



EDITION

आवासन और शहरी कार्य मंत्रालय भारत सरकार WINISTRY OF HOUSING AND URBAN AFFAIRS GOVERNMENT OF INDIA



SAFAI APNAO BIMAARI BHAGAO

Freedom from Mixed Waste Freedom from Garbage Vulnerable Points

Freedom from Dirty Toilets

## Swachh Bharat Mission Urban 2.0 Newsletter





#### सत्यमेव जयते

# आवासन और शहरी कार्य मंत्रालय भारत सरकार

### MINISTRY OF HOUSING AND URBAN AFFAIRS GOVERNMENT OF INDIA

## **SWACHHATA SANDESH**



"

राष्ट्र के चरित्र में सबसे बड़ी बाधा हमारे चारों ओर दिखाई देने वाली गंदगी है। सरकार में आने के बाद मैंने सबसे पहला काम स्वच्छता का किया। लोग हैरान थे कि क्या यह प्रधानमंत्री का काम है। मेरे लिए यह बहुत बड़ा काम है।

> **श्री नरेंद्र मोदी प्रधानमंत्री** 15 अगस्त, 2014

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## Mohua's Safai Apnao, Bimaari Bhagao Initiative



Recognizing the critical importance of proactive measures to mitigate health risks associated with monsoon, the Swachh Bharat Mission-Urban 2.0 under the aegis of the Ministry of Housing and Urban Affairs (MoHUA), introduced the Safai Apnao, Bimaari Bhagao (SABB) (1st July to 31st Aug., 2024) initiative on 24 June, 2024. Aligning with the Ministry of Health and Family Welfare's 'STOP Diarrhoea Campaign'- 'Diarrhoea ki Roktham, Safai aur ORS se rakhen apna dhyaan', the initiative seeks a collaborative effort among various line Ministries and Departments and inter-sectoral convergence to deal with the multifaceted challenges associated with cleanliness and diseases during the monsoon season. The Safai Apnao, Bimaari Bhagao initiative calls for comprehensive interventions focusing on swachhata, advocacy and inter-departmental convergence to be implemented by all ULBs.

#### **Key Campaign Elements**







#### **CITIZENS & CITIES UNITE FOR SABB**

Under the 'Safai Apnao, Bimaari Bhagao' initiative, cities are making strides in swachhata and health by engaging communities ensuring active participation in awareness campaigns against citizens mobilized as part of Urban Local Bodies conducted the other initiatives. rainwater post-monsoon waste on Various NGOs, pvt organizations training SafaiMitras, conducting

The initiative has also provided an opportunity for the identification of high-risk areas, the adoption of the Protect **Prevent Treat Strategy** (PPTS) and coordination and monitoring.

through door-to-door mobilization, massive cleanliness drives and Single Use Plastics. Over 3 million the pre-monsoon preparedness. over 68,000 cleanliness drives. In harvesting, awareness activities management have been organized. have also been involved in awareness programs etc.





Jammu & Kashmir





#### FREEDOM FROM CHOKED DRAINS

#### **DISASTER MANAGEMENT & SANITATION FOR PUBLIC HEALTH**

During the monsoon season, several states faced severe natural disasters, including heavy rainfall and widespread flooding, which led to extreme waterlogging and significantly impacted residents. As, waste management emerges as a critical issue, under the 'Safai Apnao Bimaari Bhagao' initiative, Urban Local Bodies established specialized teams for disaster management and sanitation. These teams employed jetting machines to address waterlogging issues. Additionally, Team Swachh conducted inspections of flood-affected areas and provided relief materials to those in need.



To provide support during the floods in Pune, Navi Mumbai MC team mobilized a team of 100 sanitation workers and jetting machines to clean and restore hygiene in the affected areas.

As part of #SafaiApnaoBimaariBhagao campaign, Thrissur Municipal Corporation, cleared 1100 kg solid waste to rejuvenate the free flow of Metro Canal.





Digboi Municipal Board in Assam distributed essential materials from the RRR Centre to areas affected by floods. This initiative aimed to provide relief to those impacted by the natural disaster.

