



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



SWACHH VAARTA

NEWSLETTER

Swachhata Hi Seva

Special

10 Years of Swachh Bharat Mission

Swachh Bharat Mission - Urban 2.0
Newsletter





“

स्वच्छता की ओर बढ़ाया गया हमारा एक कदम पूरे देश को स्वच्छ रखने में महत्वपूर्ण सिद्ध होगा। आइए हम सभी मिलकर ‘स्वच्छ भारत, स्वस्थ भारत और विकसित भारत’ के निर्माण के लिए संकल्प के साथ आगे बढ़ें।



श्रीमती द्रौपदी मुर्मू
माननीय राष्ट्रपति

सफाईमित्र सम्मेलन, उज्जैन
19 Sept, 2024

“

स्वच्छ भारत इस सदी
में दुनिया का सबसे बड़ा
और सबसे सफल जन-
आंदोलन है।



श्री नरेंद्र मोदी
प्रधानमंत्री

स्वच्छ भारत दिवस, नई दिल्ली
2 Oct, 2024

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since the
Swachh Bha-
(SBM) 10 years
sing an event to
completion of 10
SBM, Mr. Modi
at more than 60% of
A's population was
npelled to defecate in
e open due to a lack of
oilets until 10 years ago.
It was against human

Prime Minister Narendra Modi with school students
cleanliness drive on the occasion of Gandhi Jayanti.

faimitras (sanitation work-
ers), celebrities, and non-
governmental organisa-
tions in transforming the
SBM into a huge public
movement, he underlined
the change in thinking
brought about by the

Mr. Mod'
State gov
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block-
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Swachh Bharat Diwas

Celebrating the 10 years of Swachh Bharat Mission

2 Oct., 2024

Marking the completion of 10 years of the Swachh Bharat Mission – Prime Minister Shri Narendra Modi participated in Swachh Bharat Diwas 2024 programme on the occasion of 155th Gandhi Jayanti on 2nd October at Vigyan Bhawan, New Delhi. The Hon'ble Prime Minister began the day by paying tribute to Mahatma Gandhi on the occasion of his birth anniversary, at Rajghat. Later, the Prime Minister offered swachhata shramdaan at NDMC's Navyug School in Pandara Park.

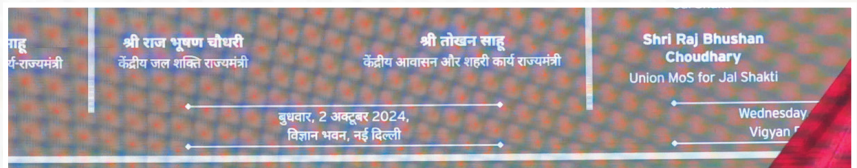


Swachh Bharat Diwas

Celebrating the 10 years of Swachh Bharat Mission

2 Oct., 2024

During the celebration of Swachh Bharat Diwas, the Prime Minister Shri Narendra Modi launched and laid the foundation stone for several projects related to sanitation and cleanliness, worth over Rs 9600 crore. It included projects worth over Rs 6,800 crore, aimed at enhancing urban water and sewage systems under AMRUT and AMRUT 2.0, 10 projects worth over Rs 1550 crore focused on improving water quality and waste management in Ganga basin areas under National Mission for Clean Ganga and 15 Compressed Biogas (CBG) Plant projects worth over Rs 1332 crore under GOBARdhan Scheme.



Swachh Bharat Diwas

Celebrating the 10 years of Swachh Bharat Mission

2 Oct., 2024

Highlights from PM Speech

- SBM showcases unwavering spirit of 140 crore Indians for making swachhata a 'Jan Andolan'
- SBM has championed 5 key pillars: Women Entrepreneurship, Sanitation Enterprises, Skills Development, Startups, and Advocacy.
- SBM is saving the lives of 60 to 70 thousand children every year.
- UNICEF estimates that about 1.25 crore people were employed in one form or another Due to SBM
- Gobardhan Yojana has been a key driver of change in rural and urban India
- Industries, partners in plastic production, and each and every sector supported Single Use Plastic ban

Way Forward

- Important to adapt to the fast-paced changes in the economy and urbanization
- Technologies in construction need to be developed to promote recycled materials
- Call to action for States to intensify their efforts by implementing cleanliness initiatives at the district, block, village

World Leaders Laud Swachh Bharat Mission

Tedros Adhanom Ghebreyesus
Director-General of the WHO



“The Swachh Bharat Mission has made significant strides in achieving sustainable development goals, mobilizing communities for a cleaner, healthier India.”

Masatsugu Asakawa
President of the Asian Development Bank (ADB)



Over the last decade, Swachh Bharat Mission has transformed millions of lives across India, providing cleaner cities and better sanitation. This campaign has empowered women and the urban poor, and improved health and created opportunities.

Sri Sri Ravi Shankar
Spiritual leader



“The Swachh Bharat Mission initiative rekindled a focus on cleanliness across the country.”

Ajay Banga
World Bank President



“Under the visionary leadership of PM Modi, the Swachh Bharat Mission has been instrumental in improving sanitation and public health outcomes across India,”



Late Ratan Tata
Former Chairman, Tata Trusts

“I congratulate Prime Minister Modi on the 10-year milestone of Swachh Bharat. It is heartening to see how this mission has helped reshape India’s sanitation landscape.”



Bill Gates
Philanthropist and Microsoft Founder

“The impact of Swachh Bharat Mission on sanitation health has been amazing. The campaigns have played a transformative role in building a cleaner and healthier India.”

Fortnight of on-ground action and mass mobilization for swachhata



Swabhav Swachhata, Sanskaar Swachhata

In his Independence Day speech, Prime Minister Shri Narendra Modi emphasized how Swachhata has become a fundamental aspect of daily life, driving significant changes in behaviour across the nation. Taking forward the Hon'ble Prime Minister's vision, the Swabhav Swachhata Sanskaar Swachhata (4S) campaign was launched on the 10th anniversary of the Swachh Bharat Mission. It was rolled out on September 17 and culminated on October 2, 2024. The campaign in line with the annual tradition of the Swachhata Hi Seva campaign, celebrated annually since 2017. It serves as a precursor to Swachh Bharat Diwas, commemorating the birth anniversary of Mahatma Gandhi on October 2.

In keeping with this spirit, SHS-2024 was structured around three pillars that emphasized cleanliness, citizen participation, and the well-being of the SafaiMitras.

1.

Swachhata Lakshit Ekayi (Cleanliness Target Units)

Cleanliness, transformation, beautification of Generally Neglected Garbage Vulnerable Points, difficult to clean as part of regular swachhata/cleanliness drives and posing environmental, health & hygiene risks.

2.

Swachhata Mein Jan Bhagidari

Mass Mobilization for mega cleanliness drives, SBM Cultural Fests, Waste to Art and Swachh Food Street which comprised of cyclothons, awareness workshops. Human Chains, marathons, Swachhata Pledge, Gram Sabhas, Youth engagement.

3.

SafaiMitra Suraksha Shivir

Single-window Seva, Suraksha, and Samman camps for health checkups and the welfare of sanitation workers

SHS Preparatory Activities

14 August, 2024



Union Ministers, Shri ML Khattar and Shri CR Paatil conducted a review of the preparations for the Swachhata Pakhwada Campaign on 14 August, 2024.

29 August, 2024



To strengthen the collective action for Swachhata Hi Seva campaign, Mr. Srinivas Katikithala, Secretary, MoHUA & Mr. Ashok Meena, OSD, DDWS co-chaired a preparatory meet with urban, rural areas of States/UTs on 29 August, 2024.

