



SWACHHATA SAMACHAR

Volume 5 | Issue 33



Swachh Bharat Mission (Grameen)



Sh. C. R. Patil
From the Union Minister

Faecal Sludge Management is an important component of sustainable rural sanitation and is vital for both protection of public health and clean environment. We need to continue focusing on community participation where SHGs and Panchayats adopt context-specific, need based and appropriate technologies that make faecal sludge management solutions viable, inclusive and long-lasting.

Interaction with State/UTs on Innovative Faecal Sludge Management Models under Swachh Bharat Mission-Grameen on 7th January 2026.



Sh. V. Somanna
From the Union Minister of State

The credit of the work being done under SBM(G) goes to the collective action of State/UTs, Panchayats, and communities. While the progress achieved under SBM(G) is commendable, the way ahead must focus on deepening behavior change, strengthening O&M systems, and empowering youth and women as leaders of Swachhata. We should focus on embracing innovation and persistence, with Sabka Saath, Sabka Vikas, Sabka Vishwas at the core, along with continued engagement of sanitation workers and VWSCs.

SBM(G) Round Table Conference on 1st September 2025



Swachh Bharat Mission (Grameen)



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

The work being done in rural sanitation and water reflects a holistic approach, where Gram Panchayats are at the centre of service delivery. Under the Swachh Bharat Mission (Grameen), this has meant focusing on decentralised, community-led systems, supported by convergence, use of technology and sustainability to ensure long-term outcomes. This approach also ensures that communities take ownership of assets and services, which is critical for sustaining gains over time.

Sri Lankan Parliamentary Delegation Visit on 26th March 2026



Smt. Aishvarya Singh Joint Secretary & Mission Director

Under the Swachh Bharat Mission (Grameen), besides infrastructure creation, the focus is on sustaining outcomes through stronger self-sustainable and community driven operation and maintenance (O&M) systems, ensuring long-term functionality of sanitation assets. Progress in achieving ODF Plus (Model) status for villages remain an enduring commitment under the programme and should be aimed at by all States and UTs.



A. Programme Highlights

Month End Overview

As on 31st March, 2026

ODF PLUS MODEL

- ODF Plus (Model) declared Villages: **Over 5 lakhs**
- Villages reported having arrangements for Greywater Management: **Over 5.4 lakhs**
- Villages reported having arrangements for Solid Waste Management: **Over 5.3 lakhs**
- Blocks covered with Plastic Waste Management Units: **5400**
- Under GOBARdhan, **1120** Community / Cluster level biogas plants under SBM(G) have been constructed since the launch of the scheme.



Glimpses from the Planned Appraisal Committee (PAC) meetings for Review of Annual Implementation Plan of States/UTs held at DDWS in February and March 2026



B. Swachhata Pakhwada in March 2026

Participating Ministries / Departments in March as per Swachhata Pakhwada 2026 Calendar

- i. Ministry of Women and Child Development
- ii. Ministry of Textiles
- iii. Department of Water Resources, River Development & Ganga Rejuvenation
- iv. Ministry of Steel

i. Ministry of Women and Child Development



- Art and craft activities using waste materials and demonstrations on safe food and drinking water hygiene were conducted at the Children's Home, Bobbili.
- Cleanliness drives and awareness sessions on eliminating single use plastic were carried out at Rose Children's Home
- Review and cleanliness inspection activities conducted at the AWC premises in Leh district by Supervisors/CDPOs
- Storytelling and drawing competitions on hygiene conducted at the Thingsulthiah ICDS Project
- Cleanliness inspections of AWC premises carried out at the ICDS Project Taisuru, District Kargil, Ladakh.
- Plantation drives conducted at Little Wood Girls Home
- 'Waste to Wonder' competition organized by NCW to spread awareness about recycling waste.
- Awareness activities using storytelling, and role plays on hygiene were conducted under ICDS Project Chicktan in Kargil District, Ladakh.
- Demonstrations on personal hygiene conducted at AWCs under the Reiek ICDS Project.
- Wall paintings with Swachhata messages developed and deep cleaning of rooms, toilets, kitchens, and surrounding areas undertaken at the One Stop Centre, Lahaul & Spiti.
- Cleaning of toilets and handwashing areas was conducted under Mimbung Circle, Ngopa ICDS Project.
- Cleaning of Anganwadi premises (nutrition garden, floors, walls, toilets, etc.) carried out at Phaizau by AWW, Mothers' Committees, and beneficiaries.
- Waste segregation and plastic-free initiatives were implemented at Anganwadi centres in Phalhrang I.
- Waste segregation and cleanliness activities conducted at Ainak AWC



B. Swachhata Pakhwada in March 2026

Ongoing action capturing Swachhata Pakhwada



Ministry of Women and Child Development: Cleaning of anganwadi premises including nutrition, garden walls and toilets



Ministry of Women and Child Development: Demonstrations on personal hygiene conducted at AWCs



Ministry of Women and Child Development: Awareness activities using storytelling, and role plays on hygiene being conducted



B. Swachhata Pakhwada in March 2026

ii. Department of Water Resources, River Development and Ganga Rejuvenation Ministry of Jal Shakti



