



SWACHHATA HI SEVA 2024

17th September - 2nd October 2024

Swabhav Swachhata, Sanskaar Swachhata



Swachhata Samachar Vol.2/2



A Decade of Cleanliness and Citizen Action

The Swachhata Hi Seva (SHS) campaign is back this year, bringing together citizens, local bodies, and leaders to continue India's journey toward sustainable sanitation. This campaign, observed from **September 17th to October 2nd**, aligns with the vision of Mahatma Gandhi and marks the **10th anniversary of the Swachh Bharat Mission (SBM)**.

"Swabhav Swachhata – Sanskaar Swachhata"

Cleanliness not just a habit but a core value. Through community participation (jan bhagidari), millions have taken part in mass cleanliness campaign, environmental awareness events, and innovative waste management programs. The campaign culminates on **October 2nd, Swachh Bharat Diwas**, with nationwide celebrations paying tribute to the progress made while setting future goals for sustainable waste management.



JHARKHAND



PUNJAB



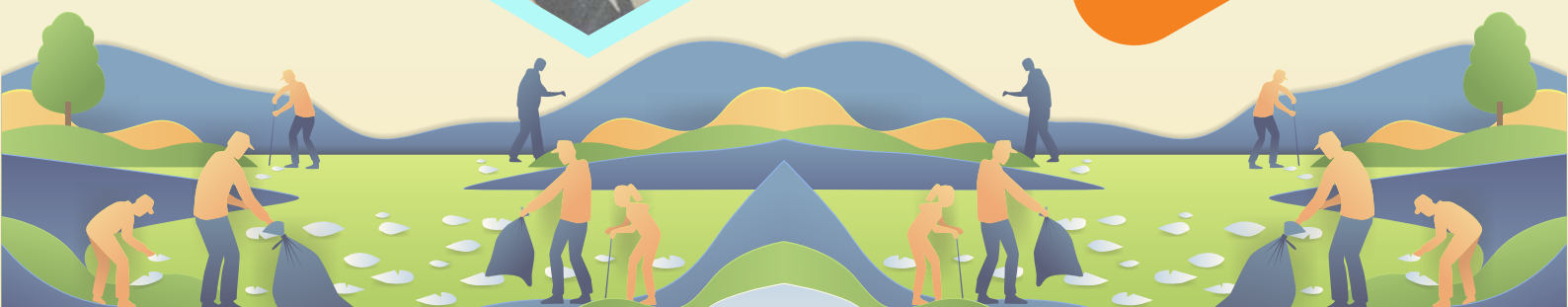
KARNATAKA



BIHAR



GOA



SHS in Action: National-Level Impact

19

Chief Ministers

9

Governors

16

Union
Ministers

5
lakh

Cleanliness
Target
Units (CTUs)

Swachhata Mein Jan Bhaagidari

- Public engagement via rallies, marathons, discussions
- 3+ crore citizens actively participated

Sampoorna Swachhata

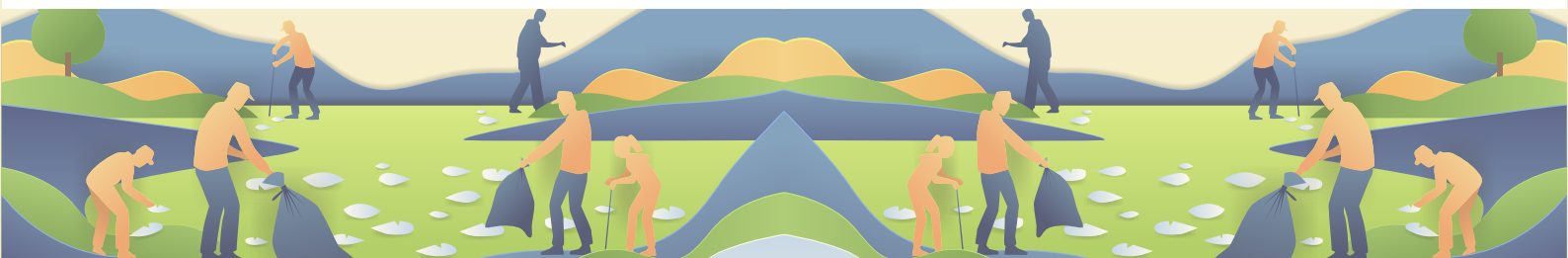
- 5+ lakh CTUs targeted for transformation
- 15 lakh events held nationwide