Following the heavy rainfall that led to severe waterlogging in the city, the Lucknow Municipal Corporation team acted promptly to clear the water and restore normalcy.





#### **DOOR-TO-DOOR SEGREGATED WASTE COLLECTION**

Heavy monsoon rains are triggering severe flooding and waterlogging in many cities. Due to the high volume of waste and the challenges posed by flooding, urban local bodies are increasing the waste collection frequency is to manage waste effectively and avoid overflow. Implement strict segregation practices at the source, specialized vehicles, regular maintenance and upgrades on collection routes and infrastructure to minimize disruptions caused by waterlogging, Rapid Response Units and community engagement is being enabled by ULBs to streamline ground action.



Revolutionizing waste management with QR codes! In Jammu, to facilitate and manage waste collection smoothly, Jammu Municipal corporation adopted the QR code scanning system, wherein the registered citizens can have their waste picked during door-to-door waste collection, especially helpful during monsoon.

Taking note of various challenges during waste collection and transportation, the Bhopal Municipal Corporation started a special campaign under the SABB initiative, for the citizens to segregate the waste at source in their homes, shop and institutions. The domestic hazardous waste is being sent to the landfill site at Pithampur for scientific disposal.





The Municipal Council of Kulgam organized an extensive door-to-door waste collection drive, which went beyond the regular daily garbage collection. During this drive, citizens were also educated on the importance of segregating dry and wet waste.



## **DOOR-TO-DOOR SEGREGATED WASTE COLLECTION**

#### Chandigarh



In Chandigarh, Municipal Corporation and citizens have united in streamlining waste segregation, collection, transportation, sorting, to ensure proper management during monsoon, especially in the rain-affected areas.

#### Tripura



Tripura launched the Wet Waste to Compost initiative as part of the Safai Apnao Bimaari Bhagao campaign. Citizens are encouraged to hand over their segregated waste to door-to-door collectors. The Sabroom Nagar Panchayat then processes this wet waste, transforming it into eco-friendly compost.

#### Visakhapatnam



Under the Safai Apnao Bimaari Bhagao campaign, the Greater Visakhapatnam Municipal Corporation team facilitated special door-to-door collection drive of segregated waste during monsoon.

## **SWACHHATA SANDESH**



एक काम मैं आज ही शुरू करना चाहता हूं कि हिंदुस्तान के सभी स्कूलों में शौचालय होने चाहिए, लड़कियों के लिए अलग शौचालय होने चाहिए, तभी हमारी लड़कियां स्कूल छोड़ेंगी नहीं और मैं सांसदों से अनुरोध करता हूं कि जो सांसद निधि का इस्तेमाल करते हैं, वे अपना एक साल का पैसा स्कूलों में शौचालय बनाने में खर्च करें।

> **श्री नरेंद्र मोदी प्रधानमंत्री** 15 अगस्त, 2014



#### FREEDOM FROM DIRTY TOILETS

#### **CT/PTs- OPERATIONS & MAINTENANCE DRIVE**

Recognizing the critical importance of proactive measures to mitigate health risks associated with the monsoon period, regularly cleaning of all community and public toilets has been the high priority action for cities this monsoon season. Cities have also been engaged in planning and ensuring clean and functional toilets along with safe drinking water in all Anganwadi centres, schools, residential and sports hostels. Any required repair & maintenance has also been tackled urgently.



Navi Mumbai launched a comprehensive cleanliness drive targeting over 400 toilets across all NMMC wards. This initiative, carried out in collaboration with the Solid Waste Management department, aims to uphold hygiene and public health, with particular emphasis on the challenges posed by the monsoon season.



The Swachhata Sakhi team, part of the Chandigarh Municipal Corporation, is actively engaged in inspecting toilets throughout the city. Their mission is to ensure that all public and community toilets are not only clean but also fully operational. By conducting thorough checks and addressing any issues promptly, the team aims to maintain high standards of hygiene and sanitation.



