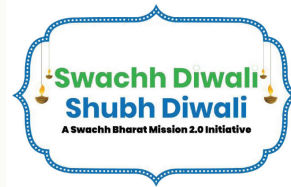




आवासन और शहरी कार्य मंत्रालय
भारत सरकार
MINISTRY OF HOUSING AND
URBAN AFFAIRS
GOVERNMENT OF INDIA



एक कदम स्वच्छता की ओर



Swachh Diwali
Shubh Diwali
A Swachh Bharat Mission 2.0 Initiative



CAMPAIGN REPORT





AT
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This is the time of festivities. All of you should celebrate the festivals with full enthusiasm, remember the mantra of Vocal for Local, try to ensure that during the festivals, products reaching your homes are purchased from local shopkeepers.

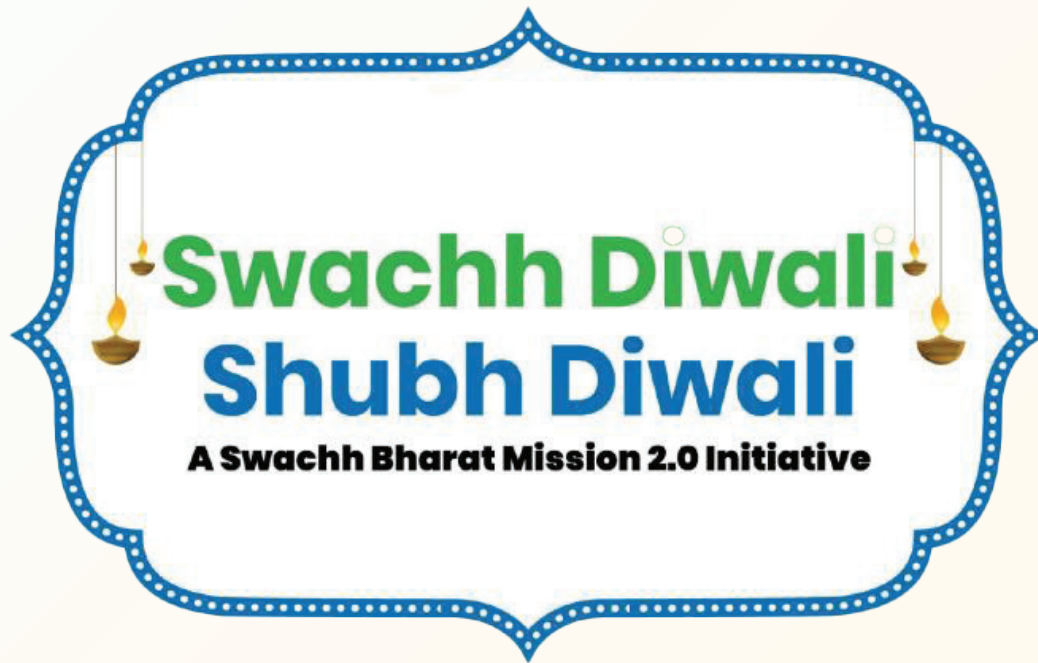


Shri Narendra Modi

Prime Minister

Mann Ki Baat

115th episode, 27 Oct. 2024



Swachh Diwali Shubh Diwali Launch

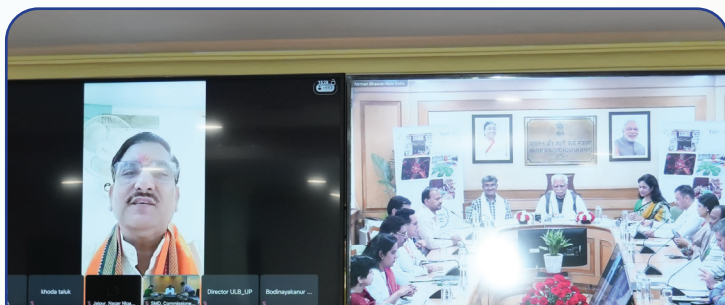


Diwali is the perfect time to extend the commitment to cleanliness beyond homes to neighbourhoods and communities. In alignment with this vision, the Swachh Bharat Mission-Urban, under the Ministry of Housing and Urban Affairs, rolled out the 'Swachh Diwali Shubh Diwali' campaign from October 28th to November 3rd, 2024.



We must make a concerted effort to spread joy and foster a sense of togetherness. Let's brighten the lives of those in urban slums, night shelters, orphanages, by sharing the spirit of Diwali with them. "Chalo jalayein deep wahan jahan ab bhi andhera hai"

