SWACHHOTSAV

#WomenLedSanitation

A Swachh Bharat Mission Urban Initiative
महिला सशक्तिकरण के प्रयासों के परिणाम स्पष्ट नजर आ रहे हैं और हम देश के सामाजिक जीवन में क्रांतिकारी परिवर्तन का अनुभव कर रहे हैं।

नरेंद्र मोदी
प्रधानमंत्री
Women can help drive the change. They are path-breakers, game changers, and leaders. They have been the flag-bearers of Swachhata since time immemorial, not just in their homes but in society at large. To highlight their contribution and impact on urban swachhata, on 7th March, on the eve of International Women’s Day, Union Minister, Shri Hardeep Singh Puri launched Swachhotsav, a 3-week women-led Swachhata campaign, under the Swachh Bharat Mission Urban 2.0. The campaign aims to recognize and celebrate the transition from women in sanitation to women-led sanitation. A series of events and activities have been organized across cities to celebrate women from all walks from 8 to 30 March, 2023.

Campaign Initiatives

- **WINS Awards 2023** – The Women Icons Leading Swachhata Awards 2023 aims to recognize and celebrate women-led urban sanitation.

- **Swachhata Yatra** – Swachhata Doots will travel to different cities to promote capacity building, cross learning, & exchange best practices with women SHGs.

- **GFC Influencers’ Network** – Will help to mainstream SHGs and their federations as partners in implementing SBM-U 2.0. The GFC influencers will generate awareness on Mission’s goal.

- **Swachh Mashaal March** – Swachh Mashaal March aims to encourage the ward-level mobilization of citizens towards the goal of ‘Garbage Free Cities’.

The campaign aims to recognize and celebrate the transition from women in sanitation to women-led sanitation. A series of events and activities have been organized across cities to celebrate women from all walks from 8 to 30 March, 2023.
Assam visits Ambikapur, Chhattisgarh for learning and sharing best practices as part of Swachhata Yatra.

Madhya Pradesh flagging off their Yatra from the train station. Destination is Gujarat!

Glimpses of the celebration from the GFC Influencer’s Network of Shamshabad, Telengana. The event celebrated the achievements of women in all realms including social, economic, cultural, sanitation and political areas.

30 women waste entrepreneurs from Telangana visited Odisha, Kerala & Karnataka as Swachhata Dochts. Women from 35 States/UTs set to travel to 14 host States in an exciting Visit-Exchange-Learn initiative for Garbage Free Cities during the 3-weeks Swachhotsav.
SBM-U has enabled access to safe sanitation and dignity of women while also opening up livelihood and skilling opportunities to women in the area of sanitation and waste management. We are now poised to make a transformational shift from ‘Women in Swachhata’ to ‘Women led Swachhata’. To highlight their impact in sanitation and waste management, the Hon’ble Union Minister for Housing and Urban Affairs, Shri Hardeep Singh Puri announced the ‘Women Icons Leading Swachhata’ (WINS) Awards 2023 on 7th March 2023. The WINS Awards 2023 aims to recognize celebrate and disseminate inspiring and exemplary initiatives in urban sanitation and waste management by women led organizations and individual women.

GFC Influencers are launching swachhata initiatives and influencing others to join in, thus providing the thrust to such drives. The campaign aims to capture the strength of such women. Cities are creating a network of 75,000 GFC Influencers or Garbage Free City Influencers across India in sanitation and waste management during Swachhotsav. These women swachhata warriors will be trained for sanitation to create a conducive environment to mainstream their leadership in sanitation.
As the dawn broke on the decade of 2020, the world was thrown at a challenge called the COVID-19 outbreak to put up with. The pandemic shook the lives of billions across the globe to the very core and changed forever the way people perceived life. This is where the Singham of well-being, Pune’s health inspector Kavita Sanjay Sisolekar stepped up and dedicated herself to providing the necessary care for slum-dwellers in the city’s Ghole road and Bibwewadi areas with a total population of 54,000. Health inspector Kavita reached out to them and took it upon herself to disseminate information under the community mobilization, public awareness on COVID and behavioural change program devised for the least privileged. From August to October 2021, Kavita Sisolekar ensured community outreach for promotion of IPC (Infection, Prevention and Control) through WASH (Water, Sanitation and Hygiene) supplies and service delivery in vulnerable groups of urban Maharashtra.

