Ek Tareekh Ek Ghanta Ek Saath

Special Edition

Swachh Bharat Mission-Urban 2.0

NEWSLETTER

Ministry of Housing and Urban Affairs
Government of India
Ministry of Housing and Urban Affairs
Government of India
हमें ये याद रखना है कि स्वच्छता, एक दिन का, एक पखवाड़े का, एक साल का या कुछ लोगों का ही काम है, ऐसा नहीं है। स्वच्छता हर किसी का, हर दिन, हर पखवाड़े, हर साल, पीढ़ी दर पीढ़ी चलने वाला महाआभियान है। ...स्वच्छता जीवनशैली है, स्वच्छता जीवन मंत्र है।

नरेंद्र मोदी
प्रधानमंत्री
PM’s Call to Action for Swachhata Shramdaan

As the Swachhata Pakhwada gained momentum across India, a unique call to action was given by the Hon’ble Prime Minister Shri Narendra Modi to fellow citizens. On the 105th episode of Mann Ki Baat, Hon’ble Prime Minister, appealed for 1 hour of shramdaan for swachhata at 10 am on 1st Oct by all citizens collectively will be a ‘swachhanjali’ to Bapu on the eve of his Jayanti. He added, “A big event on cleanliness is going to be organized on the 1st of October i.e. Sunday at 10 am. You too should take out time and help in this campaign related to cleanliness. You can also join this cleanliness campaign in your street, or neighbourhood…or at a park, river, lake or any other public place.”

Setting the Stage: Preparations for Swachhata Shramdaan

To plan the mega cleanliness drive across the country during Swachhata Shramdaan on Oct 1, 2023, multiple meetings were held. On September 16th, a meeting was chaired by the Cabinet Secretary with Chief Secretaries/Administrators of States/UTs and Secretaries of Central Ministries to assess preparedness. Following this, Secretary MoHUA and Secretary DDWS co-chaired meetings on September 18th with Central Ministries and on September 19th with States/UTs. On September 20th, a meeting regarding DAPRG’s Special Campaigns 3.0 took place. Furthermore, meetings were conducted on September 23rd with Central Ministries, State Governments, District Administrations, and ULBs to brief them on the Call to Action and Plan of Action. Online training programs for the portal were also scheduled for field units on September 24th-25th.
On October 1st, 2023, Prime Minister Narendra Modi teamed up with fitness influencer Ankit Baiyanpuria to participate in a Swachhata Shramdaan event as part of his initiative encouraging everyone to dedicate an hour to cleanliness ahead of Mahatma Gandhi’s birth anniversary. Sharing the video on his official X account, PM Modi wrote, “Today, as the nation focuses on Swachhata, Ankit Baiyanpuriya and I did the same! Beyond just cleanliness, we blended fitness and well-being also into the mix. It is all about that Swachh and Swasth Bharat vibe.”
UNION MINISTERS OFFER SHRAMDAAN

Various organizations under the Central Government ministries came forward with unique activities. Union ministers joined the shramdaan at various sites too. The ‘whole of govt approach’ resulted in smooth facilitation for the shramdaan volunteers at lakhs of sites at the same time.

Union Home Minister Amit Shah participates in the ‘Shramdaan for cleanliness’ program under the ‘Swachhata Hi Seva’ campaign in Ahmedabad.

Raksha Mantri Shri Rajnath Singh led the shramdaan activities at Delhi Cantt with a cleanliness drive followed by a plantation drive.

Union Minister Hardeep Singh Puri joined residents of Princess Park on Copernicus Marg in Delhi for one hour of Shramdaan for Garbage.

Youth Affairs and Sports Minister Anurag Thakur participated in shramdaan for Swachhata at Himachal Pradesh’s Hamirpur.
Railway Minister Ashwini Vaishnaw led the cleanliness drive for Swachhata Hi Seva campaign at Gurgaon Railway Station.

Education Minister Dharmendra Pradhan teamed up with students in a cleanliness initiative at Delhi University.

In support of Shramdaan for Swachhata, Finance Minister Nirmala Sitharaman participated in a cleanliness campaign in Coimbatore.

Environment Minister Bhupender Yadav participated in a cleanliness drive at the Delhi Zoo, as a part of the Swachhata Hi Seva campaign.

During Swachhata Pakhwada, Jal Shakti Minister Gajendra Singh Shekhawat led a one-hour Swachhata shramdaan at Jodhpur's Raika Bagh station.

Union Minister Piyush Goyal performed his Shramdaan for Swachhata in Kota, Rajasthan as part of the nationwide campaign.
LEADING ORGANIZATIONS JOIN SHRAMDAAN

Sulabh International participated in shramdaan with cleanliness events across 1,000 locations in 300 Towns involving over 50,000 citizens.

