

# SWACHHATA SAMACHAR

Volume 4 | Issue 31



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@SBMGramin



@SwachhBharatMissionGramin



@swachhbharatgrameen





**Sh. C. R. Patil**

## From the **Union Minister**

Swachhata is not a one-time goal but a continuous journey. As we work towards a Viksit Bharat, sanitation must remain a sustained, people-led effort powered by true Jan Bhagidari. We need to understand the importance of “measuring to manage”, a principle that underpins the impact of flagship programmes.

SSG National Launch, New Delhi



**Sh. V. Somanna**

## From the **Union Minister of State**

Gram Panchayats are at the heart of planning and delivering both the software and hardware aspects of SBM-G. Working alongside ASHA and Anganwadi workers, SHGs, NGOs, and others, they lead IEC activities, build demand, and ensure facilities are used and maintained.





**Shri Ashok Kumar Kaluaram Meena**

## From the **Secretary's Desk**

As we marked International Yoga Day this month, it reminded us that the principles of balance, discipline, and collective well-being apply equally to our work in rural sanitation. SBM-G's future will rely on strong and empowered institutions, from Village Water and Sanitation Committees to District and State Water and Sanitation Missions who must lead community-driven operations and maintenance. Strengthening these bodies at every level will ensure that rural sanitation systems remain resilient, inclusive, and community owned.



**Shri Kamal Kishore Soan**

## From the **Additional Secretary & Mission Director's Desk**

As we move forward, it is essential that our progress under SBM-G is continually reviewed and measured. Monitoring and evaluation are not just administrative tasks, but tools to ensure that every effort leads to lasting impact. Strengthening the capacity of State and District Water and Sanitation Missions, along with community institutions, help in gap identification and corrective action, ensuring the mission remains on track for sustained results.





## Programme Highlights

As of 31 July, 2025

ODF PLUS MODEL

- Over **4.72 lakh** (Over 80%) of India's inhabited villages have declared themselves ODF Plus Model
- Over **5.19 lakh** villages have arrangements for solid waste management
- Over **5.33 lakh** Villages have arrangements for liquid waste management
- Over **2,100** Rural Plastic Waste Management Units set up, covering more than **5,000** blocks
- More than **6.36 lakh** vehicles for door-to-door waste collection & transportation
- Over **1,200** Biogas plants registered
- Over **950** Functional Biogas plants
- **80** Completed Biogas plants



## Pakhwada Activities: July, 2025



### Ministry of Earth Sciences

- Plastic Collection and beautification activities within the Institute Premises.
- Swachhata Pakhwada culminated with a grand event featuring awards, keynote speeches, and a pledge for continued ocean and environmental stewardship.
- INCOIS held a school painting contest with 91 entries from 8 schools. Top 3 winners from 3 age groups will be awarded at the closing ceremony.
- INCOIS stopped ALEAP pollution by sealing manholes. Now, industries treat waste responsibly via TSPCB vendors, ensuring clean air, water, and soil.
- As part of Swachhata Pakhwada 2025, INCOIS cleaned its campus lake by removing debris, silt, leaves, and waste, restoring its health and aesthetics. They also conducted canteen hygiene audit, deep cleaning, training on food waste management and segregation, promoting clean food and zero waste practices.
- ZPHS Bachupally held a swachhata session engaging over 150 students with videos, Q&A, and a collective Swachhata Pledge ceremony.
- Rotary Club & VISVA cleaned the Ameenpur Lake which ensured collection of 500 kg of waste promoting recycling & sustainable swaps like bamboo toothbrushes.
- Held a tree plantation and adoption drive on July 8, 2025, under Swachhata Pakhwada, promoting green cover and staff-led plant care on campus.
- Conducted a workshop on zero-waste strategies, engaging staff in sustainable practices, design thinking, and action planning.