30 August, 2024



As part of the Swachhata Hi Seva campaign preparations, MoHUA, DDWS, and MoJS held a virtual meeting with Nodal Officers from Central Ministries on 30 August, 2024. The discussion focused on the campaign's concept and the crucial role of various ministries in reinforcing the commitment to Swachh Bharat.

SHS Preparatory Activities

11 September, 2024



Union Minister, Shri Manohar Lal held a high-level meeting at Nirman Bhawan on 11 September, 2024, with MoS Shri Tokhan Sahu, and Secretaries from Central Ministries to conduct in-depth discussions on the preparations for Swachhata Hi Seva 2024.

18 September, 2024



Union Minister, Shri ML Khattar chaired a meeting with CPSUs, calling them to adopt Cleanliness Target Units (CTUs) under Swachhata Hi Seva 2024 on 18 September, 2024. He stressed on the need for 'Sampoorna Sarkar and Sampoorna Samaj' to unite for clean India.



Campaign Snapshot

Total Participation

30,77,46,189

Cleanliness Target
Units

8,26,879

CTUs transformed

Swachhata Mein Jan
Bhagidari

17,67,422

Total events
conducted

SafaiMitra Suraksha
Shivirs

1,58,656

SafaiMitra Suraksha
Shivirs organized

3,28,11,216

Participation in CTU
Transformation

24,43,14,256

Participation in Jan
Bhagidari events

43,53,067

SafaiMitras
benefitted

KEY EVENTS OF SWACHHATA HI SEVA 2024

Curtain Raiser

13 Sep., 2024



KEY EVENTS OF SWACHHATA HI SEVA 2024

Curtain Raiser

13 Sep., 2024



At the event, dignitaries unveiled the SHS Portal, the Swachhata Shapath, and several other key documents. They also launched "Swachhamev Jayate," the anthem for the SHS 2024 campaign.

KEY EVENTS OF SWACHHATA HI SEVA 2024

National Rollout of Swachhata Hi Seva 2024

17 Sep., 2024



Hon'ble Vice President, Shri Jagdeep Dhankhar launched the Swachhata Hi Seva 2024 campaign on 17 September, 2024, in Jhunjhunu, Rajasthan, accompanied by Union Minister of Housing and Urban Affairs, Shri ML Khattar and Rajasthan's Social Justice & Empowerment Minister, Shri Avinash Gehlot, along with other esteemed dignitaries. During the event, the Vice President inaugurated a 500-kilowatt solar power plant and laid the foundation stone for an RDF and compost plant in the city

KEY EVENTS OF SWACHHATA HI SEVA 2024



Hon'ble Vice-President, Shri Jagdeep Dhankhar with his wife, Dr. Sudesh Dhankhar planted saplings in Jhunjhunu, Rajasthan. He also visited an exhibition highlighting Swachhata-related initiatives.



During the event, the Honorable Vice President interacted with a sanitation worker, Tarun Dawre, and offered his daughter, Purva Dawre, a week-long internship in New Delhi. Additionally, the Vice President extended an invitation to Smt. Neeru Yadav, Sarpanch of Lambi Ahir village, to be his guest in Parliament

KEY EVENTS OF SWACHHATA HI SEVA 2024

National Rollout of Swachhata Hi Seva 2024

17 Sep., 2024



Union Minister, Shri Manohar Lal Khattar kickstarted the “Swachhata Hi Seva” campaign in Jhunjhunu, Rajasthan on 17 September, 2024. After cleaning the designated areas, he urged the administration and the citizens present there to make swachhata a part of their swabhaav and sanskaar, emphasizing that this campaign should not stop. During the event, he also took the cleanliness pledge alongside the attendees.

President Felicitates SafaiMitras

19 Sep., 2024



Hon'ble President, Smt Droupadi Murmu graced and addressed SafaiMitra Samman Samaroh in Dhendia village, Ujjain, Madhya Pradesh on 19 September, 2024 during the ongoing Swachhata Hi Seva Campaign.

President Felicitates SafaiMitras

19 Sep., 2024



President, Droupadi Murmu offered shramdaan at the premises of Mahakaleshwar temple in Ujjain along with MP Chief Minister Dr. Mohan Yadav and Governor Mangubhai Patel under 'Swachhta Hi Seva' campaign.



Hon'ble President felicitated SafaiMitras during the SafaiMitra Samman Samaroh in Dhendia, Ujjain, MP. She mentioned that SafaiMitras protect us from diseases, dirt, and health risks and they are playing a very important role in nation-building.



“

On the 2nd of October, the Swachh Bharat Mission is completing 10 years. This is an occasion to commend those who turned it into a mass movement. It is also a befitting tribute to Mahatma Gandhi, who dedicated his entire life to this cause.

Swachhata has indeed been among the most discussed topics during Mann Ki Baat. We have highlighted life journeys of exemplary people working to make India Swachh.

साथियों, स्वच्छता को लेकर जारी अभियान से हमें ज्यादा-से-ज्यादा लोगों को जोड़ना है और यह एक अभियान किसी एक दिन का, एक साल का नहीं होता है, यह युगों-युगों तक निरंतर करने वाला काम है। यह जब तक हमारा स्वभाव बन जाए, 'स्वच्छता' तब तक करने का काम है।

मेरा आप सबसे आग्रह है कि आप भी अपने परिवार, दोस्तों, पड़ोसियों या सहकर्मियों के साथ मिलकर स्वच्छता अभियान में हिस्सा जरूर लें। मैं एक बार फिर 'स्वच्छ भारत मिशन' की सफलता पर आप सभी को बधाई देता हूँ।

”



Episode 114

29 September

On 29 September, 2024 in his 'Mann Ki Baat' radio address, the Hon'ble Prime Minister Narendra Modi highlighted the need to connect more people to Swachh Bharat Mission and gave examples of outstanding work by Ms. Ramya and the team young volunteers in cleaning Mahe Beach and surrounding areas in Puducherry. Another initiative PM Modi highlighted was of Mr. Subramanian, a 74-year-old from Kozhikode, Kerala, who has repaired over 23,000 chairs, making them reusable. Known as the 'Reduce, Reuse, and Recycle' (RRR) Champion, his remarkable efforts can be seen at the Kozhikode Civil Station, PWD, and LIC offices.



Puducherry

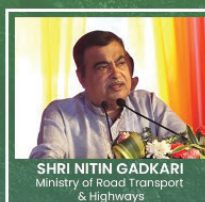


Kerala

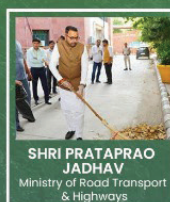
India Unites for Swachhata Hi Seva 2024



UNION MINISTERS LEADING SWACHHATA HI SEVA 2024



SHRI NITIN GADKARI
Ministry of Road Transport
& Highways



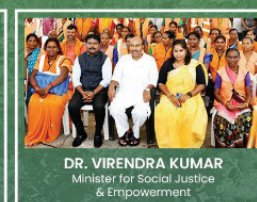
**SHRI PRATAPRAO
JADHAV**
Ministry of Road Transport
& Highways



SHRI S JAISHANKAR
Ministry of External Affairs



SHRI PIYUSH GOYAL
Ministry of Commerce & Industry



DR. VIRENDRA KUMAR
Minister for Social Justice
& Empowerment



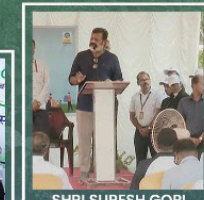
SHRI BHUPINDER YADAV
Ministry of Environment, Forest
& Climate Change



