

Swachh Bharat Mission - Urban Highlights - 2024

01



SBM Turns 10: A Decade of Urban Transformation

The Swachh Bharat Mission, initiated by Prime Minister Narendra Modi, has evolved from a vision into a people-driven movement. From 'Ek Kadam Swachhata ki Ore' to 'Swabhav

Swachhata Sanskar Swachhata,' it has completed a decade of transformative impact and collective effort.

02

President Smt. Droupadi Murmu offers Shramdaan for Swachhata

On 19th Sept., 2024 the President offered shramdaan at Mahakaleshwar temple and felicitated SafaiMitras, highlighting their vital role in nation-building by safeguarding health and hygiene.



03



PM Modi Unveils Rs 9,600 Crore Boost for Cleanliness Initiatives

On October 2, Prime Minister Modi commemorated the 10th anniversary of the Swachh Bharat Mission, launching sanitation and cleanliness projects worth over Rs 9,600 crore.

04

Prime Minister Shri Narendra Modi Inaugurates Self-Sustaining Gaushala with Bio-CNG Technology at Gwalior

On October 2, 2024, Prime Minister Narendra Modi virtually inaugurated the 'Lal Tipara Gaushala' in Gwalior, featuring a Bio-CNG plant capable of producing 3 tonnes of natural gas daily from cow dung.



Hon'ble President, Smt. Droupadi Murmu, visits the Rashtrapati Bhawan campus compost unit to observe the compost-making process.



PM on Swachh Bharat Diwas



“ Even a thousand years from now, when 21st-century Bharat is studied, the Swachh Bharat campaign will undoubtedly be remembered. ”

PM Highlights Lower Infant & Child Mortality in New Report on SBM



Prime Minister, Shri Narendra Modi, shared a ground breaking report, published in Nature, showcasing SBM's significant impact on lowering infant and child mortality rates in India.

05

Centre to Unveil Special Category in Swachh Survekshan for Top-Performing Clean Cities, Announces Union Minister, Shri Manohar Lal

Indore, Surat and similar top performing cities will move to a special 'Golden City Club' announced by Union Minister



Manohar Lal Khattar in September 2024. Cities in this club must maintain top cleanliness standards to retain their special position.



06



MoHUA focus on "Advancing Safely Managed Sanitation in Urban Areas."

To support the transition from ODF to ODF++ MoHUA organized a two-day knowledge workshop in collaboration with the Govt. of Uttar Pradesh, USAID, BMGF and the WASH Institute, and was joined by Shri Tokhan Sahu, Hon'ble, MoS, MoHUA. Currently, 33% of cities are ODF++, with the aim of reaching 100% by the end of the Mission.

PM Narendra Modi offers shramdaan in Nashik's Shree Kalaram Mandir



07

NARC approves Rs. 6,730 Cr. for sanitation and solid waste projects in 2024

National Advisory and Review Committee under the chairmanship of Secretary, MoHUA, Shri Katikithala, approved action plans of Rs. 6,730 crores of proposals for Sanitation, Used Water Management, Solid Waste Management, IEC & CB for various States. A total of 85% of the Central Share allocation has been approved for various States under SBM-U 2.0.



PM on Independence Day



08

Union Ministry Pushes for Advanced Liquid Waste Management Strategies in India



In October 2024, the Union Ministry of Environment introduced new Liquid Waste Management (LWM) Rules, shifting focus to decentralized solutions. The rules empower local

authorities and communities to manage liquid waste at the source, easing pressure on centralized systems.

“ When we talk about ‘Swachh Bharat’, from affluent sections of society to rural families, people living in poor colonies or small children, every family today is embracing a clean environment and encouraging dialogue on cleanliness. ”

Empowering Sanitation Workers to Reject Unsegregated Household Waste

Starting October 1, 2025, sanitation workers can refuse unsegregated waste collection and impose fines on bulk waste generators. The draft Solid Waste Management Rules 2024, introduced by the Union Ministry of Environment, mandates waste segregation and proper disposal for large institutions and communities.



Prime Minister Narendra Modi takes part in a cleanliness drive in New Delhi, Wednesday. PTI

Cleanliness not a 1-day task, it's a lifelong ritual, says PM

EXPRESS NEWS SERVICE
NEW DELHI, OCTOBER 2

MARKING THE 10th anniversary of the Swachh Bharat Mission on Wednesday, Prime Minister Narendra Modi said the cleanliness change happens when every citizen...

India is discussed 1,000 years from now, the Swachh Bharat Mission would be remembered. The PM launched the mission on Gandhi Jayanti day in 2014, with the aim of making India open defecation-free by Mahatma Gandhi's 150th birth anniversary in 2019. The next mission, DBAL



MoRTH Policy-Advisory on Inert Disposal from Legacy Waste in Road Construction Released

An advisory has been issued regarding the disposal of inert materials from legacy waste in road construction, in collaboration with MoRTH. It emphasizes the need to explore and utilize inert material before sourcing soil for embankments.