### Onground action capturing Swachhata Pakhwada in July 2025







### Ministry of Petroleum and Natural Gas

- Indian Institute of Petroleum installed more dustbins on campus.
- ONGC Jodhpur ensured distribution of Health hygiene kits, reusable water bottles, and eco-friendly jute bags to all students.
- ONGC Mehsana facilitated skits on waste segregation, plastic reduction, and personal hygiene. Followed by community Engagement & Awareness Sessions that included, Jute Bag Distribution and Interaction with Residents
- ONGC Kolkata- RO installation work has been completed the programme aimed at sensitizing the public on key aspects of hygiene, waste segregation.
- ONGC DEHRADUN-clean-up drive was conducted at Sodasaroli near Sahastradhara, in collaboration with Waste Warriors Society.
- ONGC Chennai held a Drawing competition for students on topic Swachh Bharath and distribution of stationery kits to the students including sketch.
- ONGC Kakinada facilitated Essay, slogan and drawing competitions at Zilla Parishad High School, Vakalapudi, Kakinada.
- ONGC Delhi facilitated a drawing competition providing drawing sheets & color kits to all participants.
- ONGC Hazira - Cleanliness drive and collection of Plastic waste and other wastes done at the Main Canteen Area and in front of CoGen Plant with Team.
- ONGC Jorhat -5 Dustbins were distributed in the Juvenile Jail, Jorhat to help them keep the environment clean.
- OADB-A Walkathon/Rally was organized to spread awareness about cleanliness and hygiene among the residents of nearby villages and colonies.
- PPAC-Food vendors operating in and around the SCOPE Complex administered the Swachhata Pledge to reinforce the values of hygiene and sanitation.
- ONGC Mehsana -Diverse range of indigenous tree species, known for their adaptability to the local climate and their ecological benefits, were planted.



## Swachh Bharat Mission – Grameen

- ONGC Silchar Forward Base organized an awareness session on menstrual hygiene at Matijuri Higher Secondary School, Hailakandi.
- Balmer Lawrie & Co. Ltd The program included an awareness session on sanitation, hygiene, and waste management.

### Onground action capturing Swachhata Pakhwada in July 2025







कौशल विकास और  
उद्यमशीलता मंत्रालय  
MINISTRY OF  
SKILL DEVELOPMENT  
AND ENTREPRENEURSHIP

### Ministry of Skill Development and Entrepreneurship

- Slogan/painting/Poster competition were held at various field institutes under DGT. Around 400 trainees/staff participated.
- Health Checkup Camp was organized at Indian Institute of Entrepreneurship in collaboration with Apollo Excel Care Hospital Guwahati.
- Organization of creative competitions such as poster-making and slogan-writing on the theme of cleanliness and hygiene.
- Special e-waste and scrap disposal drive to identify and safely dispose of non-functional items and outdated equipment of NIESBUD.
- Plantation drive within NIESBUD office premises as well as extension centres with active participation of staff and trainees.
- Physical files/records were reviewed/weeded out and scrap/garbage was collected and disposed in all DGT Filed offices/institutes.
- Awareness session on waste management and hygiene for NIESBUD staff, contractual personnel, and training participants.
- Swachhata Seminar/Training/Workshops were conducted in all DGT Field offices/NSTIs/RDSDEs/CSTARI & NIMI. Around 700 trainees and staff participated.
- Volunteers engaged with local community to spread awareness about the importance of cleanliness for cleaner & Healthier Environment.
- Deep cleaning and sanitization of washrooms, pantry areas, and water dispensers, along with digital housekeeping through the deletion of obsolete file.

### Onground action capturing Swachhata Pakhwada in July 2025

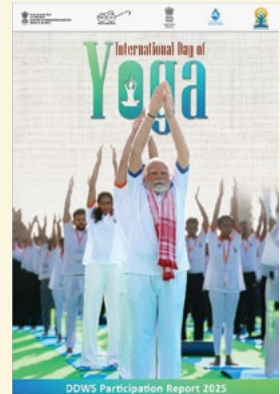




## DDWS Joins International Day of Yoga 2025

The Department of Drinking Water and Sanitation (DDWS), Ministry of Jal Shakti, proudly participated in the 11<sup>th</sup> International Day of Yoga on June 21, 2025, under the theme “Yoga for One Earth, One Health.” This year’s celebration was not just about yoga—it was a nationwide movement linking wellness with water, sanitation, and community empowerment.