As part of the #SafaiApnaoBimaariBhagao campaign, Greater Jaipur is implementing a daily special cleaning drive for the Ct/PTs. This is for ensuring all toilets are equipped with hand wash and water. Extra emphasis is being laid on maintaining cleanliness to prevent any issues related to the Monsoon season.



Indore launched a targeted cleanliness initiative known as "Indore Ke Swachh Shauchalay" to improve and maintain high standards of sanitation across the city. It was ensured during the drive that complaints are disbursed within an hour and high-pressure jet tanker cleaning was conducted. Over 50 activities were conducted, nearly 500 NGOs and nearly 1000 citizens participated in the drive. Nearly 200 CT/PT care takers were involved.



#### FREEDOM FROM GARBAGE VULNERABLE POINTS

## **CLEANLINESS DRIVES ACROSS GVPs**

During the monsoon season, several states faced severe natural disasters, including heavy rainfall and widespread flooding, which led to extreme waterlogging and significantly impacted residents. As, waste management emerges as a critical issue, under the 'Safai Apnao Bimaari Bhagao' initiative, Urban Local Bodies established specialized teams for disaster management and sanitation. These teams employed jetting machines to address waterlogging issues. Additionally, Team Swachh conducted inspections of flood-affected areas and provided relief materials to those in need.



Assam's Chapar MC team cleaned the garbage vulnerable points to remove 20 MT of waste to clear the clogged water bodies and help residents amid heavy rains.

Massive cleanup drives and plastic awareness campaigns were held across 50 wards in Andhra Pradesh's Kakinada with participation from officials, students, NGOs, and citizens as part of monsoon prep activities.





Port Blair's Team Swachh and police officials removed tons of garbage from Haddo Sea Shore. PBMC also ensured daily drain cleaning to ensure smooth water flow and prevent diseases during monsoon.



## **CLEANLINESS DRIVES ACROSS GVPs**





Intensive cleanliness drives were conducted to clean garbage vulnerable points in several cities of Jammu & Kashmir, while Surankote focused on desilting drains in the main market.

To ensure stormwater flow and prevent waste pile up during the monsoon, Guwahati MC installed floating garbage barriers at Bharalu River near Sarab Bhatti bridge and desilted drains and Hume pipes to prevent flooding.





Madhya Pradesh initiated cleaning and beautification of 1059 back lanes in 406 cities. The drive involved comprehensive cleaning of the streets and the drains to ensure smooth drainage of rainwater.



#### FREEDOM FROM DIRTY WATER BODIES

#### **RAPID ACTION DURING MONSOON**

Cities are assessing high-risk areas for effective management during the monsoon season. This involves evaluating vulnerable locations prone to flooding, waterlogging, or other hazards. After identifying these high-risk areas, cities are implementing immediate actions to mitigate potential problems. Cities are deploying emergency response teams, reinforcing drainage systems, and ensuring timely maintenance and repair of infrastructure.

NDMC launched an intensive drive to check and clean over 8000 bell mouths alongside roads in its area to prevent water logging incidents during the ongoing monsoon season. Identifying vulnerable JJ Clusters, it also conducted intensive anti-fogging targeted to prevent the spread of vector-borne diseases such as dengue, malaria & chikungunya during the monsoon season.





The Navi Mumbai Municipal Corporation's Emergency Relief System was swiftly activated in response to the torrential rains that hit the city. Following an on-site assessment, immediate measures were implemented to address and mitigate waterlogging issues.

Assessing major drain blockage in Kamakhya Nagar in Assam, the Municipal Corporation ensured pre-monsoon drain cleaning across the ULB.





### **RAPID ACTION DURING MONSOON**



Despite the heavy rainfall, Port Blair took proactive measures to ensure that tourists remained comfortable at beaches, roadways, and other attractions. To prevent waterlogging and safeguard public health, the authorities implemented effective sanitation and maintenance protocols throughout the city.

Tuensang, Bhandari, Pfutsero Town Councils, Dimapur Municipal Council in Nagaland cleaned all drains to ensure free flow of storm water near schools and initiated action on water-logging prone areas





Urban local bodies in Jabalpur, Madhya Pradesh, cleared the 35 km long Yatra route within half an hour after the Kanwar Yatra passed. A team of Safaimitras was deployed everywhere by the Municipal Corporation from Siddhaghat to Kailash Dham, to tackle floods and water logging.