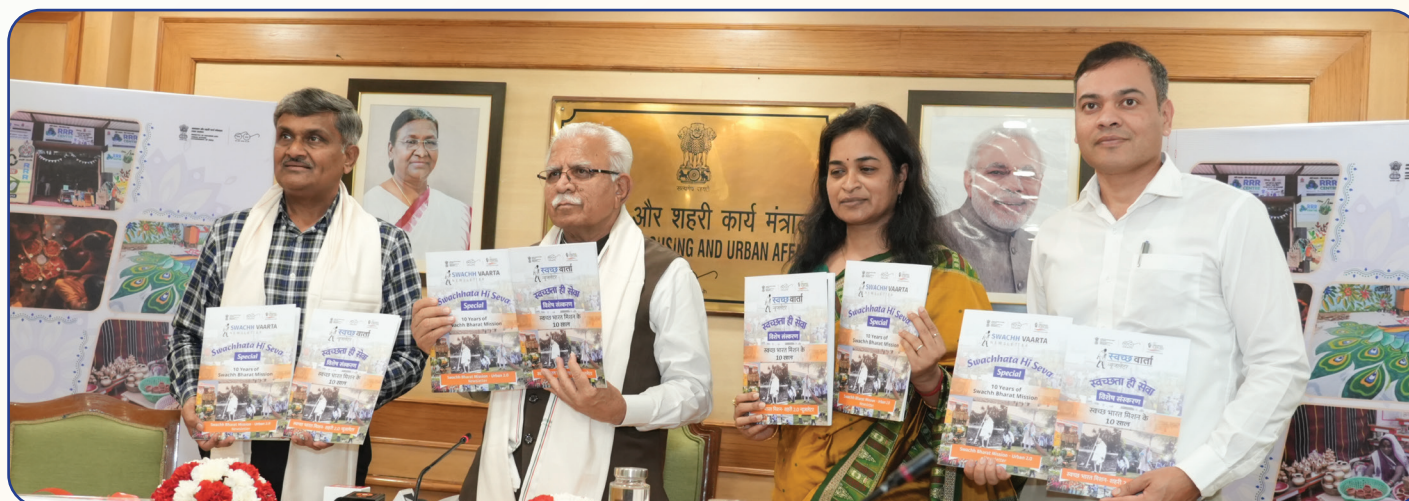
Swachh Diwali Shubh Diwali Launch



MoS, MoHUA, Shri Tokhan Sahu said, “To promote cleanliness among the masses on the auspicious occasion of Lakshmi Puja, it’s important to remember that Goddess Lakshmi blesses only those homes that embrace swachhata. This tradition is deeply rooted in our culture, where we clean our streets, create beautiful rangoli designs, and light lamps as part of our rituals. “



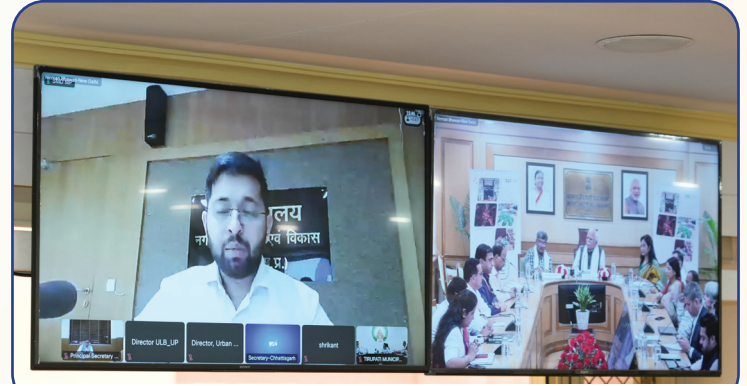
Secretary, MoHUA, Shri Srinivas Katikithala, said, “let us continue to work together for ‘Swabhaav Swachhata’ ensuring that this Diwali brings light, not only to our homes, but to every corner of our cities and towns – and continues to shine well beyond the festive season.”



At the launch event, the Hon’ble Union Minister, unveiled the Swabhav Swachhata Portal and Diwali campaign dashboard, digital edition of the Swachh Bharat Mission Urban 2.0 newsletter, ‘Swachh Vaarta and 10 Years of Swachh Bharat Mission- Swachhata Champions document. Read the Special Edition of Swachh Vaarta here- <https://sbmurban.org/swachh-vaarta-english/> | <https://sbmurban.org/swachh-vaarta-hindi>

Swachh Diwali Shubh Diwali Launch

Interaction with States



At the launch of the campaign, the Hon'ble Minister for Housing and Urban Affairs engaged with representatives from various states and cities to discuss their outstanding efforts during the Swachhata Hi Seva 2024 fortnight. The Minister praised their remarkable performance and significant contributions to the cleanliness initiative.

Promoting Vocal for Local & Sustainability

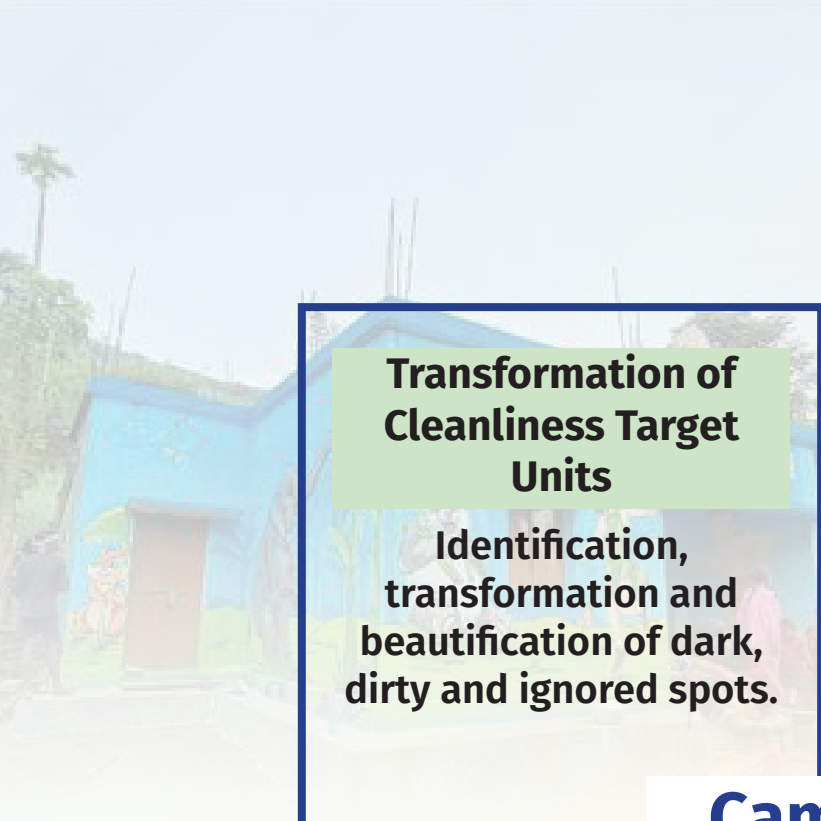
Hon'ble Minister Inaugurates the Diwali exhibition



The Union Minister inaugurated the Diwali exhibit and explored vibrant stalls showcasing eco-friendly products, decorative items, and a variety of food items created by women from various Self-Help Groups. The Minister




also interacted with the SHG women at the event.