**SHRI H. D.
KUMARASWAMY**
Minister of Steel & Heavy
Industries



SHRI SUKANTA MAJUMDAR
Ministry of Education



SHRI SURESH GOEL
MoS, Ministry of Petroleum
& Natural Gas



SHRI SARBANANDA SONOWAL
Union Minister of Ports, Shipping
and Waterways



SHRI GIRIRAJ SINGH
Ministry of Textiles



**SHRI JITAN RAM
MANJHI**
Minister for MSME



SHRI TOKHAN SAHU
MoS, Ministry of Housing &
Urban Affairs



SHRI MANOHAR LAL
Ministry of Housing &
Urban Affairs



**SMT. ANNAPURNA
DEVI**
Minister of Women &
Child Development



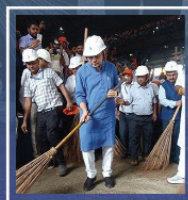
SMT. NIRMALA SITHARAMAN
Finance Minister



SHRI AMIT SHAH
Minister of Home Affairs of India



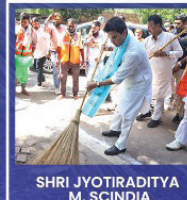
**SHRI RAM MOHAN NAIDU
KINJARAPU**
Minister of Civil Aviation



**SHRI ASHWINI
VAISHNAW**
Minister for Railways



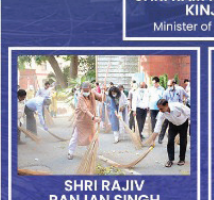
DR. JITENDRA SINGH
Minister of State for Personnel,
Public Grievances, & Pensions



**SHRI JYOTIRADITYA
M. SCINDIA**
Minister for Communications
& Development



SHRI JP NADDA
Minister of Chemicals
& Fertilizers



**SHRI RAJIV
RANJAN SINGH**
Minister of Fisheries, Animal
Husbandry & Dairying



**SHRI SHIVRAJ SINGH
CHOUHAN**
Minister of Rural
Development



**DR. MANSUKH
MANDAVIYA**
Minister of Labour &
Employment



**SHRI DHARMENDRA
PRADHAN**
Minister of Education



**DR. VIRENDRA
KUMAR**
Minister for Social Justice
& Empowerment



**SHRI GAJENDRA
SINGH SHEKHAWAT**
Minister of Culture
& Tourism



**SHRI G KISHAN
REDDY**
Minister For Coal & Mines



**SHRI CHIRAG
PASWAN**
Minister of Food Processing
Industries



SHRI C R PAATIL
Minister of Jal Shakti

India Unites for Swachhata Hi Seva 2024



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भारत सरकार
MINISTRY OF HOUSING AND
URBAN AFFAIRS
GOVERNMENT OF INDIA



CHIEF MINISTERS LEADING SWACHHATA HI SEVA 2024



SHRI SNIABHHA DHAR
Deputy Chief Minister of
Meghalaya



SHRI PUSHKAR SINGH DHAMI
Chief minister of Uttarakhand



SHRI MANIK SAHA
Chief minister of Tripura



SHRI BHAJAN LAL SHARMA
Chief Minister of Rajasthan



SHRI NEIPHIU RIO
Chief Minister of Nagaland



SHRI N. RANGASWAMY
Chief minister of Puducherry



SHRI VISHNU DEO SAIV
Chief Minister of Chhattisgarh



SHRI MOHAN YADAV
Chief Minister of Madhya Pradesh



SHRI BHUPENDRABHAI PATEL
Chief Minister of Gujarat



SHRI PEMA KHANDU
Chief minister of
Arunachal Pradesh



SHRI PRAMOD SAWANT
Chief Minister of Goa



SHRI YOGI ADITYANATH
Chief Minister of Uttar Pradesh



SHRI N. BIREN SINGH
Chief Minister of Manipur



**SHRI N CHANDRABABU
NAIDU**
Chief Minister of Andhra Pradesh



**SHRI MOHAN CHARAN
MAJHI**
Chief Minister of Odisha



SHRI LALDUHOMA
Chief Minister of Mizoram



SHRI PREM SINGH TAMANG
Chief minister of Sikkim



SHRI EKNATH SHINDE
Chief Minister, Maharashtra



SHRI ARUN SAO
Deputy Chief Minister of
Chhattisgarh



Celebrities, Faith Leaders, and Sports Persons Join Forces for Swachhata



Celebrities, Faith Leaders, and Sports Persons Join Forces for Swachhata



Sonali Kulkarni



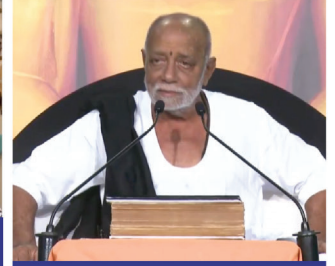
Pankaj Tripathii



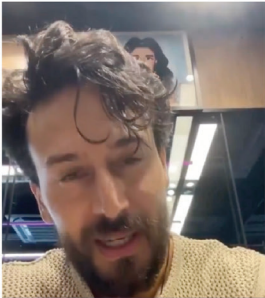
Arbaaz Khan



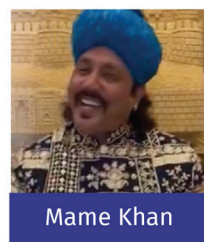
Gireesh Sahdev



Morari Bapu



Tiger Shroff



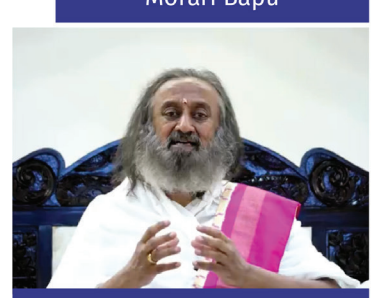
Mame Khan



Manu Bhaker



Suhas L Yathiraj



Gurudev Sri Sri Ravi Shankar



Hemant Pandey



Sachin Tendulkar



Rameshbabu
Pragganandhaa



Aacharya Balkrishna



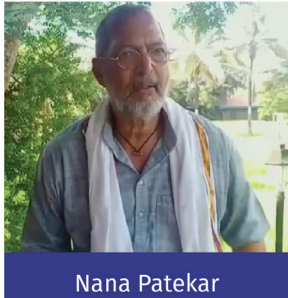
Bhupendrabhai
Pandya



Anshuman
Vichare



Mohammad Shami



Nana Patekar



D Gukesh



Puja Swamiji



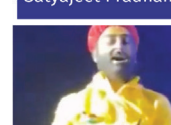
Satyajit Pradhan



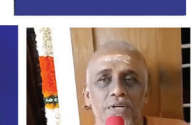
Prasad Oak



Mata
Amritanandamayi



Arijit Singh



Swami Chaitanya
Ananda



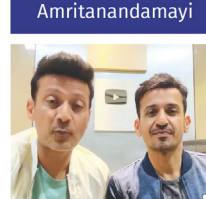
Dr. Ajeet Singh Yadav



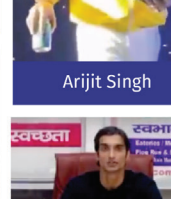
Triptii Dimri &
Rajkummar Rao



Aishwarya
Sushmita



Manmeet & Harmeet
Singh



Sharad Kumar



Yogesh
Kathuniya

Cleanliness Target Units (CTUs)