# **SWACHHATA SANDESH**



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मुझे इस 2 अक्टूबर से स्वच्छ भारत अभियान की शुरुआत करनी है और हम इस काम को चार साल के भीतर आगे बढ़ाना चाहते हैं।

> **श्री नरेंद्र मोदी प्रधानमंत्री** 15 अगस्त, 2014



#### FREEDOM FROM UNSAFE MANHOLE CLEANING

#### #MANHOLESTOMACHINEHOLES #SAFAIMITRASURAKSHA

Comprehensive measures are being taken to ensure the safety, health, and well-being of sanitation workers who play a critical role in maintaining cleanliness and sanitation during the monsoon season. To ensure the drainage systems function effectively, reducing the risk of waterlogging and flooding during the monsoon, as a high priority action during rains, cities are focusing on mechanized desludging.

To focus on monsoon readiness, Panvel & MCD organized vital training sessions for all SafaiMitras, educating them on the use of sewer equipment and the importance of PPE kits that were distributed to ensure the safety of the SafaiMitras, especially while desludging amid rains.





Chandigarh has constituted 18 SafaiMitra teams and 7 flood/water logging control centers that are operational 24/7 during the monsoon. Similarly, to implement innovative initiatives and adopt advanced technologies to improve the welfare and safety of its SafaiMitras, a one-day training and workshop was organized.

Swachhangini project has been launched in Patna Municipal Corporation, considering the rains and to tackle current weather conditions, among women living in slums. Under this project, women were provided training to operate machines for sewer cleaning. A cooperative of 24 women has been formed for this work. They will be helping in mechanized desludging and sewer cleaning.



To prevent manual scavenging and provide dignity to anitation workers, Municipal Corporation Greater Jaipur has deployed IoT-based robotic scavengers to clean sewer lines.



## **SABB CAMPAIGN IMPACT**

Over **6,191,829** Citizens Mobilized



**120,249** Cleanliness Drives

**53,031** Rainwater Harvesting Initiatives

**113,331** Post-Monsoon Awareness Drives

**42,908** NGOs/Organisations involved for training

Figures till date

# **SWACHHATA SANDESH**



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अगर देश के 125 करोड़ नागरिक यह तय कर लें कि मैं कभी गंदगी नहीं फैलाऊंगा, तो दुनिया की कौन सी ताकत आकर हमारे शहरों और गांवों को गंदा कर सकती है।

> **श्री नरेंद्र मोदी** प्रधानमंत्री 15 अगस्त, 2014



## **COLLABORATION WITH STATES**



MOU signed between NTPC Vidyut Vyapar Nigam Ltd. (NVVNL) & Municipal Corporation of Gurugram & Faridabad on 28 June, 2024 for setting up waste-to-energy plants in the presence of Shri Manohar Lal Khattar, Hon'ble Union Minister and Shri Nayab Singh Saini, CM, Haryana.

Shri Manohar Lal, Union Minister of Housing and Urban Affairs and Minister of Power, held a meeting with Shri N Chandrababu Naidu, Chief Minister of Andhra Pradesh in New Delhi on 4 July, 2024 on waste management and other urban development related issues.





To take stock of the Urban Infrastructure in Arunachal Pradesh, Shri Manohar Lal Khattar, Hon'ble Minister for Housing and Urban Affairs chaired a meeting on 8 July, 2024. Shri Prema Khandu, Chief Minister, Shri Chowna Mein, Deputy CM and other officials from the Department of Urban Affairs were in attendance.

Focusing on transformation of urban infrastructure for a sustainable future, a comprehensive review meeting of the progress of Urban Missions of North-Eastern States in Guwahati on 9 July, 2024.





## **COLLABORATION WITH STATES**



A comprehensive review meeting of Power Sector & Urban Development Schemes was chaired by Shri M.L. Khattar, Hon'ble HUAM along with Shri Pushkar Dhami, CM, Uttarakhand.