Transformation of Cleanliness Target Units

Identification, transformation and beautification of dark, dirty and ignored spots.



General Cleanliness Drives


Conducted in neighbourhoods during the campaign and within 24 hours after Diwali to boost local cleanliness and safety

Campaign Components



Public Engagement with RRR Centres

Encouraging the collection of old items to promote the principles of Reduce, Reuse, and Recycle



Swachhata Mein Bhaagidari

Focusing on Vocal for Local, establishing Swachh Food Streets, creating Waste to Art projects, promoting Light a Lamp initiatives, and advocating for a single-use plastic-free Diwali.

Swachh Diwali Shubh Diwali Campaign Output

Light a Lamp Initiative



Waste to Art Installations



Swachh Food Streets



Swachh Diwali Shubh Diwali Campaign Output

Vocal for Local



General Cleanliness Drive



RRR Centre



Cleanliness Target Units



General Cleanliness Drives

During and after Diwali, **3200** cleanliness drives were conducted as part of the Swachh Diwali, Shubh Diwali Campaign. These initiatives included beach plogging and market cleanups, ensuring that high-traffic areas remained clean and transformed, even after the festivities. Cities came together to promote cleanliness and maintain a festive spirit.



Special Sanitation Drive at Husnabad Telangana



Plogging Drive by students at Sea Beach, Odisha



Indore uses anti-smoke gun to control air pollution



Cleanup drive at markets in Chandigarh



Guwahati Ghats Cleaned by SafaiMitras Post-Diwali



E-waste collection drive at Jamshedpur



NCC Students Lead Post-Diwali Cleanup in Rajasthan

RRR Centres

This year's sustainable Diwali saw nearly **1000** active RRR Centres established nationwide as part of the Swachh Diwali Shubh Diwali campaign. Citizens were encouraged to adopt the 3Rs, and ULBs engaged youth, self-help groups, NGOs, civil society organizations, and other groups to facilitate the collection of old shoes, toys, books, clothes, and unused plastics at these RRR Centres, as part of the traditional Diwali cleaning practices across the country.

Collection drive at RRR centres in Delhi



Chandigarh's RRR Centre hosts donation drive

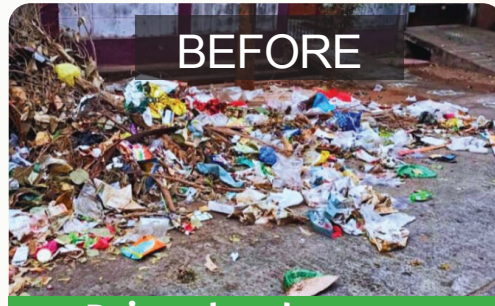


Citizens donate reusable items at RRR Centre, A&N Islands



Transforming Cleanliness Target Units (CTUs)

Urban Local Bodies cleaned nearly **12,000** Cleanliness Target Units to drive the message of swachhata during the campaign and festive celebrations. Cities took on the challenge of transformation and beautification of sites like dumping grounds, major drains, transfer stations, and water bodies into cleaner spaces.



Gwalior



Swachhata Mein Bhaagidari

Nearly **900** Swachhata Mein Jan Bhagidaari events, Urban Local Bodies (ULBs) teaming up with community groups to champion a clean, green, and single-use plastic (SUP)-free festival as part of the Swachh Diwali Shubh Diwali Campaign. These events saw participation from over a lakh citizens. This included supporting local artisans and businesses through the “Vocal for Local” initiative, encouraging citizens to buy handmade products and traditional decorations. ULBs were also urged to organize “Swachh Food Streets,” where vendors maintained high hygiene standards, use sustainable packaging, and offer traditional foods. Additionally, workshops and exhibitions under the “Waste to Art” theme transformed waste into art, raising community awareness about recycling and swachhata (cleanliness).

Vocal for Local



Jaisalmer
Eco-Friendly clay diyas in Jaisalmer for a Green Diwali

Swachh Food Streets



Rajgangpur
Swachh Food street at Rajgangpur, Odisha



Vita
Raising awareness on sustainable Diwali celebration in Vita

Waste to Art



Husnabad
Confiscated tea cups converted into a blinking light



Turkayamjal
SafaiMitras transform auto scrap into a butterfly art piece



Swachhata Mein Bhaagidari

Light a Lamp



Chandigarh

Women SHGs light 600 Govardhan diyas and make rangolis in Chandigarh



Rajasthan

Citizen lighting lamps at Rajsamand Lake, Jaipur



Bhubaneswar

PPE kit distribution to SafaiMitras in Bhubaneswar



Tripura

Tripura celebrates plastic-free Diwali with a swachh selfies



Secunderabad

Sanitation workers felicitated in Secunderabad

Initiatives that made Swachh Diwali Shubh Diwali campaign an unique way of spreading cheer



Under the Light a Lamp initiative, Odisha organized a special lunch for the residents of an orphanage in Dharakote, creating a heartwarming experience for the children. Volunteers and community members came together to prepare a delightful meal, filled with love and care. This initiative not only provided a nourishing meal but also aimed to uplift the spirits of the orphans, ensuring they felt valued and cherished. The smiles on their faces reflected the impact of this thoughtful gesture, making it a memorable festival day for everyone involved.