Patanjali Yogpeeth along with 30,000 citizens cleaned highways, parks in residential areas where they do yoga and gaushalas.

Devotees from Vrindavan Chandrodaya Mandir under ISKCON contributed to swachhata sharmdaan at Braj Dham in Vrindavan.

Parmarth Niketan’s team joined hands with Pauri Garhwal district and offered shramdaan for Ganga ghat cleanup.

Devotees of Mata Amritanandamayi come together to contribute through shramdaan within the Ashram premises.

Under the Swachhata hi Seva campaign, Isha Yoga Center’s volunteers conducted a cleanup drive in the nearby villages of the Coimbatore Ashram.
Ek Tareekh Ek Ghanta Ek Saath

CMs, GOVERNORS, MAYORS LEAD THE WAY

CM, GUJARAT
CM, HARYANA
CM, ASSAM
CM, MADHYA PRADESH
CM, MAHARASHTRA
CM, UTTAR PRADESH
LG, JAMMU & KASHMIR
CM, SIKKIM
MAYOR, CHANDIGARH
CM, TRIPURA
Ek Tareekh Ek Ghanta Ek Saath

CENTRAL MINISTRIES JOIN SWACHHATA DRIVES

Ministry of Housing and Urban Affairs

Ministry of Railways

Ministry of Power

MoEF&CC

Ministry of Ayush

Ministry of Jal Shakti
Ek Tareekh Ek Ghanta Ek Saath

FAMOUS PERSONALITIES UNITE FOR SHRAMDAAN

A healthy environment begins with a clean environment... Let’s keep India clean... #SwachhBharat @SwachhBharatGov

Honoring Mahatma Gandhi’s legacy, Hon’ble PM Modi encourages all to participate in #SwachhataHiSeva. It's time to clean up and step up! 💪clean
Let's pledge to make our surroundings cleaner and greener! 🌿Stars
Visit swacchatalahiseva.com and participate in the movement towards a... twitter.com/i/web/status/1...

Actor #PankajTripathi participates in #SwachhtaAbhiyan in Mumbai.

#EKTareekhEkGhanta
#GarbageFreeIndia #SHS2023
#SwachhBharat #SwachhataHiSeva
@swachhbharat @MIB_India
@PIB_India

Cleanliness is not just about physical spaces, it is a state of mind. Being out of the country couldn’t stop me from paying a tribute to Swachhata Abhiyan. So I would say where ever you are, do your bit to keep your space, and mind, clutter free. #SwachhataHiSeva

Honoured to be a part of this initiative. Thank you @ansurabhivarman @IncomeTaxIndia @IncomeTaxMum

Under #SHS2023 campaign, CIT-4, Mumbai charge undertaken an anti-litter activity at Khar Ga, near S N IIT college, Churnagall, Mumbai in the presence of actor @SureshShetty. More than 600 people participated & around 900 kg garbage was collected by the participants. #SwachhtaHiSeva

Join us with Swachh Bharat at 10 AM on October 1st to illuminate this cleanliness drive. Visit #SwachhStatus.com, share your photos with the hashtag #SwachhBharat, and pledge our dedication to a cleaner, healthier India. 🌿Stars

Ek Tareekh Ek Ghanta Ek Saath

Let’s all come together for Swachh Bharat on 1st October at 10 AM for 1 hour and support the cleanliness drive... #SwachhBharat #SwachhBharatGov
Jan Andolan for Shramdaan