Jayabai belongs to the tribal community of Gosangi. Traditionally, tribal communities have always been headed by a male member. However, Jayabai broke that long-standing stereotype and rose from the very bottom to become the first woman community leader. While her husband and son still own and operate a Dry Waste Collection Centre (DWCC) near the slum area, which is their major source of income, Jayabai gave up her work as a ragpicker and dedicated herself towards sustainable community development. Jayabai was bold enough to speak on menstrual hygiene management. She went ahead with her objective of social justice and educated people from all walks of life about menstrual hygiene. Jayabai encouraged adolescent girls and young women in the community to actively participate in the numerous menstrual health and hygiene management sessions conducted by WaterAid. She has been supporting the WaterAid team by reiterating the messages related to not just managing hygiene during menstruation, but also about the safe disposal of used menstrual absorbent.
Devi Rani has been a towering figure for all the residents of Bangla Colony in Amritsar that mostly houses waste pickers and cleaning personnel known as Safai Sathis. As the Pradhan of the colony, she has been working consistently for the upliftment of waste pickers, not just in her community but also far and beyond. Today she heads seven self-help groups (SHGs) under UNDP India & Coca Cola India Foundation (Anandana) project on Plastic Waste Management and Livelihood Generation, with FINISH Society being the implementation partner. Out of these 6 are women SHGs with 60 members. Devi Rani has been working with SHG groups for the economic empowerment of women by engaging them in plastic recycling, composting, cloth bags making units. She has been facilitating capacity building for waste pickers in the city and social welfare schemes for waste pickers and their families through her knowledge and experience.

A group of women leaders from a highly vulnerable habitat in Jaipur decided that it was time to speak up and shape safe sanitation for all. They developed an end-to-end engagement from mobilizing the community, undertaking micro-planning, co-executing sanitation improvements and sustaining it with community-supported O&M. This story is about women like Manju Rana, Sanju Rana, Chuttan Begum, Madeena, Kailashi, Mirchi, Lakshmi, Sunita who worked towards inclusive sanitation for women and other marginalized sections largely belonging to Scheduled caste, Scheduled tribe and waste pickers in Babaramdev Nagar settlement, Jaipur. They decided to train themselves in solid waste management (SWM). Soon they organized 15 training sessions on SWM and safe emptying of pits for 200 community volunteers. By June 2021, each leader took the responsibility of reaching out to one special group such as elderly, single women, divyang etc. They conducted local campaigns to make over 400 community members aware of safe sanitation practices and segregation of waste at source. Of the 100 households with no toilet, 25 got toilets constructed and the rest 75 are in pipeline.
Key Announcements

"All cities and town will be available for mechanical desludging of septic tanks and sewers for the transitions from the manhole to machinehole."

"Enhanced focus will be provided on the scientific processing of dry and wet waste."

"500 new Waste to Wealth plants under the Gobar Dhan scheme will be established for promoting a circular economy."

-Hon’ble Finance Minister, Smt Nirmala Sitharaman
Amrit Kaal Budget had special focus on urban planning and infrastructure development. Hon’ble Prime Minister Shri Narendra Modi shared his remarks at a post-budget webinar.

SESSIONS

Need and Relevance of Used water Management
Case Studies of Planning and Implementation of UWM in Small Cities
Implementation with Speed & Scale - Overcoming Challenges
Water+ City Experiences

“Our new cities should be garbage-free, water secure and climate-resilient. We have to invest more in Tier 2 and 3 cities.”

“New Cities being developed will create a new identity for India in the 21st century. Our vision for urban development has two components: development of new cities and upgradation of facilities in old cities.”