To support those in need, the Indore Municipal Corporation organized the RRR Slum Haat in Panchsheel Nagar slum, utilizing valuable materials sourced from the RRR Centre. During the event, slum dwellers received essential items such as old toys, books, and unused clothing. In addition, the event celebrated the contributions of cleanliness champions and SafaiMitras, who are dedicated towards maintaining a swachh and healthy community.



The Swachh Sarovar Abhiyan, a one-day special campaign under the Swachh Diwali, Shubh Diwali initiative, was conducted in Sagar, Madhya Pradesh, focusing on the vital task of keeping local lakes clean and promoting environmental sustainability. The SafaiMitras and other volunteers came together to participate in cleanliness drives aimed at cleaning the lakes and raising awareness about the importance of maintaining their cleanliness.

Initiatives that made Swachh Diwali Shubh Diwali campaign an unique way of spreading cheer



The Guwahati Municipal Corporation has launched a unique initiative to collect unused and unsold banana trees from Diwali celebrations and transport them to local zoos and reserve forests as feed for elephants. This innovative effort promotes the principles of Reduce, Reuse, and Recycle, aligning perfectly with the Swachh Diwali, Shubh Diwali campaign. By repurposing these banana trees, the initiative not only minimizes waste generated during the festivities but also supports wildlife conservation.

The Pandharkawada Municipal Council launched an inspiring initiative called RRR on Wheels. This program aimed to address waste management while also supporting the local community in Maharashtra. Every day, dedicated teams from the council visited over 300 households to collect items that are no longer needed, including old clothes, utensils, toys, and various household goods. Once collected, these items were sorted and redistributed to individuals and families in need, ensuring that over 150 kg of goods are given a second life each day.



The grand Deepostav celebrations in Ayodhya, Uttar Pradesh, set a new world record as over 28 lakh earthen lamps, or diyas, were lit along the banks of the Sarayu River. This breathtaking display created a magnificent golden glow that illuminated the night sky. The initiative not only celebrated the essence of Diwali but also promoted Vocal for Local, supporting local artisans who crafted these beautiful diyas. By choosing traditional earthen lamps, the event underscored a commitment to eco-friendly and sustainable practices, showcasing how festive celebrations can harmoniously blend with environmental consciousness.

Initiatives that made Swachh Diwali Shubh Diwali campaign an unique way of spreading cheer

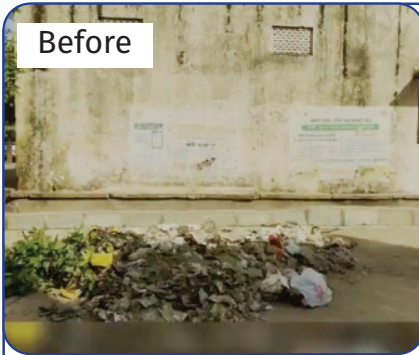


In Turkayamjal, Telangana, SafaiMitras celebrated Diwali with a commitment to sustainability. Through the Waste to Art project, they creatively transformed scrap materials from local vehicle workshops into a stunning butterfly sculpture, which was proudly installed at the Municipal Office. This initiative not only showcased their artistic talent but also highlighted the importance of recycling and repurposing waste, turning discarded materials into a vibrant symbol of hope and beauty for the community. Their efforts inspired residents to embrace eco-friendly practices during the festive season and beyond.

Over 5,000 enthusiastic attendees gathered at the Zero Waste Deep Mahotsav in Delhi, where the spirit of sustainability was on full display. The event featured stunning eco-friendly decorations that created a vibrant atmosphere, showcasing how creativity can harmonize with environmental consciousness. One of the high lights was the inspiring Waste-to-Art exhibits, where local artists transformed discarded materials into thought-provoking pieces, encouraging attendees to rethink waste and its potential for creativity. Additionally, the lively #Vocal4Local market offered a platform for local artisans and vendors to showcase their sustainable products, fostering community support and promoting eco-conscious choices.



Initiatives that made Swachh Diwali Shubh Diwali campaign an unique way of spreading cheer



Jaipur set a remarkable example by prioritizing the identification, transformation, and beautification of Cleanliness Target Units across the city. This comprehensive effort focused on several key activities aimed at enhancing the overall cleanliness and aesthetic appeal of various locations. Cleaning neglected and dirty areas, SafaiMitras volunteers worked diligently to clear out dark, unkempt spaces, removing not only visible litter but also weeds and accumulated silt. In addition to cleaning, beautification efforts were central to the initiative. Participants planted trees and vibrant flower pots, bringing life and color to previously overlooked spots. Moreover, creative expression flourished as community members painted murals on walls, transforming dull surfaces into lively artworks that celebrate the festive spirit. The traditional art of rangoli was also featured prominently, with intricate designs adorning entryways and public spaces, inviting joy and positivity for the Diwali festivities.

The 5R Center Donation Camp in Surat sparked a wave of inspiration for a cleaner, more sustainable future. Children wholeheartedly embraced the spirit of giving, donating reusable items such as clothes, toys, books, and electronics. Together, they transformed clutter into kindness, spreading joy and warmth throughout the community. The collected items are now on their way to new homes, benefiting those who need them most.