MoHUA Partners with HUL, Sulabh, ISC-FICCI to Boost Tech and innovation in Sanitation & Waste Management

MoHUA signed key MoUs to expedite Sanitation and Waste Management projects under SBM-U 2.0 in 2024.

MoUs signed with:

- Hindustan Unilever for construction of state-of-the-art community toilet facilities based on Suvidha model
- Sulabh International for Design, construct, and operate public sanitation facilities
- India Sanitation Coalition-Federation of Indian Chambers of Commerce & Industry to add value to SBM-U by boosting industry participation in the Mission



Budget 2024: Urban Development

- Water supply, sewage treatment, and waste management for 100 large cities through bankable projects with State Governments and Multilateral Development Banks
- Efficient solid waste management in 100 cities, covering collection, transportation, processing, resource recovery, and disposal in scientific landfills with advanced waste processing technologies



Fast-Tracking Aspirational Toilets in Urban India

Over 27,000 aspirational toilets have been approved in 2024. Maharashtra (4,292), Tamil Nadu (3,762), Gujarat (2,062) and Punjab

(1,912) have highest aspirational toilets approved. The Clean Toilet Campaign 2.0 was rolled out in Nov., 2024 for 6 weeks to overhaul over 70,000 CTs/PTs across the nation, focusing on their cleaning, maintenance, and beautification.

UP's 1st Bio-CNG Plant at Naini

MCD Reissues Tender to Fast-Track Waste Management at Ghazipur

Delhi's Ghazipur dumpsite, holding 140 lakh tons of waste, has seen 28 lakh tons remediated. Funded by MoHUA, MCD has reissued the tender on Dec 5, 2024, to manage 30 Lakh Tons of waste amidst ongoing 2,000 Tons daily waste inflow.



48% Legacy Waste Remediated, 40% land reclaimed



2,429 dumpsites, containing 23.5 crore metric tons of legacy waste across 14,892.94 acres, have been identified for remediation under SBM-U 2.0. Of these, 660 dumpsites have been fully remediated. To date, 11.41 crore metric tons (48%) of the legacy waste has been processed, and 6,019.84 acres (40%) of land has been successfully reclaimed.

MoHUA's UPYOG Platform to Digitize Urban Desludging Services

MoHUA is set to digitalize desludging services in urban areas through the UPYOG platform under the National Urban Digital Mission. The new 'Desludging Service' module aims to streamline the process from citizen requests to treatment, ensuring safe faecal sludge disposal, better monitoring, and professionalized service delivery.



Incubation of Startups in Waste Management – Startup Gateway for Garbage Free Cities

The second cohort of 38 sanitation and waste management startups has been selected for incubation. These startups will receive support through a co-location model, where they will collaborate with the nearest ULBs to implement their solutions.



PM Modi praised this group of Kanpur in 'Mann Ki Baat'

ABP NEWS NOVEMBER 25, 2024



PM Modi discussed Kanpur and Lucknow in the 116th episode of 'Mann Ki Baat'. PM Modi said that a good initiative is being taken in Kanpur regarding cleanliness.

Anatomy of a Landfill Remediation in Progress

group which is executing the project. She discusses the remediation process the company follows every time it transforms a gigantic landfill site into a socially-remediated.

In Preraj's past recollections, the Green Chemical Corporation's plan to set up a 500-ton plant, an industrial material recovery facility, a windrow compost plant, phase II of the incinerator and show off an organic replace with a 100-ton capacity. The idea is to treat fresh waste as it comes in and not let it pile up on legacy waste for the past 30-40 years.

Legacy waste comprises a range of solid waste kept for years on barren land dedicated as a landfill. It includes construction and demolition material, waste stored in tanks, containers, bins, baled waste, contaminated soil and structural waste.

The main focus here at the landfill is to create a no-mixing process followed. "Our waste management is based on a pragmatic and sustainable approach to addressing both legacy waste at landfill and fresh waste, explains Prashant Singh, Co-founder and CEO of Blue Planet. He explains the steps they follow for the mixing. It begins with pre-stabilisation of waste by using excavators and an aerobic process called windrow to keep turning the waste. In-house and external are then spread to accelerate the degradation process and control odour. This speeds up composting and facilitates infection process to complete waste treatment. Roughly equal amount to pass the germination test and for afforestation.

Of the waste that remains the repeated compost fraction undergoes BDF (bio-derived fuel) processing and is sent to cement plants to use in alternative fuel. Coarse soil and stones are best for reclamation of low-lying areas.

By mixing in a controlled mix, and Blue Planet has a plan to set up 25 projects in states, along with 600-acre land in the municipalities process 2000 tonnes of city waste a day and has helped its neighbours grow independently. It is now getting support in materials.