Focusing on all-around inclusive development of Meghalaya, Shri M.L. Khattar, Hon'ble HUAM met Conrad Sangma, Chief minister of Meghalaya to discuss power & urban infrastructure projects in the state.





Shri Manohar Lal Khattar, Hon'ble Minister for Housing and Urban Affairs, chaired an important review meeting of the Power sector & Urban Missions/Schemes along with Shri Sukhvinder Singh Sukhu, CM, Himachal Pradesh on July 19, 2024.

Shri Manohar Lal Khattar, Hon'ble Union Minister met Shri Himanta Biswa, Chief Minister of Assam on 24 July, 2024 to discuss various issues related to Assam's housing development projects and power sector.





## **COLLABORATION WITH STATES**



Shri M.L. Khattar, Hon'ble HUAM met Shri Bhajan Lal Sharma, CM, Rajasthan on 24 July, 2024 to discuss on urban development.

Discussions were held between Shri M.L. Khattar, Hon'ble Union Minister and Shri D. K. Shivakumar, Deputy CM, Karnataka on 31 July, 2024 on urban infrastructure including solid waste management.





To discuss ways to boost Urban infrastructure development & power connectivity in Nagaland, Shri M.L. Khattar, Hon'ble HUAM met Shri Neiphiu Rio, Nagaland CM on 7 Aug., 2024.

Union Minister of Power and Housing and Urban Affairs, Shri Manohar Lal Khattar, chaired a review meeting on the progress of Missions under MoHUA in Chhattisgarh's Raipur in the presence of CM, Vishnu Deo Sai, Deputy CM, Shri Arun Sao and Shri Tokhan Sahu MoS, MoHUA. The discussions centered on urban development, Swachh Bharat Mission, Smart Cities Mission & AMRUT.



## **SWACHHATA SANDESH**



यदि कोई ऐसी चीज़ है जिसने हर व्यक्ति को प्रभावित किया है, तो वह है स्वच्छता के प्रति आंदोलन। स्वच्छ भारत अभियान को सबसे अधिक ताकत किसने दी है? वो हैं भारत के बच्चे। हम शौचालय बनाने के अपने अभियान में बहुत सफल रहे हैं, खासतौर पर देश भर के स्कूलों में लड़कियों के लिए शौचालय बनाने में।

> **श्री नरेंद्र मोदी** प्रधानमंत्री 15 अगस्त, 2015



## **REVIEW MEETINGS**



Union Minister Shri Manohar Lal Khattar held a comprehensive review meeting on July 11, 2024, to discuss various schemes and Missions. The meeting was attended by Shri Tokhan Sahu, MoS, Housing Urban and Affairs and other MoHUA officials.

As SBM-U 2.0 nears completion of 3 years in Oct., 2024, to accelerate progress, an online review meeting was held on 26 June, 2024, under the chairmanship of Ms. Roopa Mishra, JS & MD, SBM-U, with State Mission Directors.





Review meeting with 14 States on financial progress & perforunder Swachh Bharat mance Mission-Urban 2.0 was chaired by Mishra, JS & MD, Ms. Roopa SBM-U July, 2024. on 25



## **OTHER COLLABORATIONS**



Mr. VK Chaurasia, Adviser, CPHEEO, attended the Annual Conference and Exposition (ACE24) in Anaheim, California, USA, held from June 10-13, 2024. The event featured advanced technologies in water and sanitation sector, sustainability initiatives, and water security.



A workshop on strengthening solid waste management and transitioning to a circular economy was held in Japan between June 17-20, 2024. Mr. Binay Kumar Jha, Director SBM, MoHUA, attended the event that highlighted Japan's Solid Waste Management laws and policies.



## **OTHER COLLABORATIONS**



Mr. Shakti Shamsher, Deputy Secretary, SBM, MoHUA, visited Netherlands in June 2024 to study waste supply chain management. Team Swachh toured the Integrated Solid Waste Management Plant (AVR - Rotterdam) and attended the Plastics Recycling Show in Europe.