7 Days | 16,000 events | 5 lakh participants

Top 5 States under Swachh Diwali Shubh Diwali Campaign

Cleanliness Target Units

States	GUJARAT	UTTAR PRADESH	BIHAR	CHHATTISGARH	TAMIL NADU
	↓	↓	↓	↓	↓
CTUs Cleaned	5686	3102	394	271	234

General Cleanliness Drive

States	TAMIL NADU	GUJARAT	UTTAR PRADESH	ANDHRA PRADESH	CHHATTISGARH & MADHYA PRADESH
	↓	↓	↓	↓	↓
Drives Conducted	890	463	439	289	207



Top 5 States under Swachh Diwali Shubh Diwali Campaign

RRR Centres

States	TAMIL NADU	CHHATTISGARH	GUJARAT	MADHYA PRADESH	ANDHRA PRADESH
	↓	↓	↓	↓	↓
Centres	326	175	118	82	55

Swachhata Mein Jan Bhagidari

States	CHHATTISGARH	UTTARAKHAND	GUJARAT	RAJASTHAN	UTTAR PRADESH
	↓	↓	↓	↓	↓
Events	512	25	28	56	26
Participation	39918	21418	12946	12356	4408

Social Media Highlights



Swachh Bharat Mission - Urban
2 days ago

राजस्थान के पाली में टीम स्वच्छ और नेहरू युवा केंद्र द्वारा शहर में दिवाली के अवसर पर विशेष सफाई अभियान आयोजन किया गया, जिसमें NCC के छात्र, नेहरू युवा केंद्र की टीम और नगर निगम के सफाई कर्मचारियों ने मिलकर दिवाली के बाद शहर को सफाई की।
#swachhdiwalishubhdwiali
@mohua_india
@rajasthan_cm2023



Swachh Bharat Mission - Urban
4 days ago

दीपावली के पावन पर्व पर सफाईमित्रों का सम्मान करते हुए मिशन वितरण किया गया। इस अवसर पर सफाईमित्रों के कठिन परिश्रम और समर्पण के प्रति आभार व्यक्त किया गया। #SwachhDiwali
#SwabhavSwachhata
@mohua_india @madhya_pradesh_cm39



Swachh Bharat Mission - Urban
4 days ago

In Telangana's Turkyavmajal, SafaiMitras celebrated Diwali sustainably. Through "Waste to Art" project, they transformed scrap materials from vehicle workshop into a stunning butterfly art installed at Municipal Office. #SwachhDiwali #SwabhavSwachhata
@mohua_india @telanganacmo



smburbangov
inkbitt • Original audio



smburbangov



smburbangov



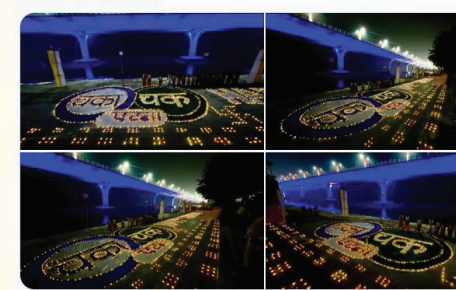
49.3K posts
SUDA Chhattisgarh @UrbanCGOfficial · 34m
माननीय मुख्यमंत्री श्री विष्णु देव साय जी की प्रेरणा एवं माननीय उपमुख्यमंत्री श्री अरुण साव जी के मार्गदर्शन में प्रदेशभर में "स्वच्छ दिवाली शुभ दिवाली 2024" अभियान अंतर्गत प्रदेश में स्वच्छता लक्षित इकाइयों का रूपांतरण स्थानीय कलाकारों, जनप्रतिनिधियों एवं नागरिकों की सहभागिता से
Show more



Swachh Bharat Urban reposted
Nagar Palika Kapasan @ULBKapasan58546 · Nov 4
नगर पालिका कपासन में स्वच्छ दिवाली शुभ दिवाली अभियान अंतर्गत जीरो वेस्ट इवेंट में छात्र-छात्राओं द्वारा रंगोली के साथ अनुपयोगी सामग्रियों से सजावटी सामान बनाए। #SwachhDiwali
#SwabhavSwachhata
@MohUA_India @LSG_Rajasthan
@SwachhBharatGov
@PMU.SBM.RAJ



Swachh Bharat Urban reposted
Urban Development & Housing Dept, Govt. of Bihar @UDHDBIHAR · Nov
छठ पूजा की शुभकामनाओं और रंगोली के रंग के साथ जगमगा दिवाओं के बीच लॉ कॉलेज घाट प स्वच्छता के लिए प्रेरित किया गया। पटना नगर निगम द्वारा निरंतर गंगा घाटों पर सफाई रंगोली एवं दीपोत्सव के माध्यम से स्वच्छता के लिए आम जनों को जागरूक किया जा रहा है।
#SwachhtaHiSeva2024





Social Media Footprints

Oct 28 - Nov 3



Subscribers Gained: **150**
Impressions: **232,829**
Views: **48,910**



Posts: **34**
Impressions: **27,768**



Account Reached: **3,391**
Posts: **17**
Reels: **11**
Impressions: **21,839**



Reach: **87,147**
Content Interactions: **837**
Profile Visits: **2,876**
Followers Gained: **70**

SWACHH DIWALI PRINT COVERAGE

The “Swachh Diwali, Shubh Diwali” campaign, led by the Ministry of Housing and Urban Affairs (MoHUA), received extensive media coverage across the nation. It was featured in 30 national media outlets and 475 regional platforms, highlighting the importance of an eco-friendly Diwali celebration. This widespread coverage helped spread the message of sustainability and cleanliness to a diverse audience.