"The first machine that started processing 10 tonnes a day in 2017-2018, today the same machine processes 1000 tonnes a day. It is a success of real-time monitoring and which can give details of every second of waste, company has collected in the five years. "The land tracking and transparency never stops our waste management as before."

TACKLING LEGACY WASTE Preraj is an example of the country's effort to use legacy waste which was in closed in the legacy. Blue Planet: 2000 tonnes of

Gorakhpur to Become India's First Integrated Waste Management City by 2025



"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."

Late Ratan Tata
Former Chairman, Tata Trusts

Over 6000 Interns Engaged in Urban Development through TULIP, Contributing to Key Initiatives

MoHUA in collaboration All India Council of Technical Education (AICTE) developed 'The Urban Learning Internship Program (TULIP)', a platform to provide internships to students and graduates in ULBs, Smart Cities, Parastatals of States/UTs. This year, approx. 1600 interns were hired for IEC awareness drives, behaviour change campaigns, organizing health camps for SafaiMitras and Swachh Survekshan.



WHO chief praises PM Modi on Swachh Bharat Mission's 10th Anniversary



Centre of Excellence (CoE) at IIM Indore to Support ULBs for the National Capacity Building Framework

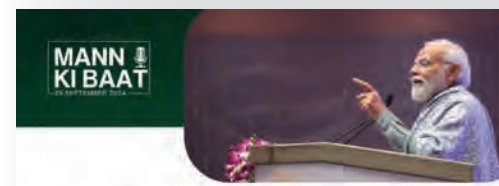


The CoE at IIM Indore focuses on urban sanitation and waste management research, training, and policy advocacy. On October 10, 2024, it hosted an international conference

on "Towards Garbage-Free Cities," featuring keynote speakers from top universities and 22 peer-reviewed paper presentations.

Women-led entrepreneurs pioneering change in the Swachh Bharat Mission Urban

The Swachh Bharat Mission has furthered the vision of women-led Sanitation, by not only bringing dignity, safety and empowerment to them, but also by creating entrepreneurship opportunities for them across the country. So far, over 12,000 Women Self Help Groups are leading the charge in Sanitation and Waste Management. From Bijiyashanti Tongbram, the waste-to-wealth entrepreneur from Manipur to Akshara and Prakriti, co-founders of Juhu Beach Studio have all found a mention in Hon'ble PM's Mann Ki Baat.



साथियों, स्वच्छता को लेकर पुडुचेरी के समुद्र तट पर भी जबरदस्त मुहिम चलाई जा रही है। यहां रम्या जी नाम की महिला, माहे municipality और इसके आसपास के क्षेत्र के युवाओं की एक टीम का नेतृत्व कर रही है। इस टीम के लोग अपने प्रयासों से माहे Area और खासकर वहाँ के Beaches को पूरी तरह साफ-सुथरा बना रहे हैं।

Developing Indian Standards for 146 Recyclable Waste Products with Bureau of Indian Standards

MoHUA in collaboration with the Bureau of Indian Standards, is working to identify, categorize and frame standards for



146 recyclable products manufactured out of materials recovered from waste, enabling them to be effectively marketed and sold.

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Circular Economy May Generate Over \$2 Trillion in Market Value, Create 10 Million Jobs by 2050: Amitabh Kant

Planned By: [Mubammadshah ED](#)
Last Updated: December 18, 2024, 12:16:13

Amitabh Kant says the circular economy can be a driver of growth, and this transition not only promises cost savings but also positions India to capitalise on the global circular economy market.



Amitabh Kant says the circular economy not only reduces waste and environmental risks but also creates new business opportunities (The PTI)

India's circular economy could generate a market value of over \$2 trillion and create 10 million jobs by 2050, the country's G20 Sherpa. Amitabh Kant said Monday. Addressing an event here, Kant further said the circular economy can be a driver of growth, and this transition not only promises cost savings but also positions India to capitalise on the global circular economy market.

"This is a huge opportunity because, by 2050, India's circular economy could generate a market value of over \$2 trillion and create close to 10 million jobs," he said.

120 Hrs. of Brainstorming, 900 Stakeholders give crucial feedback for Clean Cities



A series of stakeholder consultations were held from May 8-15, 2024, to strengthen urban waste management in India. Represented by States, ULBs, PSOs, over 17 RT conferences involved 172 institutions.



MoHUA Organises 'Chintan Shivir'

MoHUA organized a 2-day Chintan Shivir on "Reimagining Urban India" on 29th - 30th May 2024, to brainstorm about the challenges being faced in the urban realm and deliberate upon innovative ways to mitigate these. The focus was on driving innovation and collaboration for improved governance.

ON 10 YRS OF MANN KI BAAT
"There are many phases in this long journey of Mann Ki Baat I can never forget. Crores of listeners have been our companions in this journey."

CONSERVING WATER
"It has been raining heavily in different parts of the country. This rainy season reminds us how important water conservation is."

PRESERVING LANGUAGES
"In our country, there are almost 20,000 languages. Unique efforts are being made to preserve them."