Safai Mitra Suraksha Shivir

- 70,000+ health camps conducted
- Focus on preventive care and social security

11,139 Cyclothons
54,090 Youth Connect
3,42,074 Swachhta Pledges
71,28,200 Trees Planted

16,124 Swachh Food Streets
79,971 Swachh Bharat Cultural Fests
19,338 Waste to Art Events
18,51,716 PPE kits distributed to sanitation workers



SHS in Action: State-Level Impact

SHS 2024 united communities across India with powerful initiatives:

Bihar

- Launched "Swachharpan on Gandhi's Footprints" celebrating Mahatma Gandhi's historical ties with Bihar
- 19,000 Cleanliness Target Units (CTUs) transformed as part of SHS 2024.

Madhya Pradesh

- Extensive shramdaan activities including Mohanram Pond cleanup in Shahdol.
- Honoring Safai Mitras for their contribution to cleanliness efforts.
- Over 993,324 participants across 52 districts.

Maharashtra

- Honorable Chief Minister, Shri Eknath Shinde, led the state's efforts by participating in 'Swachhata Hi Seva'.
- A total of 13,629 cleanliness drives have been conducted, focusing on educating the public about cleanliness and the importance of recycling.

Delhi

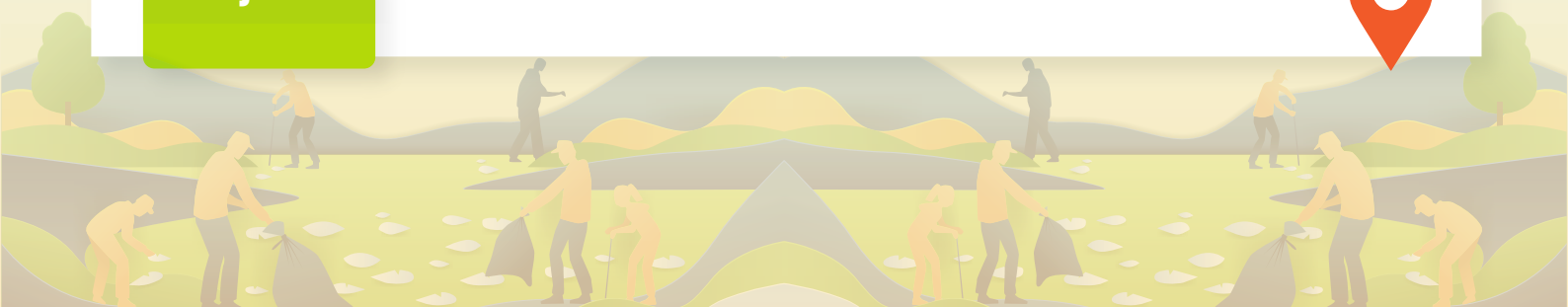
- Launched the "Recycling on Wheels" initiative to manage e-waste
- Organized 50 SafaiMitra Suraksha Shivirs focused on the safety and well-being of sanitation workers.

Jharkhand

- MLA Narayan Das and Deputy Commissioner Vishal Sagar, Deoghar inaugurated 'Swachhata Hi Seva 2024' by lighting a lamp.
- The 'Swachhata Hi Seva Campaign 2024' was organized in Dumka under the leadership of Deputy Development Commissioner Abhijeet Sinha.

Gujarat

- Transformed 1,381 Cleanliness Target Units (CTUs) in a statewide effort.
- Over 16,000 rallies held with mass participation.
- Chief Minister's participation inspired community-driven change.



Rajasthan

- The campaign was launched in Jhunjhunu by Vice President Shri Jagdeep Dhankhar and the Minister of Housing and Urban Affairs.
- Focus on transforming over 6 lakh difficult and dirty spots across the state as part of the CTUs.



Karnataka

- Grand statewide campaign launch led by Union Minister of State for Jal Shakti, Shri V. Somanna.
- Community cleanliness drives with health check-ups for sanitation workers.