केंद्रीय मंत्री एमएल खट्टर ने किया 'स्वच्छ दिवाली, शुभ दिवाली' अभियान का शुभारंभ

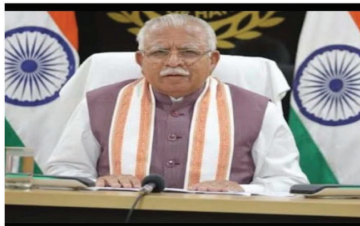
Edited By NavodayaTimes, Updated: 29 Oct, 2024 04:57 PM



नई दिल्ली/टीएम डिजाइट। देशियों के सबसे बड़े त्योहार दिवाली में 'स्वच्छता के प्रति समर्पण की भावना को स्पष्ट रूप से झलकती है, जब घर में साफ-सफाई का काम होता है। ऐसे में यह स्वच्छता को संपन्नता का भी समर्थक है। आवास एवं शहरी कार्य मंत्रालय के तत्वावधान में स्वच्छ भारत मिशन की ओर से 28 अक्टूबर से 4 नवंबर 2024 तक 'स्वच्छ दिवाली, शुभ दिवाली' पहल की शुरुआत की है। 'स्वच्छ दिवाली, शुभ दिवाली' अभियान का शुभारंभ करते हुए केंद्रीय मंत्री आवास एवं शहरी कार्य मंत्री एम एल खट्टर ने वातावरण सजा किने डिवाली का त्योहार और स्वच्छता साज-सज्जा करने में और कैसे करने से अधिकतम लाभान्वित 33.00% >>> नवंबर 2024 तक 26.00% >>> सुविधा 16.46% >>> सुविधा 16.47% >>>

The Statesman

Manohar Lal rolls out 'Swachh Diwali Shubh Diwali' Campaign



Union Housing and Urban Affairs Minister Manohar Lal has rolled out the 'Swachh Diwali Shubh Diwali' Campaign on October 28 to November 3.

The festival of lights, beautifully the spirit of cleanliness and As for the nation's

Jaipur News: Clean Diwali, Shubh Diwali, a unique influence of cleanliness and its in the markets of pur



स्वच्छ दिवाली, शुभ दिवाली अभियान के उद्घाटन अवसर पर उपस्थित मन्त्राण अमरुत डॉ. अमिताभ घोषरी, आंजल गोखर, डॉ. अरवि मल्होत्रा व अन्य.

915 लोगों ने जमा की 2335 किलो की अनुपयोगी वस्तुएं

लोकमत समाचार सेवा
नएपूर; स्वच्छता के प्रति लोगों ने नई संवेदना जमाने के लिए मना की तरह से 'स्वच्छ दिवाली, शुभ दिवाली अभियान' का शुभारंभ आ रहा है। इसके अंतर्गत शहर भर में 915 लोगों ने 2335 किलो निरुपयोगी वस्तु जमा के संकलन किए गए जमा करके। इनमें 1745 किलो कचरा, 229 किलो



is year, on Diwali, the markets will be decorated on the theme of 'Swachh Diwali Shubh Diwali'. The Greater Corporation Mayor held a meeting with various trade boards and decided to honor our the markets after Diwali for good lighting and cleanliness. In the meeting, emphasis was also laid on promoting 'Vocal for Local'.

दैनिक भास्कर

जिला, जोधपुर, लखनऊ और देहरादून से प्रकाशित

जिले भर में धूमधाम से मनाया गया दीपावली पर्व

नगरपालिका में हुआ दीपावली का उत्सव। नगरपालिका में दीपावली का उत्सव बहुत ही धूमधाम से मनाया गया। नगरपालिका में दीपावली का उत्सव बहुत ही धूमधाम से मनाया गया। नगरपालिका में दीपावली का उत्सव बहुत ही धूमधाम से मनाया गया।



नगरपालिका में हुआ दीपावली का उत्सव। नगरपालिका में दीपावली का उत्सव बहुत ही धूमधाम से मनाया गया। नगरपालिका में दीपावली का उत्सव बहुत ही धूमधाम से मनाया गया।

कोटा, सोमवार 28 अक्टूबर 2024

गोबर के दीयों और मशरूम उत्पादन से स्वावलंबन की पटपथा लिख रही एसएलआरएम सेंटर की महिलाएं

स्वच्छता के साथ-साथ महिलाओं को निकाह से निजात देना। स्वच्छता के साथ-साथ महिलाओं को निकाह से निजात देना। स्वच्छता के साथ-साथ महिलाओं को निकाह से निजात देना।



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प्रोत्साहित करते हैं अधिकारी

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रंगोली बनाकर दिया स्वच्छता का संदेश

नगरपालिका में हुआ दीपावली का उत्सव। नगरपालिका में दीपावली का उत्सव बहुत ही धूमधाम से मनाया गया। नगरपालिका में दीपावली का उत्सव बहुत ही धूमधाम से मनाया गया।



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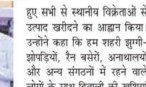
केंद्रीय मंत्री खट्टर ने किया 'स्वच्छ दिवाली, शुभ दिवाली' अभियान का शुभारंभ



नई दिल्ली, समाचार जमाना। केंद्रीय मंत्री एमएल खट्टर ने 'स्वच्छ दिवाली, शुभ दिवाली' अभियान का शुभारंभ करते हुए केंद्रीय मंत्री आवास एवं शहरी कार्य मंत्री एमएल खट्टर ने वातावरण सजा किने डिवाली का त्योहार और स्वच्छता साज-सज्जा करने में और कैसे करने से अधिकतम लाभान्वित 33.00% >>> नवंबर 2024 तक 26.00% >>> सुविधा 16.46% >>> सुविधा 16.47% >>>



नगरपालिका में हुआ दीपावली का उत्सव। नगरपालिका में दीपावली का उत्सव बहुत ही धूमधाम से मनाया गया। नगरपालिका में दीपावली का उत्सव बहुत ही धूमधाम से मनाया गया।



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स्वच्छ दिवाली शुभ दिवाली के तहत शुरू हुई प्रदर्शनी...स्थानीय कला को बढ़ावा

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is year, on Diwali, the markets will be decorated on the theme of 'Swachh Diwali Shubh Diwali'. The Greater Corporation Mayor held a meeting with various trade boards and decided to honor our the markets after Diwali for good lighting and cleanliness. In the meeting, emphasis was also laid on promoting 'Vocal for Local'.