CELEBRATING 10 YEARS OF SWACHH BHARAT
"Swachh Bharat is not a campaign for one day or one year; it is a task to be undertaken continuously for ages."

MoHUA releases Model RPFs & Concession Agreements to support States & ULBs in Solid Waste Management

MoHUA has introduced Model Request for Proposals and Concession Agreements for Waste to Energy, Waste to CBG, MRF, Waste to Compost, integrated waste management projects, and bid document for legacy waste remediation.



आदि महोत्सव-2024

नगर निगम ग्रेटर द्वारा RRR सेन्टर बना मुख्य आकर्षण का केन्द्र

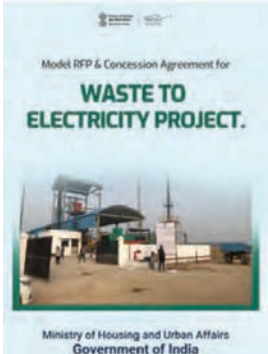
जवाहर कला केन्द्र के शिल्पग्राम में लग रहे सेन्टर में आमजन जमा करा रहे हैं अनुपयोगी सामान

जयपुर। (अभय राजस्थान) जयपुर महोत्सव-2024 के आयोजकों की बुद्धि का अमूर्त बन-बनीय कार्य मंत्रालय, भारत सरकार द्वारा एवं नगर निगम ग्रेटर के संयुक्त तत्वाधान में जवाहर कला केन्द्र शिल्पग्राम में 29 नवम्बर से 8 दिसम्बर 2024 तक आदि महोत्सव-2024 का आयोजन किया जा रहा है। महोत्सव के दौरान ग्रेटर के जवाहर कला केन्द्र शिल्पग्राम में 29 नवम्बर से 8 दिसम्बर 2024 तक आदि महोत्सव-2024 का आयोजन किया जा रहा है इस प्रदर्शनी की खास बात यह है कि यहाँ RRR (Reduce, Reuse, Recycle) सेन्टर की स्टाॅलस थी

ग्रेटर गार्डन में आयोजन आकर अनुपयोगी सामान जमा करा रहे हैं आमजन को से अनुपयोगी सामान को - कागड़े, प्लास्टिक, जूते, किताबें इत्यादि वस्तुएं जमा कराया रहे हैं तथा आमजन ने नगर निगम ग्रेटर की इस प्रयत्न को सराहना भी की।

RRR (Reduce, Reuse, Recycle) सेन्टर पर जमा कर लिये गए 40 अंशिकों ने कागड़े, 10 प्लास्टिकों ने प्लास्टिक व 15 जूतियों ने जूते जमा कराये हैं साथ ही जकार्ड भी आयोजकनानुर र स्टाॅलस में जमाया भी ले जा रहे हैं।

MoHUA pushes for Improved STP Designs and Enhanced Toilet Infrastructure through Advisories, Toolkits & Standards



For hand holding States and Urban Local Bodies and provide guidance in designs of various waste management plants, MoHUA has released advisories on Type design of STPs and Faecal Sludge Management & Septage Management in small and medium towns, multi-storey STPs and promoting off-take of treated sewage sludge.

छोटे निकायों के लिए विकास का माडल बनाएं: रूपा

कार्यशाला

समाजवादी, विशेष संघर्षरतना। केन्द्रीय शहरी आवासन एवं कर्म मंत्रालय की संयुक्त शक्ति संघ मित्र ने कहा है कि संघर्षरत छोटे निकायों की जरूरतों को ध्यान में रखते हुए निकायों को जल संचयन से निवारण का माडल देना किया जा रहा है। इस पर कोई भी चीज ध्यान नहीं है, जिससे उनके लिए यह भार संभाले हो सके। इसके साथ ही विकास के लिए कोई भी स्थानीय निकाय से पहले स्थानीय सरकारों को ध्यान में रखा जाना चाहिए, जिससे योजनाएं सफल हो सकें और वे अग्र में न लटके।

संयुक्त शक्ति संघ के स्थानीय निकाय निदेशालय में आयोजित दो दिवसीय विशेष शहरी आवासन एवं कर्म मंत्रालय के वार्डों में हुई। उन्होंने कहा कि मानव विकास, शहरी और कुच चीकों को नियंत्रित करने के मामले में स्पष्ट दृष्टिकोण अपनाया जाएगा। कुच चीकों को स्थानीय निकायों पर नहीं छोड़ना चाहिए जो धारा के साथ संघर्ष करते हैं। उन्होंने विश्व शहरीकरण दिवस पर शुभकामनाएं व्यक्त कीं। 'स्वच्छ शहरीकरण' अभियान में पूरी निष्ठा से काम करते हुए सभी को स्वच्छ बनाने और अपने निकायों को सुनिश्चित करने को कहा। उन्होंने कहा कि शहरी आवासन एवं कर्म मंत्रालय को विकास के लिए बेहतर माडल को सलाह करते हैं।