“Futuristic Technology for the development of cities, especially tapping into the circular economy, should be adopted at a faster rate. I urge startups to create new avenues and make use of existing opportunities.”

“Human-centric development should be ensured along with the development of our cities”

-Prime Minister Narendra Modi
The 8th National Advisory and Review Committee of the Swachh Bharat Mission Urban was held on 6th March, 2023, under the Chairmanship of Mr. Manoj Joshi, Secretary, MoHUA, to review the action plan for 17 States/UTs. Projects worth Rs. 3000 Cr have been approved under SBM-U 2.0.

Confirmation of proceedings and Action Taken Report (ATR) against Minutes of the 7th NARC Meeting held on 21st December, 2022

Approval of the CS Fund Release Proposals Received from States/ UTs

Status of financials and overall position of funds under SBM-U

Utilization of unclaimed funds of SBM-U under SBM-U 2.0.

Proposed reallocation of funds released under SBM – Urban by select states
Mr. Binay Kumar Jha, Director, MoHUA, addressed 24 participants of 20 countries in HUDCO’s HSMI 6-weeks MEA-ITEC programme on 7 Feb., 2023. He gave an insight on SBM. While addressing the workshop on National Enabling Framework for Promoting Bio-methanation Technology in Municipal Solid Waste Management on 16 March 2023., Ms. Roopa Mishra, JS, MoHUA stressed on the importance of creating an enabling ecosystem.
Union Minister, Shri Hardeep Singh Puri meets Bill Gates on 2 Mar., 2023 to discuss their ongoing partnerships & areas of further cooperation, particularly urban sanitation, & ramping up efforts for ethanol blending to catalyse India’s Energy Transition.
In February 2022, Prime Minister Shri Narendra Modi, inaugurated Asia’s biggest municipal solid waste based GOBARdhan plant in Indore aiming to generate 19,000 kg bio-CNG gas. Under Swachh Bharat Mission-Urban 2.0, the bio-methanation plants linked to the GOBARdhan and SATAT schemes will produce Bio-CNG as a renewable energy. Keeping in line with this vision, the Ministry of Housing and Urban Affairs signed a Memorandum of Agreement (MoA) with EIL on February 1, 2023, to develop ‘Waste to Energy’ and bio-methanation projects in cities with a population of million plus. The MoU was signed in the presence of Mr. Manoj Joshi, Secretary, MoHUA, Ms. Roopa Mishra, Joint Secretary, SBM-U & Mission Director and Ms. Vartika Shukla, C&MD, EIL.

The thrust on sustainable solid waste management has been strengthened under the ambit of Swachh Bharat Mission-Urban 2.0, with the overall vision of creating garbage-free cities. Focusing on this objective, MoHUA has decided to set up large-scale solid waste processing facilities in million plus cities. EIL will assist and handhold the million plus cities in developing such projects for larger quantum of waste integrating circularity in waste management. In the first phase, 25 million plus cities will be selected for developing large-scale process plants. The success of these projects will be pivotal as it will be conceptualized and executed as bench-marking for such projects. Thus, collaboration for providing support in preliminary technical assessment and Transaction Advisory services from EIL will have significant impact. EIL will also handhold ULBs in carrying out monitoring processes of these PPP projects during the construction phase and will assist in obtaining statutory approvals. The initiative will result in an additional processing capacity of 15,000 TPD for Bio-Methanation and 10,000 TPD for Waste to Energy respectively.
The two-day National Youth Conclave at Vigyan Bhawan, New Delhi on 15 March, 2023., saw the presence of Honourable Minister, MoHUA, Shri Hardeep Singh Puri; Honourable MoS, Shri Kaushal Kishore; Honourable G-20, Sherpa-India, Shri Amitabh Kant and other eminent personalities. The youth from across the country participated in the conclave that conducted various exciting competitions, enriching discussions and informative presentations highlighting key aspects of urban development and engagement of youth in decision making process in urban landscape.