Team Swachh attended a study tour to Aarhus, Denmark for learnings and reiterations in Wastewater Management. The tour emphasized on energy recovery from wastewater, urbanrural integration, reuse of treated water – cost economics, upgradation of treatment plants.



## **FIELD VISITS**



In Chhattisgarh, Ms. Roopa Mishra, JS & MD, SBMU, MoHUA visited the solid waste management facility, sanitary landfill at Sakri, ICCC center and Takshashila Library in Raipur on 10 July, 2024.



SHG women of Birgaon SLRM Centre in Chhattisgarh who are involved in door-to-door waste collection, segregation have been trained to prepare compost from waste. Team Swachh interacted with these women who are now waste to compost experts.

# **SWACHHATA SANDESH**



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स्वच्छ भारत अभियान के कारण आज लाखों भारतीय बच्चे स्वस्थ जीवन जी रहे हैं। इस अभियान की विश्व स्वास्थ्य संगठन (डब्ल्यूएचओ) जैसे अंतरराष्ट्रीय संगठनों ने भी सराहना की है।

> **श्री नरेंद्र मोदी प्रधानमंत्री** 15 अगस्त, 2018



## **INTERNATIONAL PLASTIC BAG FREE DAY**

## 3 July, 2024

**Pimpri-Chinchwad** The organized aware-Team programs ness at numerous schools and educate markets to citizens on plastic ban. They promoted cleanliwaste segregation ness, and eco-friendly practices.

**Nagpur** hosted a vibrant International Plastic Bag Free Day event with 200-250 attendees. Jute bags were distributed and an awareness rally promoting sustainable practices to reduce plastic waste was conducted.



In *Indore*, women led the charge against plastic by vowing to use cloth bags while shopping and motivating others to adopt similar practices.

# **SWACHHATA SANDESH**



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देश के प्लास्टिक मुक्त भारत के दृष्टिकोण को मजबूत करने के लिए, सिंगल यूज प्लास्टिक के उपयोग को पूरी तरह से बंद करना हमारा कर्तव्य है। हमारा कर्तव्य है कि हम अपनी नदियों में गंदगी न डालें। हमारे समुद्री तटों को साफ़ रखें। हमें स्वच्छ भारत मिशन को एक नए स्तर पर ले जाना है।

> **श्री नरेंद्र मोदी प्रधानमंत्री** 15 अगस्त, 2021



## **JAN ANDOLAN FOR SABB**





## **JAN ANDOLAN FOR SABB**





## **WHAT'S TRENDING**





Swachh Bharat Urban @SwachhBharatGov · Jul 17 Youth-Led Cleanliness

Agra Municipal Corporation & SWAPNA Foundation co drive at the Ghats of Agra. Through their collective effc volunteers removed 133 kgs of waste from Hathi Ghat, cleanliness of the area. Kudos! #GFC #SBMU



Swachh Bharat Urban @SwachhBharatGov · Jul 13 #WastetoWonder

Siddhauli, Gola bazar, Badhal Ganj ULBs of Uttar Pra Reduce Reuse Recycle. Waste to wonder parks with a tyres and other materials display a colourful initiative #WastetoWealth #RRR







sbmurbangov Under the #SafaiApnaoBimaariBhagao campaign, Pimpri Chinchwad organized a special







Jammu Municpal Corporation SBM 2.0 is in Jammu City.
 Jammu Amound State Scondary School Muthi participated in the "Safai Apnao
Bagao" Campaign in Ward no 67, Jammu.
 #CleanJammuGreenJammu

#### Swachh Bharat Mission - Urban O

<sup>922</sup> 6 days ago- **छ** नगर पंचायत सिधीती जन्मद सीतापुर में ज़ोर टू डोर सोर्स सेप्रिमेशन से प्राप्त सूखें व गीते कुड़े का निस्तारण क्यादिरगे पिट व आदे स्टिर के मादम से किया जा रहा है। #GarbageFreeCities #SwachbBharatMission Ministry of Housing and Urban Affairs



Swachh Bharat Mission - Urban 
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SWACHH VAARTA





#### For more information on Swachh Bharat Mission

**VISIT US:** 