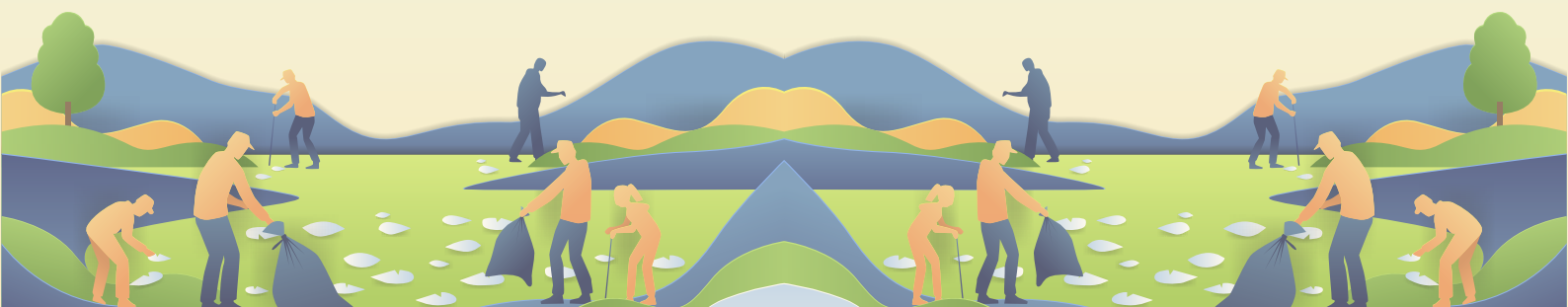
Nagaland

- Nagaland celebrated Swachh Bharat Diwas 2024 on October 2, to mark the conclusion of "Swachhata Hi Seva" campaign 2024.
- Emphasized personal accountability with the theme "My waste, my responsibility."



Tripura

- Statewide campaign launched by Chief Minister focusing on hygiene and sustainability.
- 900+ participants cleaned 20 CTUs across four districts.
- Emphasis on civic responsibility and collaborative cleanliness.



Swacchata Stories: Voices from Every Corner



Renowned actor Pankaj Tripathi urging the citizens of India to join the SHS2024 movement.



Activities held in Karnataka as part of Swachhata Hi Seva 2024!



Mission director, Bihar Sh. Himanshu Sharma motivating the youth to join the SHS2024 movement.



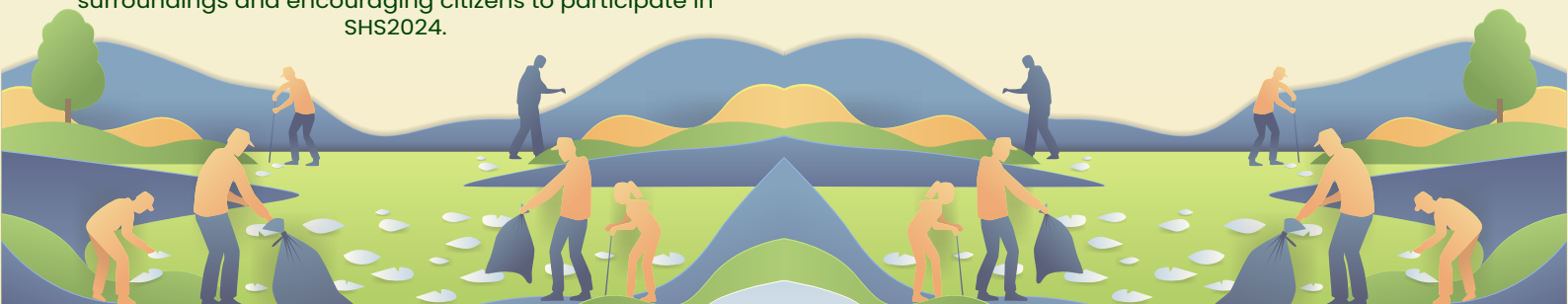
Esteemed Vijayendra Saraswati from Kanchipuram urges citizens to unite and participate in the SHS2024 movement.



Amma explaining the importance of cleanliness in our surroundings and encouraging citizens to participate in SHS2024.



Activities carried out in Bihar for Swachhata Hi Seva 2024.



Media Corner

A collection of news stories, articles, and reports highlighting SHS efforts.

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NEWS / BLOGS / INDIA / Swachh Bharat: People-powered mission

Swachh Bharat: People-powered mission

October 5, 2024, 10:00 AM IST / Pashim Tewari in Voices, India, TOI


FACEBOOK TWITTER LINKEDIN EMAIL

NEWS / BLW GM Appeals To People To Make Sanitation A H...