Recognizing that clean water and hygiene are essential for holistic health, DDWS mobilized its vast network of Village Water and Sanitation Committees (VWSCs) and Public Health Engineering Departments (PHEDs) to organize yoga sessions in safe, inclusive spaces across the country. These efforts reinforced the idea that sanitation infrastructure is foundational to both physical and mental well-being.



### Key Highlights from DDWS Participation:



- 304,958 yoga events organized across 16 States/UTs
- Over 23.3 million participants engaged
- 19,436 VWSCs and 633 PHEDs registered
- Events were held at WASH assets, schools, and community centers





## DDWS and UNICEF host the National Rural Sanitation Workshop



On July 2, 2025, DDWS in collaboration with UNICEF India, hosted the National Rural Sanitation Workshop at the India Habitat Centre, New Delhi. The event marked a pivotal moment in the journey of the SBM-G, as stakeholders gathered to reflect, recalibrate, and reimagine the next phase of rural sanitation in India.

The workshop brought together senior government officials, state mission directors, development partners, and sector experts to reflect on progress and set priorities for the future, emphasizing the importance of dignity, equity, and climate resilience in sanitation efforts.

The workshop focused on making sanitation systems more inclusive, resilient, and sustainable especially in the face of climate challenges. It brought together senior officials, state mission directors, development partners, and experts to discuss innovations, local leadership, and the evolving role of Gram Panchayats.

One of the key voices at the event was Shri Sushil Kumar Lohani, Additional Secretary, Ministry of Panchayati Raj, who emphasized the growing role of Gram Panchayats in driving sanitation outcomes. He noted: "Local governance is at the heart of sustainable sanitation. With over 2.5 lakh Panchayats actively planning and tracking their progress, we are witnessing a transformation where villages are not just beneficiaries but leaders of change."

The event also saw the launch of new protocols aimed at protecting sanitation workers and designing climate-resilient infrastructure underscoring the government's commitment to equity, safety, and innovation.





## Marking International Plastic Free Day in West Bengal



To mark International Plastic Free Day (July 3), the Department of Panchayats and Rural Development, Government of West Bengal, undertook a series of activities to spread awareness about the harmful effects of single-use plastic and to promote sustainable alternatives.

Special drives were undertaken to mobilize local communities and to spread the message of appropriate disposal of plastics waste. Participation of schoolchildren, panchayat functionaries and other important stakeholders indicates growing consciousness of the community towards environmental responsibility.

The event witnessed participation from Hon'ble Minister in-Charge (HMIC) Shri Pradip Kr. Mazumdar and Hon'ble Minister of State (HMOS) Shri Becharam Manna who participated in the 'Donate Plastic Waste for Eco friendly cloth bags' drive aimed at promoting biodegradable alternatives and discouraging the use of plastics. Hon'ble MIC, P&RD Department and Hon'ble MOS P&RD Department administered a pledge to the Senior officials of the Department to stop using single use plastic and thermocol.









Across India, States/UTs are stepping up the activities on ground for Swachh Survekshan Grameen 2025 – from chaupals to wall paintings, from hoardings to social media drives. Here's a glimpse of the energy, action, and community spirit making rural sanitation a true people's movement.

## BIHAR



### NEWSPAPER CLIPPINGS

Bihar is raising awareness for Swachh Survekshan Grameen 2025 through wall writings, hoardings, social media, and Evening/Night Chaupals.

These chaupals engage officials and citizens on toilet construction, waste management, user charges, and the importance of citizen feedback.



### HOARDINGS/ WALL PAINTING



### PODCAST





## CHHATTISGARH

जनपद पंचायत मैनपाट के ग्राम पंचायत राजापुर में स्वच्छ सर्वेक्षण ग्रामीण-2025 तथा मिशन से संबंधित गतिविधियों के अंतर्गत वाल पेंटिंग का कार्य कराया गया।

## WALL Painting



## NEWSPAPER CLIPPINGS



## JHARKHAND

Jharkhand initiated the work under SSG 2025 through a state level launch that was attended by State Senior Representatives including Nodal Officers from various convergent departments representatives from partner organisations and all District Consultants.