उन्होंने कहा कि शहरी क्षेत्रों में हम जल संयंत्र और जल संचयन पर काम कर रहे हैं। आज हम कचरे को रोक, बचाने, जल संयंत्र और छोटे शहरों के बारे में काम कर रहे हैं। हमारे पास सुनिश्चित रूप से विकास के लिए, मिनिंग का एक कोर्नर। जिससे शहरी सुनिश्चित विकास के लिए हमें जमा का सफल है। पहले हमें निरूपण कर फिटिंग भी। अब हम कार्यात्मक सार या उपयोग और कृषि के विषय में

Powering sustainability with battery recycle and reuse

India stands at the threshold of a transformative era, where energy independence and sustainability are not just aspirations but achievable goals. As we accelerate toward a low-carbon future, our nation is making strategic strides to build a self-reliant manufacturing base, enhance export competitiveness, and address the pressing challenge of the climate crisis.

In this journey, critical minerals like lithium, copper, and cobalt are the backbone of emerging technologies such as electric vehicles (EVs), and key to reducing carbon emissions. Ensuring a sustainable supply chain for these is, therefore, vital. Our focus on recycling, innovation, and circular economy practices will not only reduce reliance on imports but also position India as a global leader in green technologies.

Exempting customs duty on 25 key minerals like lithium, copper, and cobalt will make these minerals more accessible in India, boosting local production and lowering costs. Critical raw materials make up 60% of the cost of manufacturing an EV battery and are found mainly in a few countries, which could lead to supply chain disruptions due to geopolitical issues. Therefore, we need a practical plan to create a sustainable and secure supply chain for lithium-ion batteries (LIBs), ensuring steady access to these materials while

reducing our need for new mining. The announcement of a Critical Mineral Mission for domestic production, recycling and overseas acquisition of critical mineral assets, is also a significant step towards promoting circularity and securing the supply chain. The mission will play a pivotal role in developing the entire supply chain of critical minerals, from production to recycling, while supporting research, innovation, technical expertise, workforce development, trade and market access, and enabling viable financing solutions.

Recycling old batteries can greatly reduce the need for new mining by 2040 – by 55% for copper, 25% for lithium, and 50% for cobalt and nickel. Adopting circular battery practices could also cut battery life cycle emissions by 7-17%. From 2022 to 2030, India can produce 120-180 GWh of used LIBs from energy storage and transport. Recycling these batteries can help India create a domestic supply chain, support the country's 2070 net-zero goal, and ensure energy security.

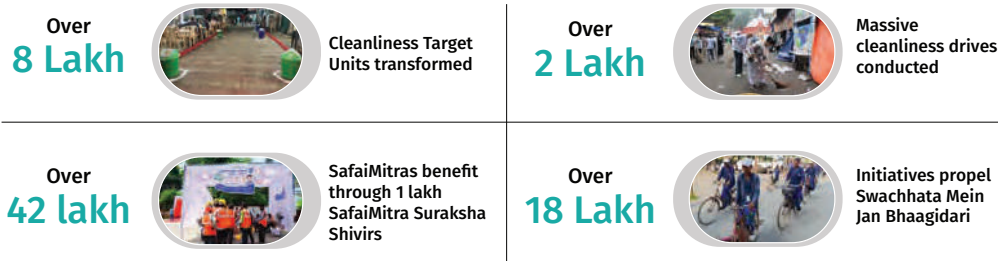
India has already started taking measures towards effectively reducing battery waste and reusing, recycling and repurposing batteries. In 2022, India introduced the Battery Waste Management Rules (BWMR) to integrate recycling into the LIB supply chain. These rules include extended producer responsibility (EPR) that

Amitabh Kant

Madhav Pal

25 30 Crore+ Citizens Unite for *Swachhata Hi Seva Campaign*, Embracing Swabhav Swachhata – Sanskaar Swachhata

The Fortnight long campaign (15th Sept. to 2nd Oct., 2024) aimed to facilitate large scale advocacy and citizen participation for Swachhata, conduct mega cleanliness drives and clean Cleanliness Target Units (dirty and difficult garbage spots) and recognize the contribution of sanitation workers.