BLW GM appeals to people to make sanitation a habit

TNN / Oct 15, 2024, 21:00 IST

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Varanasi: The fortnight-long campaign of 'Swachhata Hi Seva' concluded at Banaras Locomotives Works (BLW) on Tuesday. BLW's general manager Sushil Kumar Srivastava in the concluding address said that this drive infused new awareness and enthusiasm towards cleanliness on the BLW campus. He also urged the citizens to maintain cleanliness in their daily routine.



Ministry of Textiles Successfully Organizes 449 Events Under Swachhata Hi Seva 2024, More Than 23,000 People Participate In Campaign

Nagaland TRIBUNE

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Bethel children's home Tuensang observes 'Swachhata Hi seva' (SHS) campaign

Tuensang

BY NTH Correspondent | Monday, 23 September, 2024

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UGC calls for active participation in 'Swachhata Hi Seva Campaign 2024'

Swachhata Hi Seva campaign 2024 will be observed from September 14, 2024 to October 1

SHARE

TNN | Posted September 12, 2024 01:21 PM


Annamayya district gears up for 'Swachhata Hi Seva 2024'

A 15-member committee has been formed at the district level to oversee the implementation of the programme to be held on the 10th anniversary of the Swachh Bharat Mission

Updated : September 16, 2024 07:28 pm IST - RAJACHOTI

THE HINDU BUREAU

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District Collector Chamakuri addressing the media in Rajachoti of the Annamayya district on Monday.

District Collector Sridhar Chamakuri said that the 'Swachhata Hi Seva 2024' programme will be conducted in Annamayya district from September 17 to October 2, grounded on the theme of 'Swabhav Swachhata - Sanskaar Swachhata'.

Plantation drive organised at Visakhapatnam Port Authority as part of Swachhata Hi Seva

Published - September 23, 2024 06:06 pm IST - VISAKHAPATNAM

THE HINDU BUREAU

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As part of the Swachhata Hi Seva 2024 initiative, a plantation programme was organised at the administration office building of Visakhapatnam Port Authority (VPA) on Monday.

Thiruvananthapuram Railway Division launches 'Swachhata Hi Seva' Campaign

Published - September 11, 2024 08:44 pm IST - Thiruvananthapuram

THE HINDU BUREAU

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Union Minister Sunithi Gopinath taking part in the 'Swachhata Hi Seva 2024' campaign in Kochi on Tuesday. (Photo/Credit: PTI)

The Thiruvananthapuram Division of Southern Railway commenced the 'Swachhata Hi Seva' campaign (cleanliness service fortnight) on Tuesday (September 17, 2024) to enhance cleanliness across railway stations, trains, offices, depots, workshops and railway premises.

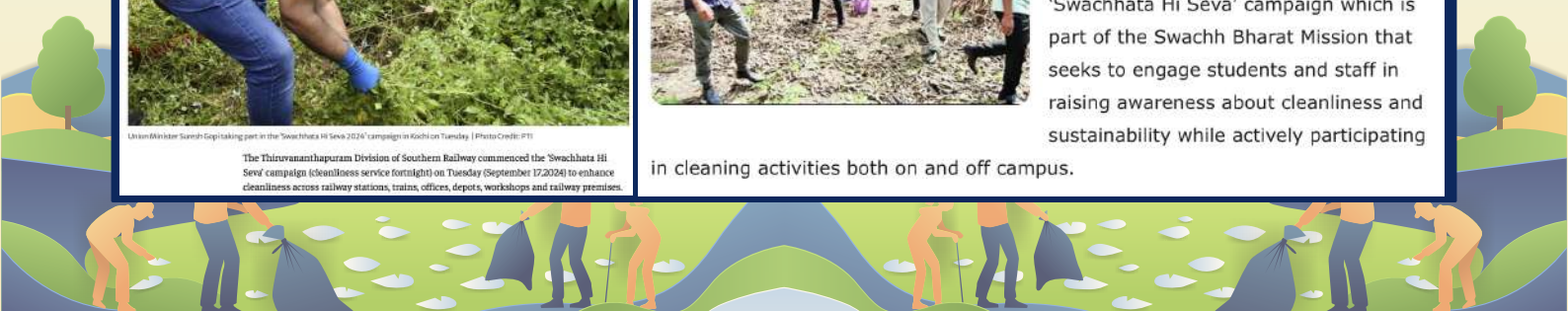
Ranchi colleges take lead in 'Swachhata Hi Seva 2024' campaign