Swachhata Lakshit Ekayi

CTUs Transformed

8,27,747

Key CTU Areas



Market spaces
51,607



Residential
3,36,531



Roadsides
3,36,531



Institutions
62,446



Cleanliness Target Units Transformed



**Jharsuguda,
Odisha**



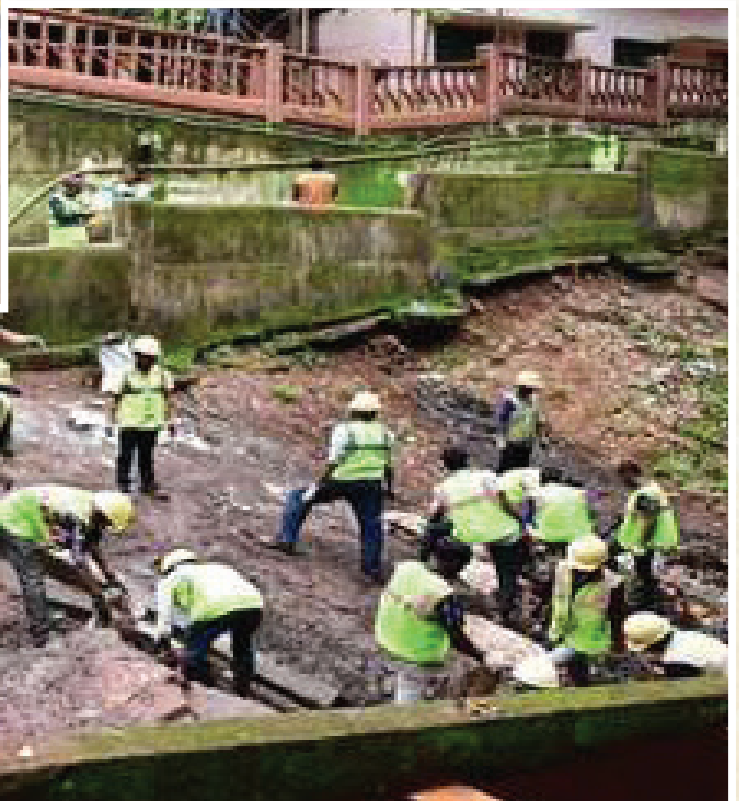
**Bengaluru,
Karnataka**



Cleanliness Target Units Transformed



**Anganwadi
near
Baphlimali
Bauxite Mine**



After

Noamundi Iron Mine, Tata Steel Limited

Cleanliness Target Units Transformed



Before



After

Jaipur, Rajasthan



Before



After

Armoor, Telangana

Swachhata Mein Jan Bhagidari Snapshot

Ek Ped Maa Ke
Naam

70,51,027

Trees planted

Swachh Bharat
Cultural Fest

79,659

Events organized

Swachh Food
Street Initiatives

16,095

Events organized

Waste to Art
Installation

19,204

Events organized

18,31,5,660

Total participation

11,04,8077

Total participation

16,53,163

Total participation

21,94,226

Total participation

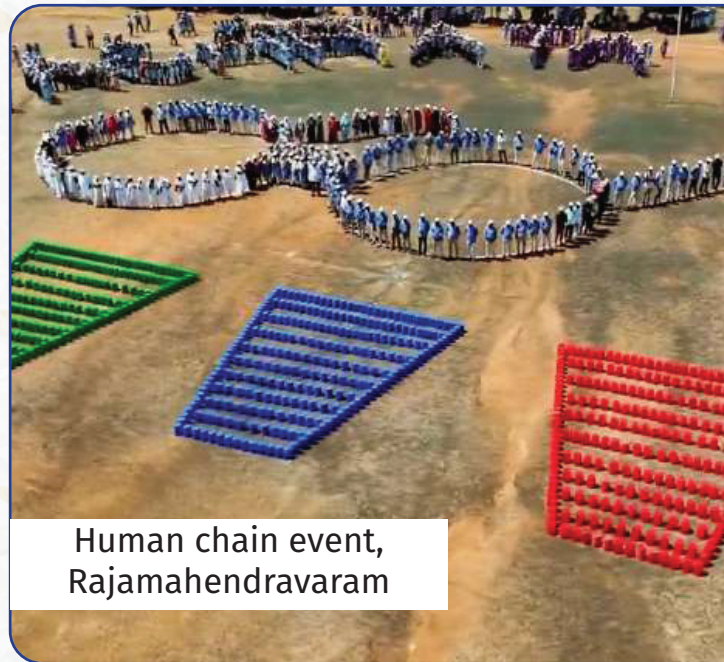


Swachhata Mein Jan Bhagidari Highlights

Swachhata Mein Jan Bhagidari mobilized over 30 crore citizens in initiatives such as Swachh Food Streets, Ek Ped Maa Ke Naam, cyclothons, plogathons, rallies, and waste-to-art exhibitions. Bihar led with 4.4 lakh events followed by Uttar Pradesh with 4 lakh events and Telangana with 1.3 lakh. The SBM Cultural Fest celebrated local culture and sustainability with vibrant performances and innovative waste-to-wealth concepts.



Run for Swachatta, Itanagar



Human chain event, Rajamahendravaram



Swachh Mashaal March, Indore



Cycle Rally, Jaipur



Shramdaan, Delhi



Swachhata Shapath, Panvel



Cleanliness at hills, Leh



Swachhata Shapath, Surat



Plogrun, Mira Bhayander



Football Match, Delhi



Beach Cleanup drive, Puducherry



SHS Stall at Uttar Pradesh International Trade Show



Tree Planting, Paradeep Port



Lighting Diyas at Ahmedabad, Gujarat

SBM CULTURAL FEST

Secunderabad



Davanagere

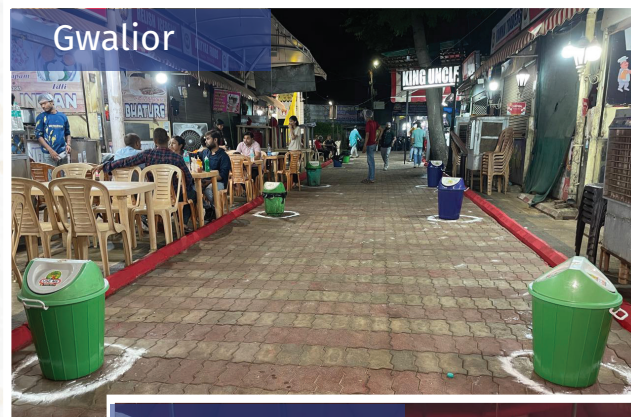


Guwahati



SWACHH FOOD STREET

Gwalior



Surat



Rajgangpur



Jabalpur



WASTE TO ART



Waste to art at Science Center, Delhi



Installation at Barwaha



A "Waste to Art" exhibition held at Guwahati Railway Station

SafaiMitra Suraksha Shivar Snapshot

SafaiMitra Suraksha Shivers

1,59,361

SafaiMitras Benefitted

43,66,327

Health Camps/Shivirs
organized

18,36,667

PPE Kits Distributed

18,37,842

Schemes Coverage

58,84,617

SAFAIMITRA SURAKSHA SHIVIR

SafaiMitra Suraksha Shivirs were organized nationwide to benefit SafaiMitras. Key activities included health checkups, access to health services, PPE kit distribution, and welfare scheme registration. In Uttar Pradesh, 1.6 lakh camps benefited 17 lakh SafaiMitras; in Bihar, 30,000 camps helped 27 lakh; and in Tamil Nadu, 15,000 camps supported 4 lakh, amongst other cities.



