिषद द्वारा किया जा रहा है जागरूक

नगर निगम (ग्राम), स्वच्छता अभियान के तहत नगर परिषद द्वारा किया जा रहा है जागरूक

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निगम ने चलाया 'शुभ दीवाली-स्वच्छ दीवाली' के लिए हस्ताक्षर अभियान

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तेरखंड की लैंडफिल का काम हुआ पूरा

तेरखंड की लैंडफिल का काम हुआ पूरा

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नीदरलैंड की कंपनी बनाएगी कचरे से गैस

नीदरलैंड की कंपनी बनाएगी कचरे से गैस

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Swachh Diwali campaign gains momentum in Nagaland

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Surat takes stringent measures to maintain pristine image

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आज से निगम चलाएगा स्वच्छ दीवाली-शुभ दीवाली अभियान

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

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प्रदेश में चलेगा 'स्वच्छ दीपावली, शुभ दीपावली' अभियान

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