shikha yadav / Sep 24, 2024, 04:32 IST

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Ranchi: To promote a cleaner and greener environment, colleges in Ranchi have come together to support the 'Swachhata Hi Seva' campaign which is part of the Swachh Bharat Mission that seeks to engage students and staff in raising awareness about cleanliness and sustainability while actively participating in cleaning activities both on and off campus.





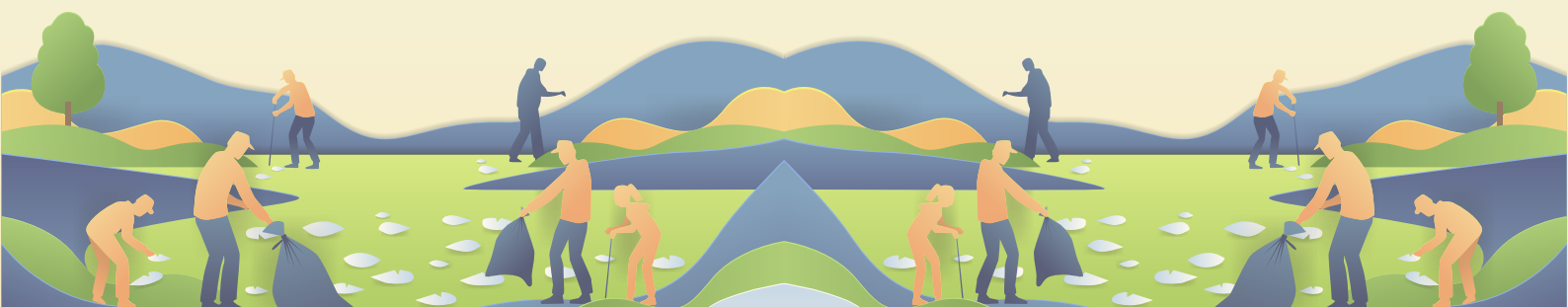
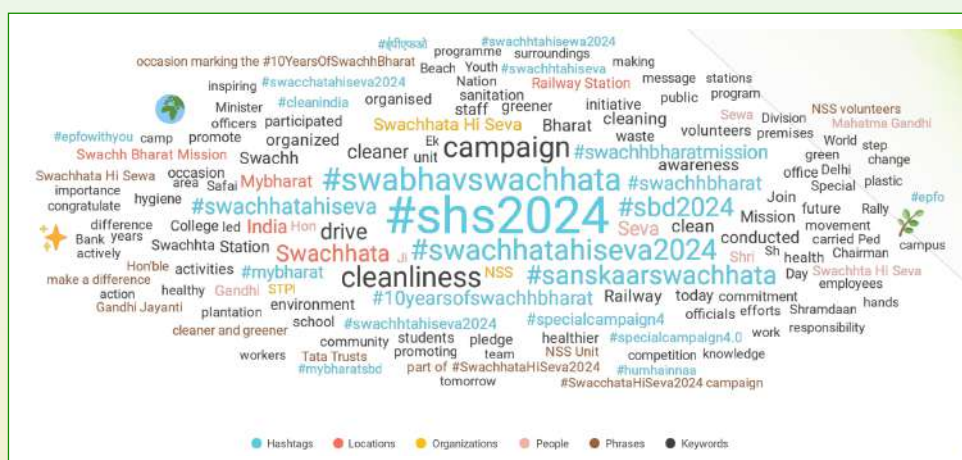
Hashtag Analysis

Hashtags	Number of Tweets	Reach	Impressions
#10YearsOfSwachhBharat	80,501	97.79m	3.45b
#SHS2024	35,115	65.07m	1.5b
#SwabhavSwachhata	10,430	22.93m	382.4m
#SpecialCampaign4.0	297	1.01m	11.62m

Hashtag Trend on X



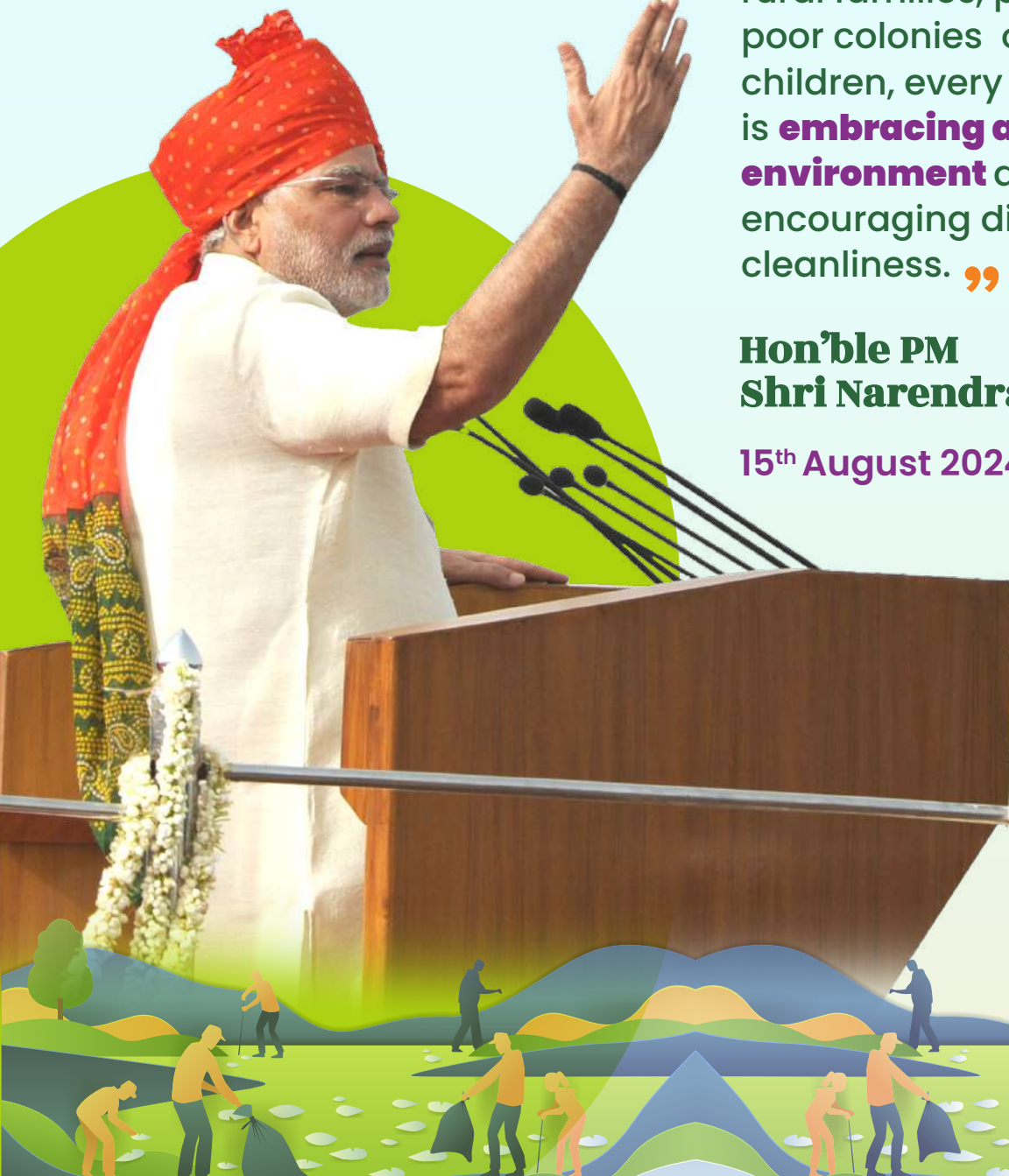
Top Topic Cloud



“ When we talk about ‘**Swachh Bharat**’ clean 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. ”

**Hon’ble PM
Shri Narendra Modi**

15th August 2024



To contribute to the next issue of the **Swachhata Samachar**, share your submission before the 15th of every month to swachhbharat@gov.in



पेयजल एवं स्वच्छता विभाग
जल शक्ति मंत्रालय
भारत सरकार

DEPARTMENT OF DRINKING WATER AND SANITATION
MINISTRY OF JAL SHAKTI
GOVERNMENT OF INDIA

सत्यमेव जयते

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