Swachh Bharat Diwas: Nationwide cleanup drive

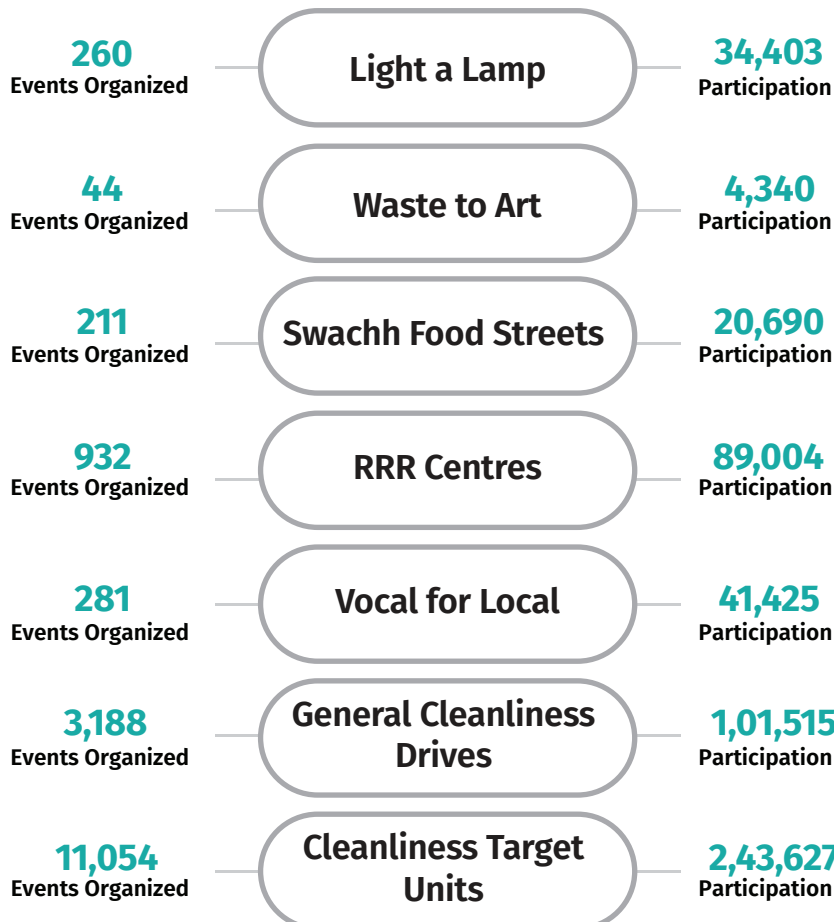


स्वच्छ भारत मिशन : 1,02,005 विद्यार्थियों ने पीएम को भेजा बधाई संदेश



26 15,000+ Swachhata Events, 5 Lakh+ Citizens promote *Swachh Diwali Shubh Diwali*

The weeklong SDSA campaign (28th Oct - 3rd Nov, 2024) was launched with an objective to encourage citizens to prioritize swachhata not only in their homes but also neighbourhoods, societies, cities, embrace practices like 'reduce, reuse, and recycle,' avoid single-use plastics, adopt eco-friendly products, and promote 'Vocal for Local.'



“ मुझे केरला में कोझिकोड में एक शानदार प्रयास के बारे में पता चला। यहां 74 year के सुब्रह्मण्यन जी 23 हजार से अधिक कुर्सियों की मरम्मत करके उन्हें दोबारा काम लायक बना चुके हैं।
लोग तो उन्हें 'Reduce, Reuse, और Recycle, यानि, RRR Champion भी कहते हैं।”

Multi-Faith leaders hail PM Modi for spearheading Swachh Bharat Mission



25,000+ CT/PTs get a makeover under **Clean Toilets Campaign 2.0**

The 5-week Clean Toilets Campaign (19th Nov.–25th Dec) aimed at transforming 70,000+ Community and Public Toilets through cleaning, maintenance, and beautification, ensuring better facilities during and beyond the campaign.



25,000+ CT/PTs cleaned and transformed, more than double of CTC 2023



Daily footfall of 52 lakh citizens in CT/PTs



Nearly 1.5 lakh toilet seats cleaned, retrofitted, refurbished



A & N Islands & Sikkim nominate 100% of their CT/PTs

Shri Manohar Lal, Union Minister, undertakes intensive touring across States/UTs



Union Minister of Housing and Urban Affairs, Shri Manohar Lal, visited several States/UTs over 6 months, holding review meetings with CMs on urban development and sustainable growth. His visits

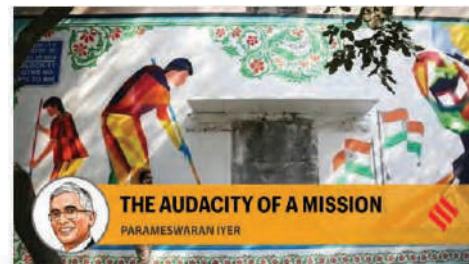
included tours of new projects, legacy waste remediation, and discussions on SafaiMitras' safety etc.

Shri Tokhan Sahu, MOS, engages with stakeholders during State visits

From reviewing the progress of Swachhata and urban development to the progress in legacy waste remediation, MoS, MoHUA, Shri Tokhan Sahu, propelled ULBs towards Garbage Free Cities.