## PUNJAB



## UTTARAKHAND

## 260 गांवों का होगा स्वच्छता सर्वे ग्रामीण एप से दे सकेंगे फीडबैक

अमर उजाला ब्यूरो

स्वजल निदेशालय ने स्वच्छ सर्वेक्षण  
ग्रामीण 2025 का प्रशिक्षण किया शुरू

देहरादून। प्रदेश के 95 विकासखंडों के 260 गांवों में इस बार स्वच्छता सर्वेक्षण होगा। स्वजल निदेशालय ने स्वच्छ सर्वेक्षण ग्रामीण के लिए प्रशिक्षण कार्यशाला शुरू कर दी है। इस बार मोबाइल ऐप के माध्यम से ग्रामीण भी अपना फीडबैक दे सकेंगे।

स्वच्छता सर्वेक्षण ग्रामीण के लिए देशभर में फील्ड डाटा संग्रहण, विश्लेषण एवं मूल्यांकन के लिए यह प्रशिक्षण दिलाया जा रहा है। मिशन की राज्य समन्वयक हिमाली जोशी पेटवाल ने बताया कि प्रति जिला 20 गांव के हिसाब से प्रदेश के 260 गांवों में स्वच्छता सर्वेक्षण होगा। सर्वेक्षण निर्धारित बुनियादी ढांचे, जन सहभागिता, व्यवहार परिवर्तन एवं सेवा वितरण जैसे पहलुओं पर आंकड़े देगा।

स्वजल के इकाई समन्वयक सुनील तिवारी ने बताया कि सर्वेक्षण के बाद जिलों व गांवों की रैंकिंग निर्धारित अंक प्रणाली के आधार पर तय की जाएगी। यह रैंकिंग स्वच्छता से जुड़ी विभिन्न श्रेणियों जैसे- व्यक्तिगत शौचालय की स्थिति, सामुदायिक

भागीदारी, स्वच्छता संबंधी बुनियादी ढांचा, ठोस और तरल अपशिष्ट प्रबंधन, नागरिकों की भागीदारी और व्यवहार परिवर्तन, खुले में शौच से मुक्ति की स्थिरता, सूचना, शिक्षा और संचार गतिविधियां आदि के आधार पर की जाएगी।

इस सर्वेक्षण में ग्रीन लीफ रेटिंग को भी शामिल किया गया है, जो स्वच्छता आधारित स्थलों की गुणवत्ता का आकलन करने का एक नया दृष्टिकोण है। पहली बार नागरिकों की प्रतिक्रिया भी इसमें शामिल की गई है। आम नागरिक मोबाइल ऐप के माध्यम से सीधे अपनी प्रतिक्रिया दे सकेंगे। सर्वेक्षण की गुणवत्ता व पारदर्शिता को सुनिश्चित करने के लिए जियो-फेंसिंग व लोकेशन एंड टैगिंग जैसी तकनीकों का उपयोग किया जाएगा, जिससे सर्वे करने वाली टीमों की निगरानी हो सकेगी। प्रशिक्षण कार्यशाला में आलोक सेमवाल, डॉ. रमेश बडोला, वीरेंद्र भट्ट, डॉ. लोकेंद्र चौहान, संजय पांडे, सुरेश पांडे, एसएन जोशी आदि मौजूद रहे।

[Click here to read more](#)