Ambikapur, Chhattisgarh



Kohima, Nagaland



Goa Shipyard Limited



New Delhi

SAFAIMITRA SURAKSHA SHIVIR



Isha Yoga Centre, Chennai



Barmer, Rajasthan



Gurugram, Harayana



Allahabad Cantt Board, Prayagraj, UP



Raipur, Chhattisgarh

SHS Action From the Ground



100 TPD cattle dung based Compressed Bio Gas plant installed in collaboration with Indian Oil Corporation in Gwalior, was virtually inaugurated by PM Shri Narendra Modi.

MY Bharat Volunteers led the Swacchata Hi Seva campaign, with over 8 lakh youth removing 12 lakh kg of waste nationwide in 3 days.



Madhya Pradesh formed a massive human chain! Over 1.2 lakh citizens united across 250 cities, highlighting the state's unwavering commitment to Swabhav Swachhata, Sanskar Swachhata.

Mega coastal clean-up at Nalasopara Beach by Vasai Virar Municipal Corporation and NSS units saw 13,500 participants collect 50 tons of waste



Coal India Limited installs an AI-powered dustbin at its Kolkata HQ. This smart bin collects plastic bottles and alerts staff at 50% capacity, ensuring timely disposal and preventing overflow.

SHS Action From the Ground



Rajasthan's Sikar held 246 cleanliness drives and 313 awareness campaigns, while Alwar beautified 40+ garbage-prone areas under "Swachhta hi Sewa."

Kerala's Harithamithram app registered 7 lakh new users during the SHS-24 campaign. The app has helped mobilize door-to-door collection of waste.



The Municipal Corporation of Delhi organized Swachhta Premier Cricket League. The main objective of the event was to appreciate the hard work of the SafaiMitras.

The Greater Chennai Corporation deployed drones to catch and fine individuals dumping waste in water bodies, removing 10 tonnes of garbage from the Kodungaiyur canal.



Highlights From Partners



The Lions Club, along with the Konkan Railways held a diabetes, hypertension and obesity screening camp at Udupi with Sunag Hospital.

Centre for Advocacy and Research (CFAR) in collaboration with Bhubaneswar Municipal Corporation (BMC) conducted a Swachhata plogging drive that saw the participation of 1034 people.



ABV-IIITM Gwalior organizes a SafaiMitra Suraksha camp.

The WASH Institute and the Suchitwa Mission hosted a district level workshop in Trivandrum focused on Public Toilet Assessment to ensure hygiene, accessibility, & sustainability in public facilities.



Swachh Bharat Mission Completes Iconic Decade

On August 15, 2014, from the historic ramparts of the Red Fort, Prime Minister Narendra Modi urged the nation to embrace swachhata as a shared responsibility, igniting a powerful movement for cleanliness through active public participation. This call to action culminated in the launch of the Swachh Bharat Mission on October 2, 2014, embodying a 'Whole of Government' & 'Whole of Society' approach that united citizens, communities, and government in a common goal.

As we approach 2024, we celebrate a decade since this historic call for transformation. The Swachh Bharat Mission has made significant strides in improving urban sanitation and cleanliness across India. With a focus on achieving 100% Open Defecation Free (ODF) status, implementing scientific Solid Waste Management (SWM), and fostering behavioral change through a "Jan Andolan", the Mission has left a profound impact on communities nationwide.



Toilets For Dignity & Safety of Women & Children

**63.68
Lakh**

Individual Household
Latrines (IHHLs) constructed



**6.36
Lakh**

Community Toilets/Public
Toilets (CT/PT) seats
constructed



25,000+

high-end Aspirational toilets
with modern infrastructure
under implementation



ODF Certification

3,913

ODF+ cities



1,429

ODF++ cities



64

Water Plus certified cities*



Towards Scientific Waste Management in Cities

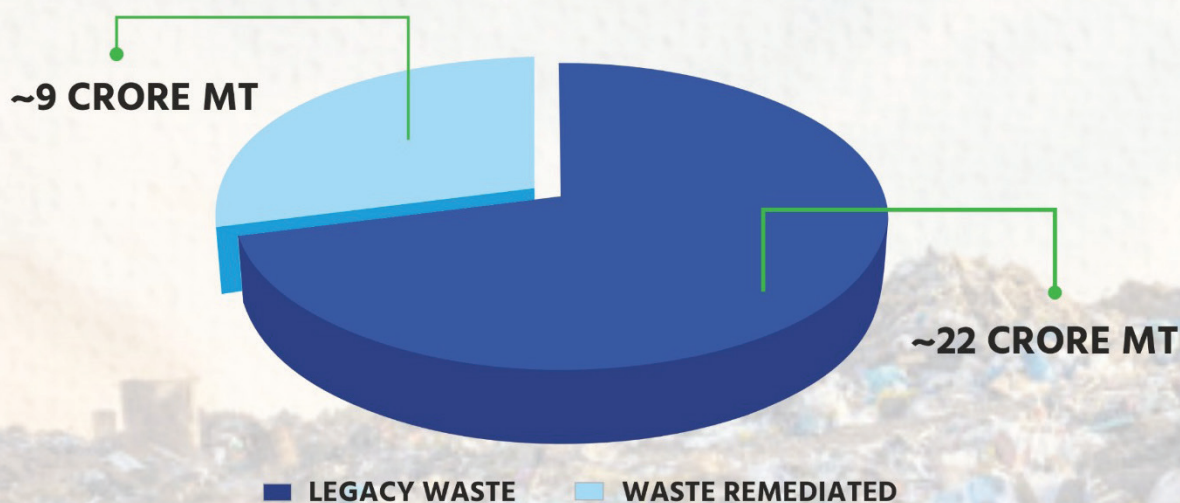
The Mission's emphasis on scientific waste processing has increased capacity to **78%**

Material Recovery Facilities with capacity of **42,478** TPD supports cities in managing their dry waste

Waste to Compost Plants are revolutionizing wet waste management with capacity of **71,682** TPD