Swachh Bharat Mission advanced progress on safety, dignity, health and economy



CAMPAIGN | To retain title as India's cleanest city

Determined Indore achieves one lakh selfie target

Indore, which celebrated its 40th anniversary on Tuesday, has achieved a significant milestone in the Swachh Bharat Mission (SBM) by reaching a target of one lakh selfies taken in public toilets across the city. The city has set an ambitious goal of 100,000 selfies to be taken in public toilets across the city. The campaign is a part of the Swachh Bharat Mission (SBM) and aims to raise awareness about the importance of cleanliness and hygiene in public toilets. The city has set an ambitious goal of 100,000 selfies to be taken in public toilets across the city. The campaign is a part of the Swachh Bharat Mission (SBM) and aims to raise awareness about the importance of cleanliness and hygiene in public toilets.

FREE PRESS | 08 December 2024 | <https://epaper.freepressjournal.in/>

सफाई मित्र के बच्चों ने गरबे के माध्यम से दिया स्वच्छता का संदेश

- निगम आयुक्त गरबा
- निगम आयुक्त ने आयोजन में हुए सम्मिलित
- दिलाई स्वच्छता की शपथ



Cleanest city launches toilet podcast studio

Indore Municipal Corporation (IMC) has taken another historic step in the field of cleanliness by launching the country's first toilet podcast. This unique experiment has been done to increase awareness towards cleanliness and to make cleanliness a habit for the citizens. Municipal commissioner Shyam Verma said that this innovative initiative has been implemented by the IMC by converting the toilet into a podcast studio. The objective of this Swachh Bharat Mission (SBM) initiative is to raise awareness about the importance of cleanliness and hygiene in public toilets. The city has set an ambitious goal of 100,000 selfies to be taken in public toilets across the city. The campaign is a part of the Swachh Bharat Mission (SBM) and aims to raise awareness about the importance of cleanliness and hygiene in public toilets.

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State Engagements Intensified to Improve ULB Management of Solid Waste



To bolster technical expertise and hand hold States to drive various SBM-U projects, MoHUA facilitated engagements with over 25 States/ UTs. From visiting solid waste management facilities to reviewing key initiatives in

sustainable waste management, MoHUA has been helping ULBs finalize projects, build infrastructures, use technology and innovation.



31 Zero Waste Events Mark Key Milestones in Sustainable Event Management

From the Swachha Kanwad Yatra to the Green Amarnath Yatra, the Swachh Bharat Mission Urban is championing sustainability through Zero Waste initiatives. Whether it's introducing bamboo drinking glasses at the Hornbill Festival or organizing clean-up drives after the Kanwad Yatra, these efforts are setting the standard for sustainable event management.



India Story on Global Fora: Indian Cities Share Swachh Bharat Story Driving Growth, Innovation, and Inclusivity

To facilitate international exposure for State officials, MoHUA has collaborated with countries like Netherlands, Japan, USA, Denmark and Russia, in the field of Sanitation and Waste Management. The State officials visited Integrated Solid Waste Management Plants, attended the Plastics Recycling Show, and engaged in discussions on solid waste laws, policies, and advanced technologies in water and sanitation for energy and resource efficiency.



Space underneath flyover in Navi Mumabi is now a basketball court



Swachh Vaarta Garneres 10 Lakh Views on Social Media Platforms, Showcasing Urban India's Transformation



The bi-monthly newsletter for SBM-U 2.0 highlights action from the ground on sustainable cities, women entrepreneurship, social change campaigns, MoHUA events, and

innovations, captivating readers and media with impactful stories and infographics.

All Editions - <https://sbmurban.org/swachh-vaarta-english>

भारतकर खास - कचरे को मात्रा कम करने के लिए रिप्लेस और ऑन व्हील्स कार्टेज, आज से बाजारों में घुमनेगी गाड़ी ई-वेस्ट, रद्दी, पुराने कपड़ों के बदले मिलेंगे थैले, खाद और रस्सी