Cleanup Drives at Railway Tracks and Stations

- Lucknow, UP
- Kolkata, West Bengal
- Chennai, Tamil Nadu

Cleaning of Waterbodies

- Narmadapuram, MP
- Srinagar, JK
- Mumbai, Maharashtra

15 September - 2 October 2023
Jan Andolan for Shramdaan

Cleanliness drive at Bus stands / Toll plazas

Keeping Tourist Spots Clean

ODISHA

RAISEN, MADHYA PRADESH

MADURAI, TAMILNADU

CHITTORGARH, RAJASTHAN

BERHAMPORE, WEST BENGAL

GANDERBAL, J&K
Jan Andolan for Shramdaan

Making Roads/Highways Garbage Free

ARUNACHAL PRADESH

KOLKATA, WEST BENGAL

Shramdaan at Airports

BALASORE, ODISHA

BHOPAL, MADHYA PRADESH

NANGED, MAHARASHTRA

VIZAG, ANDHRA PRADESH
Jan Andolan for Shramdaan

Preserving the Beauty of the Hills

KURUNG KUMEY, ARUNACHAL PRADESH

Students Unite for Shramdaan

ANDAMAN & NICOBAR ISLANDS

DEHRADUN, UTTARAKHAND

PANCHKULA, HARYANA

KARGIL, LADAKH

SOUTH GARO HILLS, MEGHALAYA
Jan Andolan for Shramdaan

Transforming Gaushalas

Zoos and Wildlife Areas

LUCKNOW, UTTAR PRADESH

GADAG, KARNATAKA

CHANDIGARH

INDORE, MADHYA PRADESH

BUNDI, RAJASTHAN

RISALI, CHHATTISGARH
Jan Andolan for Shramdaan

Towards Clean Offices

BHUBANESWAR, ODISHA

Cleanup Drives in Markets

BENGALURU, KARNATAKA

Shramdaan in Slums

DELHI

CHANDIGARH

KUMORTULI, KOLKATA

AGARTALA, TRIPURA
Ek Tareekh Ek Ghanta Ek Saath

People unite to offer Shramdaan at 8.75 Crore Sites

Places of Worships

- Residential Areas
- Health Institutions
- Bus Stands & Toll Plazas
- Public & Pvt Offices
- Tourist Places
- Rly Track & Stations
- Waterbodies
- Anganwadis
- Roadsides
- Markets
- Hills
- Airports
- Schools & Colleges
- Ports
- Zoos & Wildlife Areas
- Gaushalas
- Slums
Swachhata Pakhwada

A fortnight of activities celebrating 9 years of Swachh Bharat Mission

As a run up to Swachhata Diwas on 2nd October, 2023, a day to celebrate jan andolan for Swachhata, a tribute to Mahatma Gandhi on his birth anniversary, Swachhata Pakhwada - Swachhata Hi Seva (SHS) 2023 was organized by the Ministry of Housing & Urban Affairs (MoHUA) & Department of Drinking Water and Sanitation (DDWS) in collaboration with other ministries, between 15th Sept. to 2nd Oct, 2023. Union Ministers Shri Giriraj Singh, Shri Hardeep Singh Puri & Shri Gajendra Singh Shekhawat jointly launched the campaign on 15th Sept., 2023 through a virtual samvad. The fortnight of activities to galvanize action around swachhata, focused on mobilizing citizen action and commitment towards building Garbage Free India.
During the Swachhata Pakhwada, the second edition of the groundbreaking India Swachhata League (ISL) made a substantial impact nationwide. Led by the youth, ISL effectively mobilized youth groups to take sustained responsibility for cleanliness in diverse environments like beaches, hills, and tourist spots. Concurrently, SafaiMitra Suraksha Shivirs were organized by various cities across the nation during this period. These Shivirs aimed at ensuring comprehensive welfare support for sanitation workers and their dependents, ultimately improving their quality of life and well-being. The fortnight of Swachhata celebrations culminated on October 1st, 2023, with Ek Tareekh Ek Ghanta Ek Saath.
Gram panchayats, Zila Parishads Unite for Swachhata Pakhwada

Demonstrating its commitment to cleanliness and environmental preservation, Department of Drinking Water & Sanitation (DDWS) co-launched the Swachhata Pakhwada - Swachhata Hi Seva 2023. Massive cleanliness drives were conducted in the Gram Panchayat under the aegis of DDWS. College students, government officials, village members and self-help groups participated enthusiastically, pledging their commitment to the cause. Sarpanches pledged to transform Panchayats into a model of cleanliness and a garbage-free haven. From vibrant villages along Arunachal Pradesh border to villages in the hills of Uttarakhand, the Gram Panchayats witnessed mass mobilization for swachhata.
Under the Swachhata Pakhwada, the Indian Swachhata League 2.0 made a significant impact on Sep 17, 2023. This grand league for cleanliness included city teams and volunteers from over 4000 cities, engaging in unique sanitation activities. CMs of many States also joined the cities in action on the ground.

**DEHRADUN**
Uttarakhand CM Pushkar Singh Dhami joined Run For Green and Clean Doon marathon

**LUCKNOW**
Uttar Pradesh CM Shri Yogi Adityanath honoured sanitation workers with ISL 2.0 merchandise

**CHANDIGARH**
Zero Waste Mahalangar arranged for 10,000 people

**NAVI MUMBAI**
Nearly 1.5 lakh Mumbaikars participated in a massive rally

**PURI**
Massive plogging campaign by women and street vendors
Indian Swachhata League 2.0

In the pursuit of a garbage free India, nearly 15 lakh people nationwide participated, dedicating their efforts to clean up beaches, tourist spots, and hills.

PIMPRI CHINCHWAD

Nearly 50,000 citizens participated in a massive Zumba event.

ODISHA

Artist Sudarsan Pattnaik created Sandart masterpiece for Swachhata Hi Sewa.

TELANGANA

Students joined hands for cleanup drive at Bhongir Fort.

Students from Korutla, Telangana display their zest for ISL 2.0.