The U20 Inception Meeting in Ahmedabad, Gujarat, on 9 Feb, 2023., aiming to tackle the global challenge & drive positive change in urban development.
We must celebrate Holi festival with the resolve of ‘Vocal for local’ -
Prime Minister Narendra Modi
Homemakers from Siliguri, West Bengal, received training to make herbal colors using natural ingredients like marigolds, spinach, rose, carrot, beetroot and talcum powder as the base. They produced about 80 kg of eco-friendly colors in 10 varieties.


The National Capital reveled in the festival of colours. A dedicated team of women were engaged in making colourful gulaals with flower petals making the festival safe, organic and swachh.

Promoting Old time practices for colour making from Malabar spinach, Turmeric, Heena, Beetroot etc.
Chandigarh celebrated Swachh Holi. KumKum an SHG worker under SBM-U 2.0 & NULM made herbal and Organic colors from flower waste from temples. This will prevent pollution in water bodies.

SHGs in Gajapati District in Odisha, celebrated Holi with colours made of vegetables like beetroot, corn flour & rice flour.

ULBs in Telangana embraced ‘Swachh Holi’ with natural colors made of vegetables, fruits, leaves and flowers.

Following the vision of ‘Vocal For Local’ Hon’ble CM, Assam, Dr.Himanta Biswa Sarma, received organic colors and Bamboo Pichkaris presented by the Hon’ble Minister Shri Ashok Singhal.
Rewa conducts cleanliness & beautification drive at 150-year-old Pushkarni Bawdi.

Chandigarh’s Swachh tableau named Swachhata Express, a train with bogies showing bins in four different colours on Republic Day.

Beautiful sculptures made from waste material installed in Lucknow.
CITIES IN ACTION

Cloth Bag Vending Machines installed at 56 different locations in Indore.

Ghaziabad MC makes manure from wet waste through composting.

Mountaineer Anjana Yadav spreads the message of swachhata in Leh, Ladakh’s Changla Pass peak.

The Himveers of 36th Corps, ITBP carry out cleanliness drives in the coastal areas of Lohavati River.
Ms. Roopa Mishra, JS and Mission Director, MoHUA visited New Delhi's Okhla Dumpsite on 12 Jan., 2023. The dumpsite has so far remediated 23 lakh tonnes of the target 60 lakh tonnes of waste.

Ms. Roopa Mishra, JS and Mission Director, MoHUA at the 2,000 TPD capacity, Tehkhand Waste to Energy Plant and the 1,950 TPD capacity Okhla Waste to Energy plant.
Ms. Roopa Mishra, JS and Mission Director, MoHUA visited the Swachhata Kendra at Panaji, Goa on 12 Feb, 2023. The plant facilitates the process of 3R.

Segregated waste handling at colony level, involvement of youth and women in material sorting facilities, institutional structure of the SPV- Goa Waste Management Company to establish waste processing plants; the State has put in various mechanisms to keep Goa clean!!

ink@WASH organised by Goa State Urban Development Agency and ASCI in partnership with ASSOCHAM, on 14 Feb., 2023. From over 800 startups, 50 were chosen with Goa-centric solutions in sanitation, waste management and water security.
National Conference organized by DEA, MoHUA & IFC at Vishakhapatnam on ‘How cities can leverage commercial finance’ on 22 March, 2023. Shri Binay Kumar Jha, Director, MoHUA spoke on the ongoing and upcoming opportunities for Private Sector Participation under SBM-U 2.0.