Legacy Waste Remediation

10 Years of Swachh Bharat Mission Urban



15,000

ACRES OCCUPIED
BY 2,425 LEGACY
DUMPSITES

40%

LEGACY WASTE
REMEDIED

4,500

ACRES ALREADY
RECLAIMED



GOBARdhan Initiative



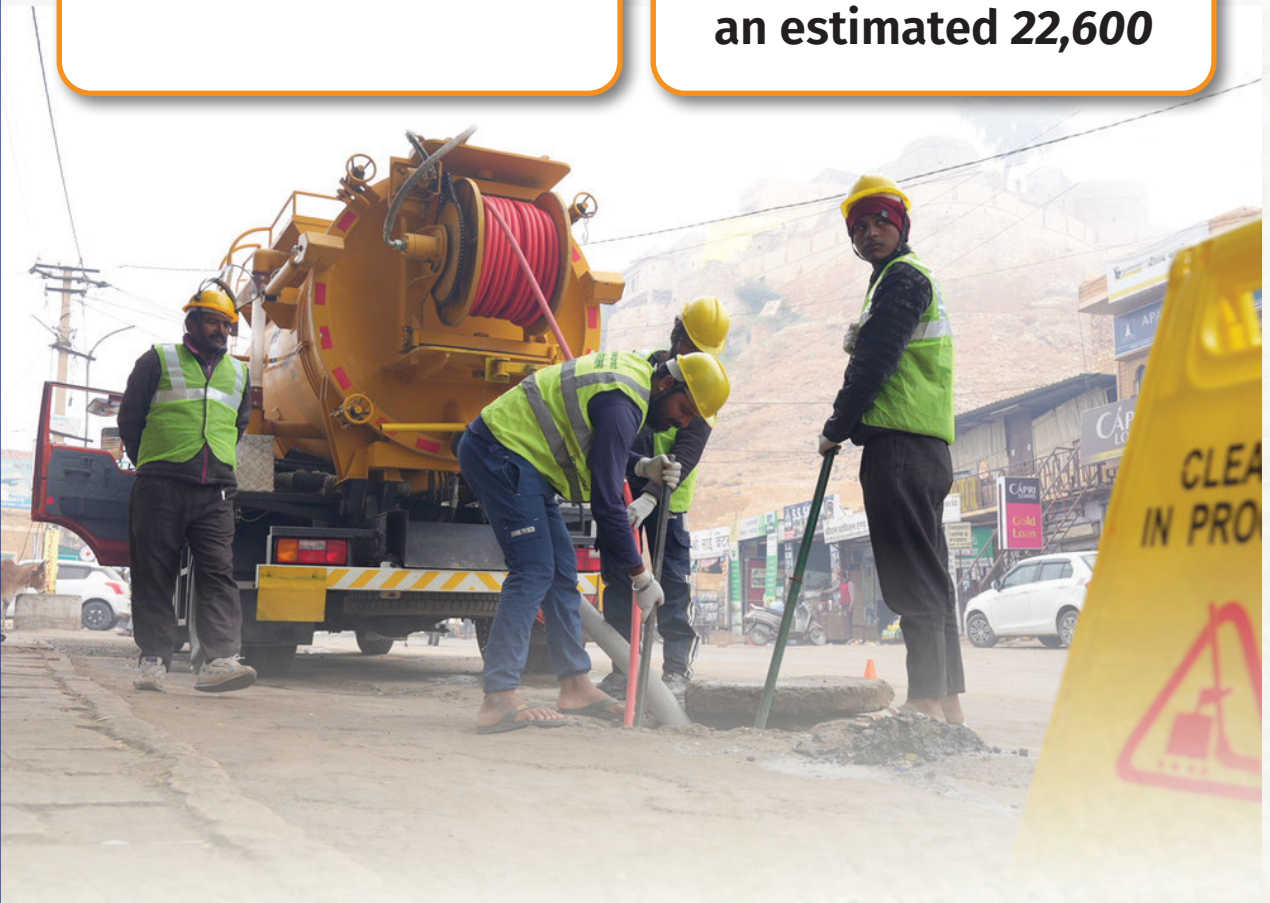
Currently, **119 CBG** plants are being established across urban areas, boasting a total capacity of **17,024** TPD

Manhole to Machine Hole



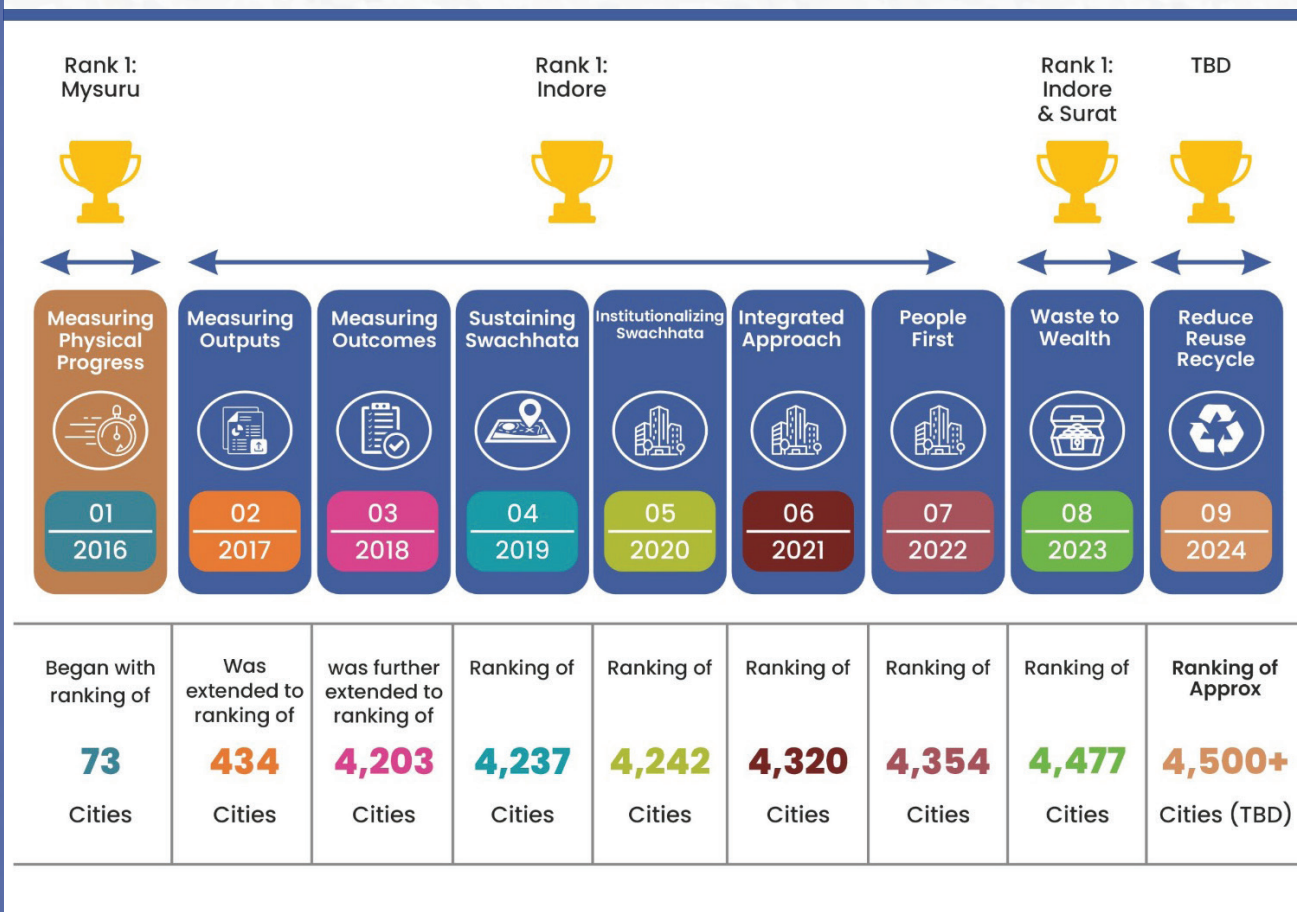
More than **3,200+** cities have adopted mechanized desludging as per self-declaration

Approx. **11,565 (51%)** core vehicles/equipment available in cities for sewer and septic tank maintenance out of an estimated 22,600



SWACHH SURVEKSHAN

Competitive Framework For Evaluating Progress And Expediting Efforts



Shaping & Transforming Social & Behavioural Change for Swachh Bharat

In Swachh Survekshan 2023

- **81%** Urban areas were found free from 'Garbage Vulnerable Spots'
- **91%** Residential areas reported clean backlanes



From Women in Sanitation to Women-Led Sanitation



12,000

**Women Self Help Groups
leading the charge in sanitation and
waste management in cities**

Cultivating Swachh Habits: Driving India's Path to a Garbage-Free Future



93,433 wards now report daily door-to-door waste collection, marking a significant advancement in urban waste management