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स्थानीय उत्पादों को बढ़ावा देने के लिए ग्रेटर नगर निगम मुख्यालय में प्रदर्शनी ही शुरुआत हुई। महापौर साय्या गुर्जर ने फीता काटकर इसका उद्घाटन किया।

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जयपुर • Oct 29, 2024 / 08:31 am • Ashwani Kumar



Minister launches cleanliness drive

New Delhi: Union Housing and Urban Affairs Minister Manohar Lal on Monday launched 'Swachh Diwali, Shubb Diwali' Campaign' exhorting the people to keep their surroundings clean. "We should not limit this tradition of cleanliness only to our homes and courtyards, but should take it from the streets, neighbourhoods to the cities and thus keep our country Swachh during festivals," the minister said. Under the initiative, authorities will set up reduce, reuse and recycle (RRR) centres to encourage the collection of old items.

Municipal Corporation goes green, celebrates 'swachh deepostav'

With the aim of invoking the cultural significance of Diwali in alignment with the Swachh Bharat Mission, the municipal corporation (MC) celebrated 'swachh deepostav' today at the Sector 17 plaza. This event marked the city launch of the 'Swachh Diwali-Shubh...

TRIBUNE NEWS SERVICE
Chandigarh, Updated At : 07:11 AM Oct 29, 2024 IST



कारगिल पार्क मोतीझील में 'एक दीपक शहीदों के नाम'



आज रात को मोती झील पर एक शहीदों के नाम से एक कार्यक्रम का आयोजन किया गया। कार्यक्रम में बच्चों को दीया जलाने के लिए प्रोत्साहित किया गया। कार्यक्रम में बच्चों को दीया जलाने के लिए प्रोत्साहित किया गया।

ThePrint

21 | 28 October, 2024 09:48 pm IST

New Delhi, Oct 28 (PTI) Union Housing and Urban Affairs Minister Manohar Lal on Monday launched 'Swachh Diwali, Shubb Diwali' Campaign' exhorting the people to keep their surroundings clean.

"We should not limit this tradition of cleanliness only to our homes and courtyards, but should take it from the streets, neighbourhoods to the cities and thus keep our country Swachh during festivals," the minister said, according to a statement.

Under the initiative, authorities will set up reduce, reuse and recycle (RRR) centres till November 3, to encourage the collection of old items.

Minister of State, MoHUA, Tokhan Sahu said Goddess Lakshmi blesses only those homes that embrace 'swachhata'.

"This tradition is deeply rooted in our culture, where we clean our streets, create beautiful 'rangoli' designs, and light lamps as part of our rituals. Let us embrace these practices and share their significance with everyone," Sahu said. PTI/BUN VN VN.

नवभारत

सतीसवां • ओडिशा

Ambikapur - 31 Oct 2024 - 31amba4
epaper.navabharat.news

सफाई अभियान चला दिया गया स्वच्छता का संदेश



लखनपुर। स्वच्छ दीवाली शुभ दीवाली अभियान के तहत नगर पंचायत लखनपुर में विधायक राजेश अग्रवाल, नगर पंचायत की अध्यक्ष सावित्री दिनेश साहू के द्वारा बस स्टैंड सहित अन्य स्थानों पर साफ-सफाई करते हुए लोगों को स्वच्छता का संदेश दिया गया। स्वच्छता दीदीयों के द्वारा एमएलआरएम सेंटर की साफ सफाई करते हुए फूल के पौधे लगाए

स्वच्छ दीवाली-शुभ दीवाली के लिये 3 नवम्बर तक निगम का स्वच्छता अभियान

स्वच्छता अभियान (एमएलआरएम) द्वारा नगर पंचायत लखनपुर में विधायक राजेश अग्रवाल, नगर पंचायत की अध्यक्ष सावित्री दिनेश साहू के द्वारा बस स्टैंड सहित अन्य स्थानों पर साफ-सफाई करते हुए लोगों को स्वच्छता का संदेश दिया गया। स्वच्छता दीदीयों के द्वारा एमएलआरएम सेंटर की साफ सफाई करते हुए फूल के पौधे लगाए

अभियान का उद्देश्य स्वच्छता घरों तक ही सीमित न रहे, बल्कि आसपास की भी सफाई हो

PM SVANidhi beneficiaries share their transformational journey during 'Swachh Diwali' programme

New Delhi, Oct 28 (IANS): A programme was organised on Monday under the 'Swachh Diwali Shubb Diwali' campaign at the Nirman Bhawan complex in Delhi which saw participation of various Self-Help Groups (SHGs) workers and scheme beneficiaries showcasing their creations and products at the respective stalls.