MoHUA team led by Dr. VK Chaurasia, Joint Adviser, PHEE, CPHEEO visited the STP at Tirumalakudu in Narsipura, Mysuru district. The plant was established in 2019 with a capacity of 5.5 MLD using MBR technology. Catering to over 35,000 population, the plants treats around 3.6 MLD of sewage.
Fastest construction and commissioning of a 225 MLD Sewage Treatment Plant

The goal of this project was to ensure that only treated domestic used water or fresh / storm water flows in the Budha Dariya thereby improving ground water quality. The commissioning of the 225 MLD sewage treatment plant was achieved by Khilari Infrastructure Pvt. Ltd. under supervision of Punjab Water Supply & Sewage Board. On 2nd December, 2022, the team finished the project in 625 days. The project which commenced on 17th March, 2021 was completed by 2nd December, 2022 i.e. 625 days, despite the challenges faced by the Covid-19 pandemic. The lightening speed with which the project was completed led it being featured in the International Book of World Records.

Tirupati, a city which has amassed several laurels over the years such being one of the 3 cites to be declared as Water+ is also a frontrunner when it comes to developing a self-sustaining model for an STP. The STP located at Thukivakam was built on a cost of 19 Crores, and has an installed capacity of 50 MLD and benefits 10,4057 households. The liquid waste (31.5 MLD sewerage) & Feacal sludge (1.5 MLD) received via the sewerage conveyance system and from desludging operators is being treated at STP- FSTP Co-Treatment Facility. A volume of 24 MLD of treated STP water is reused. By selling 5 MLD of treated used water to Srikalahasthi Pipes Ltd. and the plant is able to generate a net revenue of Rs. 6 Lakhs per month. Additionally 18 MLD of treated used water is supplied to farmers for agriculture purpose free of cost and another portion is reused by the ULB for Road/street cleaning, watering road medians and parks and gardens in the city. The unique measures adopted for ensuring sustainable O&M operations of the STP is worth emulation by other ULBs.
East Kidwai Nagar is a central government GPRA colony which has been constructed by redevelopment of old government housing colony. The old colony had 2444 houses (type i, ii & v) in dilapidated condition with some social infrastructure buildings. Under the redevelopment 4,608 houses (type ii to vii) along with infrastructure buildings and 1.05 lakhs sqm office buildings for government and PSUs have been constructed. Kidwai Nagar (east) campus is a zero waste discharge colony. The campus is economically and environmentally self-sustainable, with 23.43% ground coverage & 47% green area with more than 15000 trees. The campus is based on “walk to work” concept which has been achieved through leasing 10% residential units to offices, leading to reduction in traffic on roads.

Kidwai Nagar East is a zero waste discharge colony which has been achieved by treatment of used water at the STP plants of 3.65 MLD capacity, rain water harvesting systems and an in-house solid waste management plant of 3.5 TPD. Used water generated from flats is being treated in STP plants and there is no discharge to the municipal sewer line. The treated water from the STP is being used in toilets for flushing (dual pipeline is laid for this purpose), horticulture, air conditioning, road cleaning etc. The kitchen and horticulture wastes are being treated at a solid waste management plant from which bio gas and electricity is also being generated. Also rainwater is being infiltrated through the rain water harvesting systems leading to recharge of ground water. Some of the benefits of zero – discharge include less water load on supplied bodies and improvement in ground water table.

Swachh Talks Webinar on Used Water Management in Small Cities

A webinar on ‘Used Water Management in Small Cities’ was organized by the MoHUA on the occasion of World Water Day, 22 March, 2023. The Swachh Talks involved discussions around adoption of a circular economy approach by small towns in design and execution of used water management projects, showcasing best practices.

During financial year 2022-23, projects worth Rs. 11,784.81 Cr. for setting up STPs with a capacity of 4918.91 MLD, I&D network and desludging vehicles have already been approved for States under SBM 2.0.
SWACHHATA IN NEWS

पदना नगर निगम द्वारा शून्य बनाई जा रही सैनिटरी मार्ट

नगर निगम द्वारा सैनिटरी मार्ट की निर्माण का आयोजन कर रहा है। इसे नगर के विभिन्न भागों में बनाया जा रहा है।

आयामित और शारीरी कार्य मंडल ने देस्त 7 देशों परिवर्तन करने के लिए 10 लाख से ज्यादा आबादी वाले शहरों के साथ सहभागत स्मारक पर हस्ताक्षर