Youth Powering Swachhata

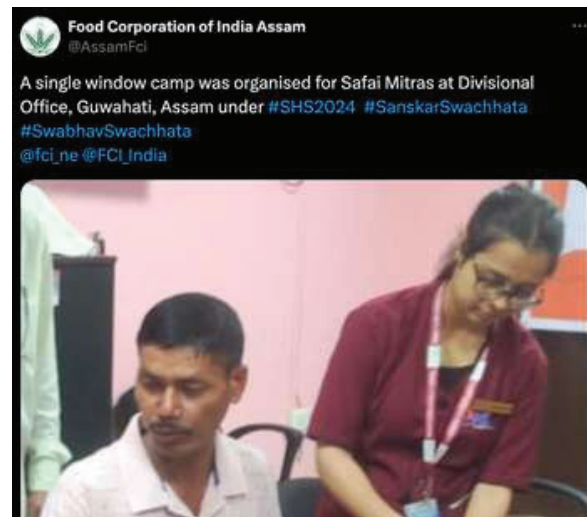
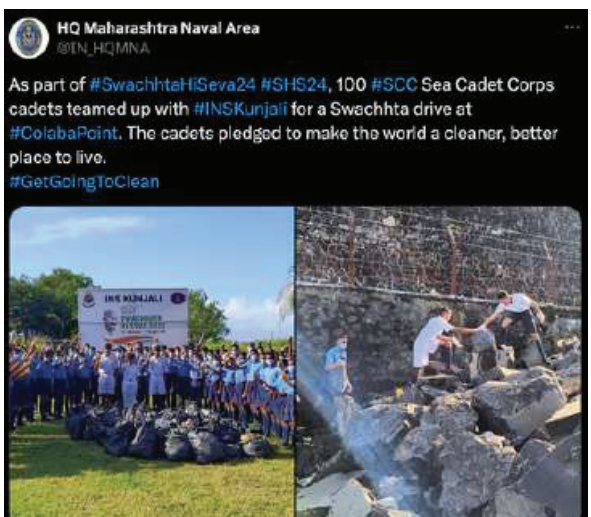
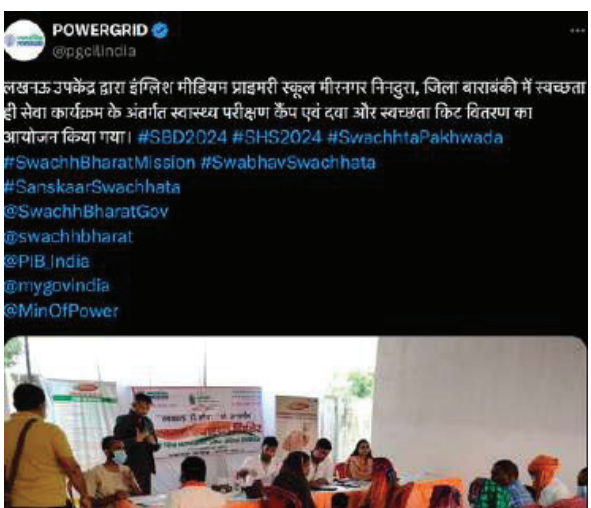
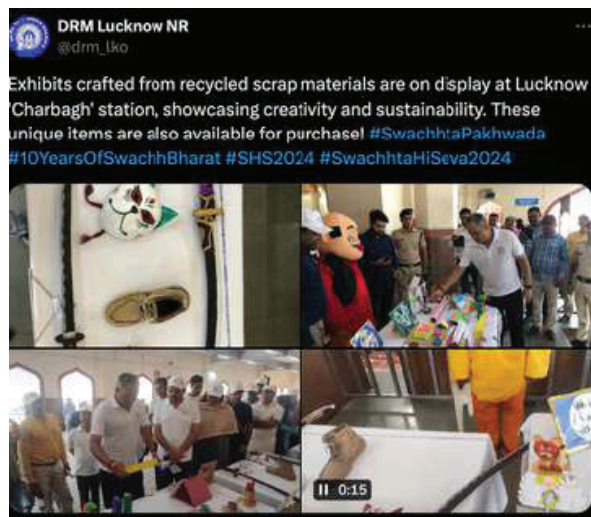
The TULIP programme has engaged over **6,000** youth interns across ULBs



ISL 2022 & 2023 saw over **20 lakh** youth leading the charge to clean beaches, hills and tourist places

Social - Media Engagement

Highlights from Central Ministries, Depts. and CPSUs



Swachhata Goes Global

Over 200 indian missions abroad have participated in SHS-2024



Swachhata In News

Swachh Bharat Mission becoming new path to prosperity: Modi on 10th anniv

TRIBUNE NEWS SERVICE

NEW DELHI, OCTOBER 2 Hailing the Swachh Bharat Mission as the largest and most successful people's movement of the 21st century, Prime Minister Narendra Modi on Wednesday said mass participation had transformed the campaign into a new path towards prosperity for India.

He noted that the World Health Organisation credited the mission with saving 3,00,000 lives between 2014 and 2019 by reducing deaths caused by diarrhoea.

At an event organised here to mark 10 years of the mission, the Prime Minister said the campaign was creating employment on a large scale. Many sectors have benefited from the mission, he said.



PAYS TRIBUTE TO GANDHI, SHASTRI

PM Narendra Modi on Wednesday paid tribute to Mahatma Gandhi on his birth anniversary. The revered Bapu's life and ideals, based on truth, harmony and equality, would always be an inspiration for the country's people, Modi said in a post on X.

Modi also paid homage to India's second PM Lal Bahadur Shastri.

After Indore emerged winner 7 times, clean city rankings to have 'golden cities' category

EXPRESS NEWS SERVICE
NEW DELHI, SEPTEMBER 13

WITH INDORE winning the tag of cleanest city for seven years in a row, Union Housing and Urban Affairs Minister Manoj Kumar Prasad said today that the next

student who gets first place in the first standard contest will be added to the club the next year. While Indore has won the overall cleanliness drive for seven years, this year it shared the top spot with Surat. The awards, which were launched in 2016, include different categories like large cities, small cities, cities with low population, etc.

MAHATMA GANDHI'S BIRTH ANNIVERSARY

IRCTC organises 'Swachhata hi Seva' mega cleanliness drive

NEW DELHI: The Indian Railway Catering and Tourism Corporation (IRCTC) on Wednesday organised a massive cleanliness drive 'Swachhata hi Seva' at Rail Neer Plant, Nangli.

The Chairman and Managing Director, IRCTC along with senior officers and staff participated in Shramdan by cleaning the surroundings at Rail Neer Plant, Nangli, which is in

जामिया में मनाया स्वच्छ भारत दिवस

जामिया संवाददाता, दक्षिणी दिल्ली: स्वच्छ भारत मिशन की 10वीं वर्षगांठ को जामिया इस्लामिया विश्वविद्यालय में स्वच्छ भारत दिवस के रूप में मनाया। विश्वविद्यालय परिसर में जामिरुल्लाह खान की निगरानी में 'स्वच्छता ही सेवा' मेला 2024 के तहत कई कार्यक्रमों का आयोजन भी हुआ। पनरसर स्वयंसेवकों की ओर से निम्नलिखित कार्य

रामना किया। डा. आबिद हुसैन की अध्यक्षता में स्वयंसेवकों ने आसपास के इलाकों में लोगों को साफ-सफाई के बारे में जागरूक किया। डॉ. आबिद हुसैन की अध्यक्षता में स्वयंसेवकों ने आसपास के इलाकों में लोगों को साफ-सफाई के बारे में जागरूक किया।

प्रधानमंत्री नरेंद्र मोदी बोले...