## UTTAR PRADESH



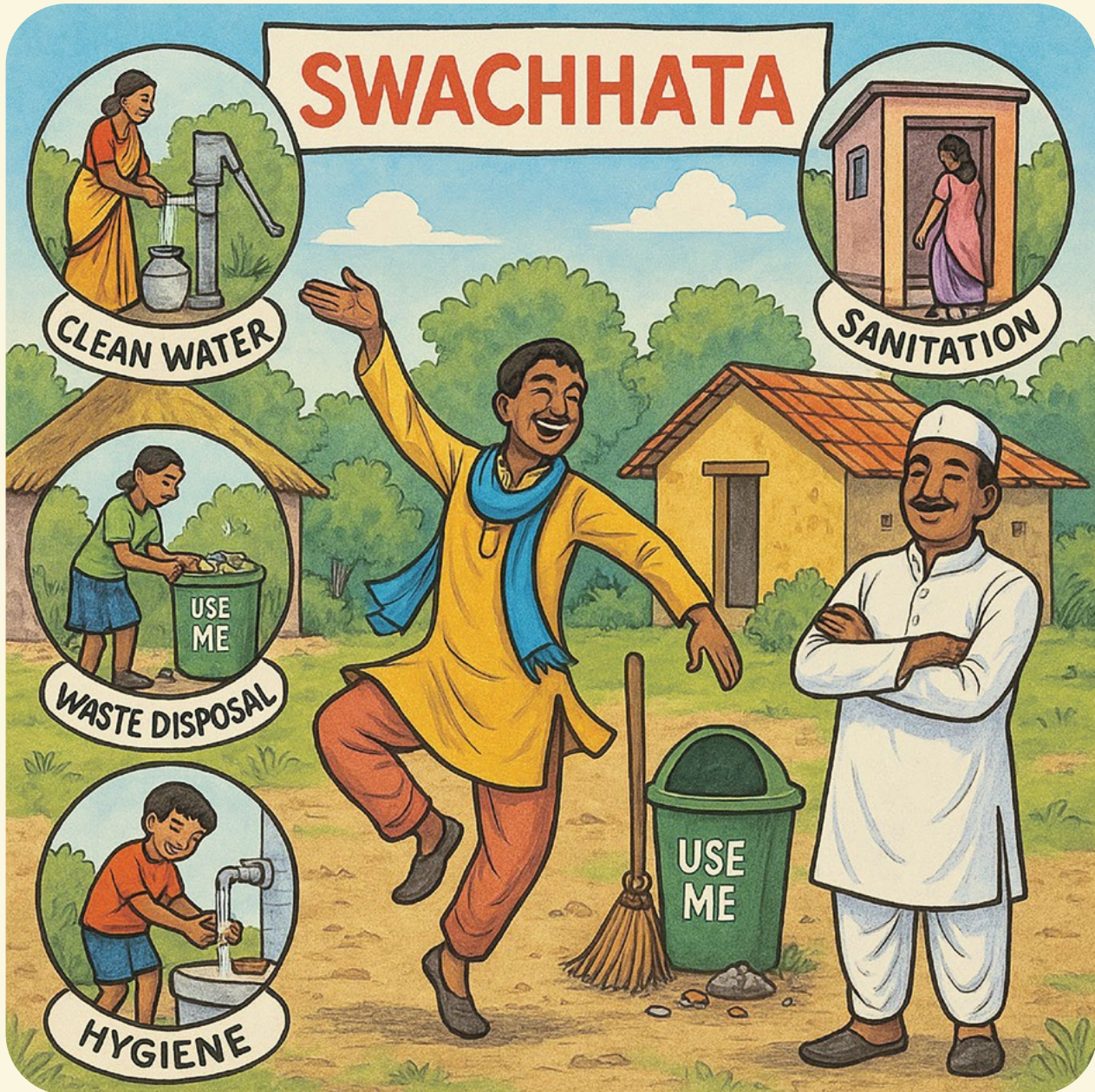
WALL PAINTING





## STORYMAKER!

Make an engaging story around this image in not more than 100 words and share with team SBM(G) via mail!



**Prompt:** And with everyone's hardwork our village achieved ODF Plus Model verified status today!







सत्यमेव जयते

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



एक कदम स्वच्छता की ओर



To contribute to the next issue of the **Swachhata Samachar**,  
share your submission before the 15<sup>th</sup> of every month to [sbmiec.ddws@gmail.com](mailto:sbmiec.ddws@gmail.com)



पेयजल एवं स्वच्छता विभाग  
जल शक्ति मंत्रालय  
भारत सरकार

DEPARTMENT OF DRINKING WATER AND SANITATION  
MINISTRY OF JAL SHAKTI  
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