केंद्रीय मंत्री ने किया 'स्वच्छ दिवाली, शुभ दिवाली' अभियान का शुभारंभ

नई दिल्ली, (पंजाब केसरी) :रोशनी के सबसे बड़े त्योहार दिवाली में 'स्वच्छता के प्रति समर्पण' की भावना भी स्पष्ट रूप से झलकती है, जब हर घर में साफ-सफाई का काम होता है। इस समय सभी लोग त्योहार की खुशियों और एकजुटता का जश्न मना रहे होते हैं, ऐसे में यह 'स्वच्छता से संपन्नता' का भी समय है। आवासन एवं शहरी कार्य मंत्रालय के तत्वावधान में स्वच्छ भारत मिशन की ओर से 28 अक्टूबर से 3 नवंबर 2024 तक 'स्वच्छ

दिवाली, शुभ दिवाली' पहल की शुरुआत की जा रही है। 'स्वच्छ दिवाली, शुभ दिवाली' अभियान का शुभारंभ करते हुए केंद्रीय मंत्री आवासन एवं शहरी कार्य मंत्री एमएल खट्टर ने इस बातया कि कैसे दिवाली का त्योहार और स्वच्छता साथ-साथ चलते हैं और कैसे इसने 'स्वभाव स्वच्छता, संस्कार स्वच्छता' के विचार को एक साथ जोड़ा है। उन्होंने पंक्तियों में कहा- "चलो दीप जलाएँ वहाँ, जहाँ अब भी अंधेरा है।"



MoHUA rolls out 'Swachh Diwali Shubb Diwali' from October 28 to November 3
ANI | Updated: Oct 28, 2024 23:07 IST

New Delhi [India], October 28 (ANI): In alignment with the Swachh Bharat Mission, under the Ministry of Housing and Urban Affairs, the 'Swachh Diwali Shubb Diwali' campaign from October 28 to November 3. Launching the Swachh Diwali Shubb Diwali campaign, Union Minister highlighted how the festival of Diwali and Swachhata how it has integrated the ethos of Swachh Swachhata Sansk. "We should not limit this tradition of cleanliness only to our h, but should take it from the streets, neighbourhoods to the c, country Swachh during festivals", he added. Emphasizing the collective effort of Swachhata Hi Seva, he sa, fortipnity initiative should not end there. We must sustain t, all Cleanliness Target Units are thoroughly cleaned and we ac, Carbage Free Cities". Reminding everyone of Mahatma Gandhi's ideas of swachhat, the most important thing, he encouraged all to celebrate a, free Diwali, advocate vocal for local. He urged all to focus th, lighting lamps and spreading joy.

Municipal Corporation leads greener, sustainable and safe Diwali festivities

CITY CELEBRATES 'SWACHH DIWALI, SHUBH DIWALI' CAMPAIGN

A.S. PRASHAR PUNJAB EXPRESS BUREAU Chandigarh, November 3
vibrant rangolis to em- body the Swachh Bharat Mission's values. Under the 'Swachh Diwali - Shubb Diwali' theme, messages of cleanliness and community engagement were shared, along with the principles of Reduce, Reuse, and Recycle (RRR). A citywide cleanliness drive followed, with enthusiastic participation from citizens, school students, RWAs, MYKs, NGOs, and various institutions. To encourage 'Vocal for Local,' MCC's SHGs also set up stalls at carnivals in Sectors 34 and 46, promoting eco-friendly products and community empower- ment. These stalls received positive responses, with citizens embracing zero-waste principles, support- ing local businesses, and adopting RRR principles in their daily lives. City Mayor Kuldeep Kumar expressed his appreciation for the collaborative efforts of citizens and MCC during the festivities, advocat- ing for cleanliness and sustainability.

हिन्दुस्तान

Clean Deepawali Shubb Deepawali campaign will start from 28th

Swachh Bharat Mission is running 'Swachh Deepawali Shubb Deepawali' campaign from 28 October to 3 November. Its objective is to promote cleanliness along with the cultural...

Newsrap * Hindustan, Samthal Friday, 26 Oct 2024, 09:16 PM

Swachh Bharat Mission is running a Swachh Deepawali Shubb Deepawali Abhyaan from 28 October to 3 November. The aim of this campaign is to inculcate the cultural significance of Deepawali along with the principles of Swachh Swachhata, Sanskar Swachhata along with the journey of Swachh Bharat. General cleanliness campaign will be organized in all the mohallas during the entire campaign and within 24 hours after Diwali celebrations. So that cleanliness can be promoted in the municipal body and health and safety of the citizens can be improved. RRR Center, RRR centers will be mapped and at least one center in each ward, citizens will be requested to facilitate the collection of old shoes, toys, books, clothes, unused plastic as part of the principle of 'Swachh Swachhata, Sanskar Swachhata'. Along with this, emphasis will be given on participation in cleanliness.

दैनिक भास्कर जयपुर 29-10-2024

स्वयं सहायता समूह की महिलाओं के उत्पादों की निगम मुख्यालय पर प्रदर्शनी

अजमेर | नगर निगम डेटा मुख्यालय पर सोमवार को स्वयं सहायता समूह की महिलाओं के उत्पादों की प्रदर्शनी का शुभारंभ किया गया। महिलाओं के उत्पादों को प्रदर्शनी पर लोकर के लगाए गए हैं। प्रदर्शनी 30 अक्टूबर तक चलनेगी। स्वयं सहायता समूह की महिलाओं को निरपेक्ष ढंग से प्रदर्शनी में 18 स्टॉल लगे हैं। इनमें स्वयंसेवक दल एवं महिलाओं द्वारा बनाए गए उत्पादों को रखा गया है। निगम अधिकारी, कर्मचारियों के साथ ही आवासन इन स्टॉल पर के माध्यम से खरीदारी कर सकते हैं। कोकरा पार लोकर के लगत सफाई गई इन प्रदर्शनी का उद्देश्य नगर की सौम्या नगरी में किया जा रहा है। नगर निगम पर अजमेर स्वयंसेवक दल, अतिरिक्त आएका सोसा डायर नेटवर्क रही।