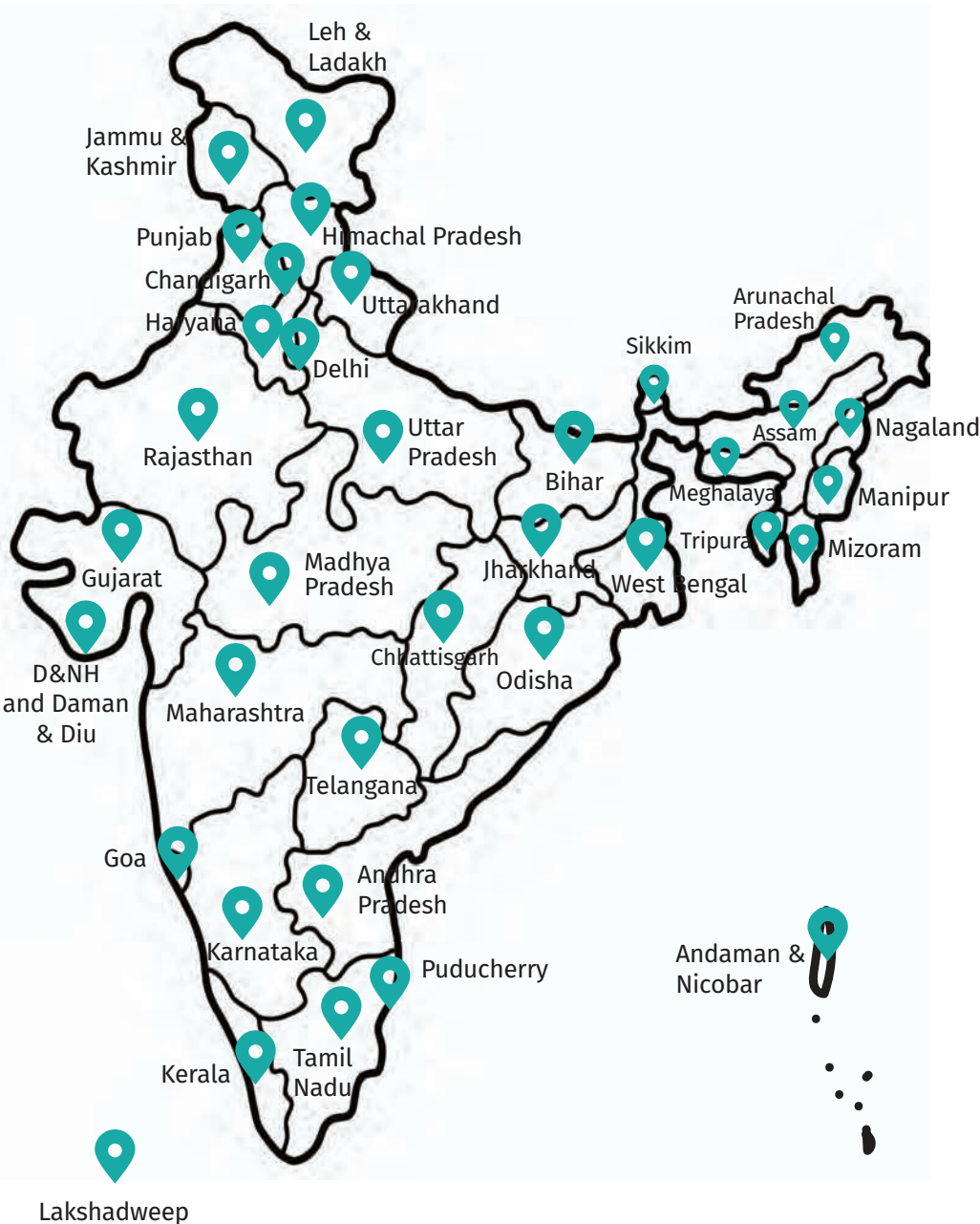




SBMU's Trash Tales: 70 Impactful Stories, over 20 lakh views on digital and social media platforms

The weekly Trash Tales and Trash Bytes capture the success stories from urban India and best practices spanning waste management, sanitation, cleanliness, and hygiene highlighting their positive influence on public health, sustainability, and behaviour change.

Trash Tales - <https://sbmurban.org/swachh-bharat-story-of-the-week>



Best Practices captured from 35 States/UTs



Devotees Praise Cleanliness At Kashi Vishwanath Temple Complex



BEYOND THE GREAT FLUSH: MORE OF SWACHH BHARAT

ASHAVY ROUTH

CEBCEC Journal Nature recently reconfirmed what Swachh Bharat implementers, activists and partners have been saying all this time: Research led by Suman Chakrabarti of the International Food Policy Research Institute, USA and published in the peer reviewed journal showed that faecal sludge open defecation has helped avert 40,000-70,000 infant deaths a year in India. The infant mortality rate (deaths per 1,000 live births) in the country fell from 86 in 2010 to 38 in 2020. The authors recommended low- and middle-income countries to follow the example of the Swachh Bharat Mission (SBM).

The World Health Organization reported a similar finding earlier: Other credible studies suggest families in open defecation free (ODF) villages save ₹20,000 a year on health care. ODF areas have drastically less contamination of groundwater too.

It started on independence day in 2014 when the prime minister, instead of the absence of safe sanitation to the predicament of women in the country. The following October 2, the SBM set off in the pursuit of an India free of open defecation within a daunting timeframe of five years.

What Else could be done to ensure

... the most level that started from top to bottom. Government remains a key actor. A quick example is the individual, community responsibility for source separation of waste. If the SBM (Behav. use and hygiene) are seen to be long answer to waste eradication and a sustainable environment, the required results and civic habits must be ingrained in the mind of the neighborhood. In the words of PM Modi, founder and chief advisor the SBM, the task must carry on.

More technology and enterprise-led take away the commitment from the state. Citizen engagement remains a core. A quick example is the individual, community responsibility for source separation of waste. If the SBM (Behav. use and hygiene) are seen to be long answer to waste eradication and a sustainable environment, the required results and civic habits must be ingrained in the mind of the neighborhood. In the words of PM Modi, founder and chief advisor the SBM, the task must carry on.