ANDHRA PRADESH

Citizens of Rajamahendravaram united to make the Godavari River Ghat garbage free.

KARNATAKA

Commemorating ISL 2.0, nearly 4,000 kids in Devenagere, Karnataka formed the Indian map.
During the Swachhata Pakhwada, 'SafaiMitra Suraksha Shivir' was organised in multiple cities nationwide starting from September 17, 2023. The objective of these Shivirs was to comprehensively implement welfare programs for sanitation workers and their families, with the aim of enhancing their well-being and quality of life.

**JHARKHAND**

In Jharkhand, comprehensive health and safety programs were held for SafaiMitras during the SafaiMitra Suraksha Shivir, including massive medical camps, PPE kit distribution and hygiene training.

**CHHATTISGARH**

Chhattisgarh celebrated the SafaiMitra's contribution by organizing various health check-ups and registration camps to give benefits of government scheme to Swachhata didis.

**KARNATAKA**

During the SafaiMitra Suraksha Shivir, Karnataka provided unique support, such as resting facility, free eye checkup camps, and sports activities for sanitation workers.
During Chandigarh’s SafaiMitra Suraksha Shivir, SafaiMitras received a Sanitation Booth, access to a Re 1 store, government scheme enrollment, insurance, and new bank accounts.

To support sanitation workers during the SafaiMitra Suraksha Shivir, Ladakh hosted health and welfare camps and gave a hike in the salary of SWM plant workers.

Uttar Pradesh hosted health camps, recognition ceremonies and government scheme enrollments, under the SafaiMitra Seva Shivirs.
PM Leads Cleanliness Drive

In the eve of Ganesh Ji, Prime Minister Narendra Modi took part in a cleanliness drive with fitness influencer Aditi Bajajgaria in New Delhi on Sunday. Sharing a picture in his Twitter account, PM Modi posted, “Today, in the nation’s capital Swachh Bharat, Aditi Bajajgaria and I did the same. Beyond just cleanliness, we believed in fitness and we still being Sunaina in the moral. It is all about that Swachh and Swasth Bharat is our PM @narendramodi

DC Srinagar felicitates Safai Mitras

On the occasion of World Cleanliness Day, the Mayor of Srinagar City, Mr. Shahid Ahmad Khan, felicitated the Safai Mitras of Srinagar City for their continuous efforts in maintaining cleanliness in the city. The Mayor also distributed solar-powered sanitizers and other hygienic items to the Safai Mitras. The event was organized to spread awareness about the importance of cleanliness in the city and to encourage the citizens to maintain a clean environment. The Mayor appreciated the efforts of the Safai Mitras and urged them to continue their good work. He also stressed the need for the citizens to take responsibility for maintaining cleanliness in the city and to work together towards a cleaner and safer environment.

PUNE RESIDENTS UNITE TO PAY ‘SWACHHANJALI’ TO BAPU

PMC and PCMC spearhead cleanliness drive at 117 and 84 locations in Pune and Pimpri-Chinchwad

KARAN MAHESHWAR

People from various backgrounds, including politicians and students, participated in an hour-long ‘Swachh Bharat’ campaign on Sunday to commemorate Pandit Deendayal Upadhyaya’s birth anniversary. The drive was organized by the Pune Municipal Corporation (PMC) and the Pimpri Chinchwad Municipal Corporation (PCMC) in collaboration with the Wing Commander C.B. Dubash Foundation. The campaign aimed to celebrate the legacy of Pandit Deendayal Upadhyaya and to promote cleanliness in various areas. The drive was held at several locations across the city, including schools, colleges, and temples. The organizers encouraged people to join hands in the fight against pollution and to work towards a cleaner and more sustainable city. The campaign was part of the ongoing initiative to promote cleanliness and hygiene in the city, and to create awareness about the importance of maintaining a clean environment.

In a recent episode of ‘Swachh Bharat’ Modi appealed for one hour of cleanliness for zamindar Mohan das Gandhi on October 1 as a tribute to Mahatma Gandhi on his 150th birth anniversary.
SWACHHATA IN NEWS

1. Political leaders, actors, citizens join hands to clean Juhu beach

2. 14,447 people remove more than 20 tonnes of rubbish

3. Twin cities witness cleanliness drives to commemorate Rama
WHAT’S TRENDING

Swachh Bharat Urban
@SwachhBharatGov

The swachhata volunteers from Alappuzha, Kerala assembled and formed the shape of the Indian Map under the #IndianSwachhataLeague 2.0. Spreading the message of Swachhata, the youth ambassadors displayed their passion to create GarbageFreeIndia

#SwachhBharat #SwachhataHiSeva twitter.com/@webbitstar1...
For more information on Swachh Bharat Mission

VISIT US: