SWACHHATA SAMACHAR

Volume 5 | Issue 38







Sh. C. R. Patil
From Hon'ble Union Minister

Our effort is to ensure maximum participation of people in the upcoming 'Swachhta Hi Seva' campaign and to further strengthen the sense of collective responsibility towards cleanliness. Under the leadership of Hon'ble Prime Minister Shri Narendra Modi Ji, we are continuously moving forward through Swachh Bharat Mission (Grameen) to realise the resolve of 'Swachh Bharat, Viksit Bharat'. Let us contribute to the construction of a developed India by making cleanliness our habit and our responsibility.

C R Paatil on X on 18th August



Sh. V. Somanna
From Hon'ble Union Minister of State

Let us hoist the tricolor in every home to celebrate Independence Day on August 15 with utmost grandeur and pride and take the resolve for a developed India.

V.Somanna on X on 12th August









Sh. Ashok K K Meena
From the Secretary's Desk

Learning from grassroots experiences, challenges and solutions is essential for strengthening service delivery. Community ownership and Jan Bhagidari must remain at the centre of our efforts, with Gram Panchayats taking greater responsibility for the operation and maintenance of systems. Effective devolution of Funds, Functions and Functionaries (3Fs), along with active Village Water & Sanitation Committees and participation of women, youth and ex-servicemen, is critical for ensuring sustainable and reliable services.

10th edition of Sujal Gram Samvad



Smt. Aishvarya Singh
Joint Secretary & Mission Director

The sustainability of our achievements in rural sanitation depends on what we do now. We must maintain the functionality of Solid and Liquid waste (SLWM) management assets through robust O&M systems and strengthen the participation of SHGs/NGOs. We must ensure the optimal utilization of GOBARdhan plants. Ensuring due utilization of funds and avoiding creation of committed liabilities should be focused upon.







Month End Overview

As on 31st August 2026

ODF PLUS (MODEL)

- ODF Plus (Model) declared Villages: **Over 5.23 lakh**
- Villages reported having arrangements for Greywater Management: **Over 5.65 lakh**
- Villages reported having arrangements for Solid Waste Management: **Over 5.38 lakh**
- Blocks covered with Plastic Waste Management Units: **5597**
- Under GOBARdhan, **1191** Community / Cluster level biogas plants under SBM(G) have been constructed since the launch of the scheme







Messages on Swachhata from the Hon'ble President and Hon'ble Prime Minister on the 80th Independence Day.



On India's 80th Independence Day, the importance of Swachhata and Jan Bhagidari was reflected in the addresses of both the Hon'ble President and the Hon'ble Prime Minister.

President's Address

On the eve of the 80th Independence Day, in her address to the nation, Hon'ble President Smt. Droupadi Murmu highlighted the contribution of sanitation workers and all partners associated with the cleanliness campaign in the progress of the country. Describing Jan Bhagidari and public participation as the inspiring force of our democracy, she noted that when citizens unite to advance the pledge of Swachhata, national campaigns transform into Jan Andolans.

She further stated that sanitation workers and Swachhata campaign partners are strengthening the foundation of a clean, healthy and developed India through their dedication.

Watch them here: 1 2 3

Prime Minister's Independence Day Address

From the ramparts of the Red Fort on the 80th Independence Day, Hon'ble Prime Minister Shri Narendra Modi highlighted the country's development journey over the past 12 years and the vision of Viksit Bharat 2047, including achievements in the field of Swachhata.

Referring to the progress made under the Swachh Bharat Mission, he stated, "Every year, the work of building toilets for the poor was done at four times the speed," while emphasising the government's continued focus on improving facilities for the common citizen.

Watch them here: 1 2 3 4







Preparations for Swachhata Hi Seva 2026



Preparations for Swachhata Hi Seva (SHS) 2026 were undertaken through a series of meetings held during August and early September by the Department of Drinking Water and Sanitation (DDWS), Ministry of Jal Shakti(MoJS) and the Department of Urban Development (DoUD), Ministry of Housing and Urban Affairs (MoHUA). Observed annually since 2017, Swachhata Hi Seva has sought to strengthen voluntarism and collective action for Swachhata, exemplifying the'Whole of Society' and'Whole of Government' approach by bringing together citizens, institutions and leadership at all levels. SHS 2026 marks the ninth edition of the national campaign.

As part of the preparatory process, meetings were held between Joint Secretary & Mission Director, SBM(G), DDWS and Director, MoHUA on 19 August, followed by a meeting between the Secretary, DDWS and Secretary, MoHUA on 25 August, and a joint DDWS-MoHUA video conference on 28 August. Jointly organised by DDWS and MoHUA, this year's campaign is centered on the theme "Swachhata Mein Sahbhag, Swachh Bharat, Viksit Bharat" and is to be launched on 17th September, 2026.







Meeting with Quality Council of India for SHS 2026



On 17 August 2026, Joint Secretary & Mission Director, SBM(G), Ms. Aishvarya Singh chaired a meeting with the Quality Council of India (QCI) team led by its Secretary General, Shri Chakravarty T. Kannan, to discuss QCI's engagement in the upcoming Swachhata Hi Seva (SHS) 2026 campaign. The meeting also discussed further engagement with QCI and leveraging QCI's Sarpanch Samvad platform in relation to SBM(G) objectives and engagement with Sarpanches.









SBM(G) Fund Utilization Review Meeting



On 11th August, 2026, Joint Secretary & Mission Director, Swachh Bharat Mission (Grameen), Ms. Aishvarya Singh chaired a VC meeting with States/UTs to review the financial progress of SBM(G) Phase II for FY 2026–27.

The meeting was attended by State SBM(G) Mission Directors and their teams, along with senior officers of the Department of Drinking Water & Sanitation.

The meeting reviewed programme implementation and fund utilisation trends across States and UTs, discussed procedural, administrative and technical issues affecting progress. States/UTs were advised to expedite implementation, closely monitor physical and financial progress, ensure timely reporting in the SNA-SPARSH system, and prioritize achievement of SBM(G) objectives and ODF Plus (Model) outcomes in the final year of Phase II. The status of submission of best practices and regional IEC messages for the national compendiums proposed to be released by DDWS was also reviewed, and States/UTs were urged to submit the requisite materials within the stipulated timelines.







Inviting Suggestions through MyGov on the Next Phase of Rural Sanitation



On 1 August 2026, the Department of Drinking Water and Sanitation (DDWS) launched a discussion on the MyGov platform inviting the general public and stakeholders to share suggestions for shaping the next phase of rural sanitation. Building on the achievements of SBM(G) 2.0 during the last 7 years and the interventions undertaken, the initiative seeks innovative, practical and scalable ideas from general public and stakeholders to sustain sanitation gains, strengthen waste management systems, promote environmental sustainability and address emerging challenges in rural sanitation.

The discussion reflects the spirit of Jan Bhagidari that has been central to the success of SBM(G), and encourages citizens, Gram Panchayats, SHGs, youth, Swachhagrahis and other stakeholders to contribute their ideas and perspectives for the future of rural sanitation.



Submit your suggestions on #MyGov today:
http://mygov.in/group-issue/inviting-ideas-next-phase-rural-sanitation





Mann Ki Baat Highlights Sanitation Efforts during Shri Amarnath Ji Yatra 2026



Greater Kashmir

PM Modi lauds innovative eco-friendly initiatives during Amarnath Yatra

RisingK

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MANN KI BAAT

PM Modi lauds Amarnath Yatra's 'zero waste' model

'When cleanliness becomes people's resolve, it transforms identity'

400 MTs of waste processed

16,000 pilgrims take cleanliness pledge

Mule dung to be converted into bio-gas

Abid Bashir

In the 137th episode of Mann Ki Baat, Hon'ble Prime Minister highlighted the growing public commitment to cleanliness across the country and referred to the Shri Amarnath Ji Yatra 2026 as an example where cleanliness had become a form of service and faith. The Prime Minister's mention of the initiative provided national recognition to the sanitation and scientific waste management efforts undertaken during the Yatra.

During the Shri Amarnath Ji Yatra 2026, the Directorate of Rural Sanitation, Department of Rural Development & Panchayati Raj, Jammu & Kashmir, implemented a comprehensive sanitation and waste management framework across the Baltal and Pahalgam routes, base camps and key Yatra locations.

The initiative included deployment of sanitation infrastructure and dedicated sanitation personnel along the Yatra routes and camps, supported by a scientific waste management system covering waste segregation, collection, transportation, processing and disposal. J&K deployed more than 8,000 sanitation facilities and supporting infrastructure as part of the arrangements. These included prefabricated sanitation structures, toilets, bathing facilities and pucca bases aimed at providing pilgrims with safe and hygienic facilities along the challenging pilgrimage routes.

During this year's pilgrimage, more than 400 metric tonnes of waste were collected and processed. pilgrims themselves became active participants in this cleanliness drive. Over 16,000 pilgrims took a pledge for cleanliness; more than 10,000 were awarded the 'Responsible Yatri' certificate.

To read more, **click here** >

Source- Mann Ki Baat | 137th episode







D. Swachhata Pakhwada in August 2026

Participating Ministries /Departments in July as per Swacchata Pakhwada 2026 Calendar

i. Ministry of Youth Affairs & Sports

ii. Ministry of Coorporate Affairs

iii. Ministry of Heavy Industries & Public Enterprises

i. Ministry of Youth Affairs & Sports

युवा कार्यक्रम एवं खेल मंत्रालय
MINISTRY OF YOUTH AFFAIRS AND SPORTS
सत्यमेव जयते

Pledge on Swachhta under Swachhta Pakhwada by NSS Volunteers of Krishak Inter College, Firozabad Uttar Pradesh.

The NSS Unit of Government Inter College, Agra organized Poster Competition on Swachhta

Cleaning of Campuses in Academic Institutions i.e. Universities/ Colleges/Schools by NSS.

Cleanliness drive at College Campus by NSS Volunteers of Shri Ganga Sahay Kanya Inter College, Mainpuri Uttar Pradesh.

On-ground action capturing Swachhata Pakhwada



Cleaning of Campuses in Academic Institutions i.e. Universities/ Colleges/Schools by NSS.



Cleanliness drive at College Campus by NSS Volunteers of Shri Ganga Sahay Kanya Inter College, Mainpuri Uttar Pradesh.







ii. Ministry of Corporate Affairs

Swachhata Pledge was administered by Secretary, CA to all the officers/ officials. Similar activity was conducted in field offices of the Ministry.

Banners and selfie points have been displayed at the prominent places in the Ministry to encourage staff and spread awareness for swachhata.

On-ground action capturing Swachhata Pakhwada



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iii. Ministry of Heavy Industries & Public Enterprises

भारी उद्योग मंत्रालय
MINISTRY OF
HEAVY INDUSTRIES

Prize distribution for Essay Writing Competition winners.

At HEEP Haridwar, housekeeping and sanitation staff were felicitated for their dedicated contribution to Swachhata Pakhwada 2026.

ICAT- Green Initiative Day has been observed through Plantation Drive at ICAT, as Every sapling planted is a promise to the next generation.

After reviewing , collect all photograph and create documentation report .

Cartoon Drawing competition on Swachhata for employees at HMT Bhavan, Bengaluru.

Workshop on Swachhata organised for all employees and housekeeping staff at HMT Bhavan, Bengaluru.

Prize distribution for the school children regarding Swachhta-themed painting competition

Tree plantation drive at our Bara Pathuram, Lepetkatta BCPL Dibrugarh Assam, IOCL Panipat Refinery, Santragachi Project Site on August 25, 2026.

ICAT- Outside Cleanliness Drive conducted nearby ICAT Centre-2 to promote a clean, healthy, and sustainable environment.

Swachhata Pakhwada activities included cleaning, housekeeping, plantation, rainwater harvesting revival, competitions, inspections, plastic awareness.

Inspection of various sections/locations of the office to assess the state of cleanliness.

Segregation and disposal of e-waste, paper waste, and broken/damaged furniture (Basement Area) at HMT Bhavan, Bengaluru.

ICAT-Cleanliness Drive was conducted outside ICAT Centre-1 to promote a clean, healthy, and sustainable environment.

BHEL units conducted cleanliness drives, audits, rallies, pledges and awareness activities.

During Swachhata Pakhwada 2026, BHEL units and sites undertook extensive cleanliness drives, workplace and lawn cleaning, waste-segregation awareness.

Display poster at office premises , school and out office premisess for swachhta campaign.







D. Swachhata Pakhwada in August 2026

Identification of Cleanliness Target Units (CTU) at IOCL Panipat Refinery Project Site, Panipat, Haryana on 19 August 2026.

Displayed swachhata pakhwada campaign poster at various premises in company.

Mass awareness activities on Swachhata Theme and Workshop at IOCL Panipat Refinery Project Site, Haryana on August 18,2026.

Swachhata Pledge being taken by Director(Project Management),CVO and other Senior Officials of Bridge And Roof at C.O,Kolkata and Project Sites.

Swachhata Pakhwada 2026 was observed across BHEL Sadan, TP Jhansi, HPEP Hyderabad, IVP Goindwal, Industry Sector Delhi, PSSR, PSER and BHEL Trichy.

Swachhta Pledge was successfully administered by the Managing Director, REIL, to all employees present at the Company premises.

On-ground action capturing Swachhata Pakhwada



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Banners and selfie points have been displayed at the prominent places in the Ministry to encourage staff and spread awareness for swachhata.







Spot 8 things that need to change

Answer key for the following page:

- Wrapper being thrown on the road
- Wet and dry waste mixed together
- Overflowing and uncovered waste bin
- Public tap left running
- Leaves and waste being burnt
- Single-use plastic bag being carried
- Waste being handled without gloves/PPE
- Wastewater collecting in an open, stagnant area

पेयजल एवं स्वच्छता विभाग
जल शक्ति मंत्रालय
DEPARTMENT OF DRINKING WATER AND SANITATION
MINISTRY OF JAL SHAKTI

सत्यमेव जयते

स्वच्छ भारत
एक कदम स्वच्छता की ओर



To contribute to the next issue of the **Swachhata Samachar**,
share your submission before the 15th of every month to sbmiec.ddws@gmail.com

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जल शक्ति मंत्रालय
भारत सरकार
DEPARTMENT OF DRINKING WATER AND SANITATION
MINISTRY OF JAL SHAKTI
GOVERNMENT OF INDIA

सत्यमेव जयते

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