'गंदगी से नफरत हमें स्वच्छता के लिए मजबूर करेगी'

स्वच्छता से संबंधित 9600 करोड़ रुपये के कार्यक्रमों को आगे बढ़ाया जा रहा है।

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स्वच्छता कार्यक्रम के तहत बाजार में चलाया साफाई अभियान

वातावरण होता है वहां किसी प्रकार की बीमारी फैलने का भय नहीं होता है। इस मौके पर प्रधानाचार्य सुमन चंदेल ने स्वच्छता के बारे में बच्चों का मार्गदर्शन किया। उन्होंने बच्चों को गांधी जी के भारत के सपने साकार करने के लिए प्रेरित किया। इस कार्यक्रम में अधिकारी रामलाल लो मैना चौहान ने अहम निभाई। कार्यक्रम में निगलन कलेट अंजलि

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All things neat with Swachh Bharat@10

Saif, Kareena, and Alia urge people to participate in cleanliness initiative

Actors Saif Ali Khan, Kareena Kapoor Khan and Alia Bhatt on Wednesday urged citizens to actively participate in the Swachh Bharat campaign as they marked the 10th anniversary of the cleanliness initiative. Prime Minister Narendra Modi launched the campaign in 2014 on the birth anniversary of Mahatma Gandhi, who put a great emphasis on cleanliness all his life.

Saif and Kareena addressed their fans in a joint video message. "Today I'm talking to you not as an actor but as a mother, who wants the best for her children. And Swachh Bharat mission is a mission where every family should participate," said Kareena.

Saif said, "For us, it is not just about keeping our surroundings clean, it is about showing our kids that a healthy environment is a foundation for a happy life." He praised PM Modi for showing "commitment and strong leadership" for Swachh Bharat mission. "We want to ensure that our children understand that even a small step like picking up a small piece of garbage or not using plastic, is very important," he added.

Kareena concluded the video, saying, "Let's make this mission a part of our lives." Alia's message on the 10th anniversary of the campaign was shared by the Ministry of Information and Broadcasting on its social media handles.

—PTI

GDC R S Pura organises two days activity on SHS campaign

individual and mass level. At the onset of the programme on 18th September, 2024 a cleanliness drive was organised in the vicinity of the campus. On the 2nd day i.e. 19th September, 2024 poster making competition was held on the theme "Swachhata hi Seva hai".

More than 20 students participated in these activities with great enthusiasm and exuberance. While speaking on these occasions, Principal of the college emphasized the importance

of cleanliness for a healthy, socially responsible, economically dynamic, and progressive society.

The entire programme was coordinated by Dr. Shivani Manchanda, Dr. Sunil Kumar Mangochi & Dr. Sateen Kaur.

Prominent faculty members present on the occasion were Dr. Neena Gupta, Prof. Shafali Akter, Dr. Santanar Kaur, Dr. Raj Kumar, Dr. Kiran Mahiana, Dr. Akshita Parhar and Dr. Hari Singh.

"Under PM Modi, Mahatma Gandhi's dream of 'Swachh Bharat' coming true": Nitin Gadkari

Nagpur, Oct 2: Union Minister Nitin Gadkari on Wednesday attended the 'Swachhata Bharat Abhiyan' in Nagpur on the occasion of Gandhi Jayanti and praised Prime Minister Narendra Modi for promoting the programme all over the country.

Mahatma Gandhi was born in Gujarat on October 2, 1869.

"Swachhata Abhiyan

Impah: Organised with an aim to reignite the spirit of collective action and citizen participation in cleanliness efforts across India, the Swachhata Hi Seva - 2024 which will be carried on till October 2 has been launched by chief minister N Biren during a function held at Cabinet Hall of the chief minister's secretariat, on Tuesday.

Speaking as chief guest at the function organised by department of Municipal Administration, Housing and Urban Development (MAHUD), chief minister Biren announced that Kendriya Police Kalyan Bhandari (security cantenets) established across the state will be

commodities from security cantenets at low price - CM BIREN

to nation and the state's growth and development.

The chief minister also elaborated on Swachhata Hi Seva 2024, which encompasses five key categories: Cleanliness Target Units, also known as Basu Spots; Public Participation; Awareness and Behaviour Change; Mass Scale Cleaning Drives; and Preventive Health Checkups and Social Security Coverage (Safai Mitra Suraksha Shiksha) and Mass Scale Cleaning Drives.

organising Voluntary Contributions (Shramdhan) and Swachh Bharat Diwas 2024.

न बताया कि स्वच्छता में ईश्वर की

NT Srinagar celebrates 'Swachh Bharat Diwas-2024' to mark Gandhi Jayanti

Refugee Message Bureau Srinagar, Oct 2

The National Institute of Technology (NIT) Srinagar on Wednesday celebrated Swachh Bharat Diwas 2024, marking the 10th anniversary of the Swachh Bharat Mission and organised a special cleanliness drive as part of the Swachhata Pakhwada 2024 campaign.

The event was organised by the NSS unit of the Institute, drawing enthusiastic participation from students, faculty, and staff members. The pledge ceremony was held at the Main Faculty Block at 9:30 AM and was administered by the student coordinators.

It was followed by a mega cleanliness drive carried out by sanitation staff accompanied by NSS student volunteers from Fountain Park to the Director's residence.

Under the banner of 'Swachhata Hi Seva' participants armed themselves with brooms, dust

towards development."

Hailing the women led self help groups that are earning by making their produce out of garbage, he said, "Women were the biggest victims of waste. But, they are now earning through it. This development took place only because of our PM Modi who launched this Swachh Bharat Abhiyan in August 2014 and made it mass movement."

HT Correspondent letters@hindustantimes.com

JAIPUR: India has become a global example of the passion for 'swachhata' (cleanliness) through the Swachh Bharat Mission initiated by Prime Minister Narendra Modi, Vice President Jagdeep Dhankhar said on Tuesday.

"India has become a global example of the passion for swachhata, a favourite destination for investment and opportunity through Swachhata has a major role to play in the exponential rise of infrastructure," said Dhankhar while addressing an event to launch the 'Swachhata Hi Seva Abhiyan' in Rajasthan on Tuesday.

Highlighting the circular economy that boosted through the cleanliness drive, he said, "We never seen before how garbage has become the core raw material of a slew of start-ups. These business have also boosted our economy. What was once a curse of our life, is now leading our country

बच्चों ने जुन्गा में जागरूकता रैली निकालकर स्वच्छता का संदेश दिया

हिमाचल दस्तक | शिमला

स्वच्छता कार्यक्रम के तहत बाजार में चलाया साफाई अभियान

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बच्चों ने जुन्गा में जागरूकता रैली निकालकर स्वच्छता का संदेश दिया

हिमाचल दस्तक | शिमला

स्वच्छता कार्यक्रम के तहत बाजार में चलाया साफाई अभियान

वातावरण होता है वहां किसी प्रकार की बीमारी फैलने का भय नहीं होता है। इस मौके पर प्रधानाचार्य सुमन चंदेल ने स्वच्छता के बारे में बच्चों का मार्गदर्शन किया। उन्होंने बच्चों को गांधी जी के भारत के सपने साकार करने के लिए प्रेरित किया। इस कार्यक्रम में अधिकारी रामलाल लो मैना चौहान ने अहम निभाई। कार्यक्रम में निगलन कलेट अंजलि

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