मानकी नीतियों के साथ रोबोट से हो रही सीवरज पाइपलाइन की सफाई क्षेत्र में इंदौर का एक और नवाया। गैस संरक्षण और संरक्षण हेट पृथ्वी पर स्थित छोटी समस्या है।
महिलाओं के नेतृत्व में स्वच्छता अभियान का शुभारंभ

लेखक: नीला देसाई

स्वच्छता अभियान के प्रति महिलाओं का नेतृत्व दिखाई दिया। स्वच्छता अभियान के प्रशासन और लोगों के निर्देशन के लिए महिलाओं का नेतृत्व दिखाई दिया। स्वच्छता अभियान के प्रशासन और लोगों के निर्देशन के लिए महिलाओं का नेतृत्व दिखाई दिया।

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स्वच्छ टाइप अभियान से बदलेगी दुनिया की छवि

लेखक: अनुज भारद्वा

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कड़कड़ती ठंड में फर्ज की अंजाम देने वाले योद्धाओं को सलाम

लेखक: रवि त्रिपाठी

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WHAT’S TRENDING

Swachh Bharat Mission - Urban

In a battle against hazardous SingleUsePlastic, Greater Visakhapatnam Municipal Corporation (GVMC) installed 9 KIOSKS, offering sustainable and Ecofriendly SingleUsePlastic alternatives.

Parvathi highlighted its resolution for Swachhata by organizing a Swachhathon - A Walk for Cleanliness. Students, officials, and citizens marched across the streets, illuminating the message of making the city free from garbage through sustainable practices.

Odisha’s Cuttack Municipal Corporation displayed mesmerizing visuals of the city’s efforts under its SwachhataDrive. The SafaMitra can be seen carrying out intensive CleaningActivities across the streets, marking a brilliant mid-week stint under SwachhHarvardsMission.

Ministry of Housing and Urban Affairs I Hardeep Singh Puri I Manoj Joshi I CMO Odisha I MyGovIndia I Press Information Bureau - PIB, Government of India

On a clarion call given by #PMMoSDF, to phase out single use plastics, we launched ‘Unbottled’ the world’s largest initiative to reuse & recycle 100 million PET bottles per year for uniforms for our frontline workers of OMCs & non-combat members of Armed Forces. @IAF_MCC

#SwachhUrban

फिरोजाबाद के नवर निमंत्रण से रद्द हुए टंकी दंते पार्क की ध्वनि के होली ज्वालायंश से अकादमिक दर्शकों को दी गई थी. जुलाई में कई मेलिंग, प्रसारण पत्र, सार्वजनिक भूमिका दाईंदिरें जो कि अपना जितना जीत बनाने को रह रहे हैं व तब इसके आसपास भी हो रहे हैं।

#SwachhBharatMission

आज परिवारों के लिए बड़ी बात, मान्यता भी @HardeepSPuri जी ने @InvestInUP में नए हिस्से किया। किसी के घरों का निर्माण किया जा रहा है, तभी कभी सब से पहले ही हो रहे हैं।

#WasteToWealth #GarbageFreeCities #InvestInUP

JATAYU MACHINE LIFTING GARBAGE
Bhubaneswar, Odisha

4 likes

Smturbangov

Improving the standards of sanitation process, Bhubaneswar uses the Jatayu Machine, which is meant for human-contactless cleaning of areas across the city. Capable of lifting all types of Garbage, the machine also saves manpower.

6 likes

Smturbangov

#Cleancities intensify the beauty of the shore. Under the SBM - Ur vision of making clean ghats, the YSS foundation started the first-of-its-kind #CleanlinessDrive at the Kalindi Kunj Ghat of the National Capital.

13 likes

Smturbangov

Swachhata brings joy. Magnifying the statement, Greater Noida EPA of #Swachhata brings into the functionality a beautiful Kids’ park on the theme of #WasteToWealth.