- Swachhata Pakhwada 2026 concluded successfully with a mass plantation drive on 31 March 2026 at the NERIWALM campus.
- Cleanliness and hygiene sensitization activities were conducted for CSMRS officers and staff, along with regular cleaning drives.
- Activities included removal of litter, sweeping of pathways, clearance of unwanted vegetation, and overall sanitation of premises.
- A workshop on “Swachhata aur Pani” and a signature campaign organized at NERIWALM, along with plantation activities.
- Cleaning drives were carried out in the Committee Room at CSMRS.
- Cleaning activities were undertaken in and around Netaji Park at Tungabhadra Dam
- Special drives focused on workplace cleanliness, disposal of old items/furniture, and weeding out of old files were done.
- Essay writing competitions on “Swachh Bharat” were organized for MTS staff.
- Swachhata Shramdaan was conducted at HLC No. 2 Subdivision Office, Torangallu Colony and surrounding areas.
- Cleanliness drives including cleaning of corridors and toilets were undertaken at CSMRS.
- Plantation activities were carried out under Swachhata Pakhwada and World Water Day

Onground action capturing Swachhata Pakhwada



Department of Water Resources, River Development and Ganga Rejuvenation Ministry of Jal Shakti: Cleaning of Open Parking Area and Approach Road of NERIWALM Campus

B. Swachhata Pakhwada in March 2026

iii. Ministry of Steel



- Plantation drive was conducted by ME-CON at the VIP Guest House.
- Nationwide mega plogging drives was organized near residential camp colonies at mining locations.
- Swachhata rallies were conducted for awareness among local communities.
- Swachhata seminars were conducted by doctors in schools near mining areas.
- Painting competitions were organized at MOIL DAV, RNT Schools
- Senior officials of MSTC, including CMD, Directors, and CVO, participated in plantation activities.
- Awareness programmes on hygiene for middle school girls, including distribution of sanitary pads, conducted at A.G. Bal Vikas School, Sungi.
- Awareness programmes on sanitation and essay writing competitions were conducted in Sungi village for children and the community.
- A selfie booth was installed at the World Trade Centre premises.
- Hygiene training sessions conducted at worksites by doctors, covering general hygiene and harmful effects of plastic usage.
- A seminar on Swachhata was organized at MSTC Corporate Office, New Delhi, by Prajapita Brahma Kumaris.

Ongoing action capturing Swachhata Pakhwada



Ministry of Steel: Plantation drive was conducted for promoting Swachhata Pakhwada.



Ministry of Steel: Swachhata seminar organized by doctors in schools close to mines



i. Sri Lankan Parliamentary Delegation Visits DDWS



A parliamentary delegation from Sri Lanka visited the Department of Drinking Water and Sanitation (DDWS) on 26th March as part of its study tour to understand India's experience in rural drinking water and sanitation. Senior officials from DDWS highlighted India's approach of implementing national programmes through States/UTs and empowering Gram Panchayats for last-mile service delivery under the Jal Jeevan Mission and Swachh Bharat Mission (Grameen).

Addressing the delegation, Secretary, DDWS, Shri Ashok K. K. Meena said that India's approach focuses on enabling Gram Panchayats to deliver services effectively at the grassroots, supported by strong

convergence, use of technology and sustainable design. He highlighted key learnings including decentralised service delivery, community ownership, and long-term sustainability through greywater management and resource reuse.

Presentations by JJM and SBM(G) divisions covered progress in rural tap water coverage and the transition of sanitation efforts from ODF to ODF Plus (Model) villages, with a focus on waste management and sustained behaviour change. The visit concluded with an interactive discussion on cost-effective solutions, with both sides agreeing to continue knowledge exchange and collaboration in water and sanitation.



ii. SBM(G)'s Thematic Session at Jal Mahotsav 2026



The thematic session on sustainable grey-water management (GWM) at Jal Mahotsav 2026, held on 11th March 2026 at Vigyan Bhawan, was led and moderated by Ms. Aishvarya Singh, Joint Secretary & Mission Director, Swachh Bharat Mission (Grameen). The session positioned grey-water management as a key cross-cutting area between sanitation and water, linking outcomes under SBM(G) and Jal Jeevan Mission.

It brought together experts from NMCG, technical institutions, and grassroots leaders, including Sarpanches from Sikkim, Haryana, and Uttar Pradesh, ensuring representation of on-ground experiences alongside policy perspectives. The discussion highlighted the growing importance of greywater management in rural areas, particularly with increased access to functional household tap connections, making its management critical for maintaining village cleanliness, preventing health risks, and ensuring environmental sustainability.

The session also emphasized a shift in perspective, i.e, viewing greywater not just as waste, but as a resource that supports groundwater recharge, water conservation and productive reuse. Under SBM(G) Phase II, greywater management is integral to achieving ODF Plus (Model) villages, with a focus on locally appropriate, low-cost and sustainable solutions at both household and community levels. Interventions such as soak pits, kitchen gardens, community systems, and decentralized treatment models were highlighted.

The discussion underscored the role of Gram Panchayats, VWSCs and communities in sustaining these systems, while emphasising the need to move beyond asset creation towards sustained usage, operation and maintenance and stronger community ownership in the years ahead.



i. Chhattisgarh's JOSH District Movement

‘जर्नी ऑफ सेनिटेशन हाइजिन जोश’ से एमसीबी बना छत्तीसगढ़ का रोल मॉडल जिला

छत्तीसगढ़ में कई जिलों में स्वच्छता प्रहरी (JOSH) की शुरुआत हुई है। इस पहल के तहत ग्रामीणों को स्वच्छता के महत्व के बारे में जागरूक किया जा रहा है।

एक जिले में स्वच्छता प्रहरी की शुरुआत हुई है। इस पहल के तहत ग्रामीणों को स्वच्छता के महत्व के बारे में जागरूक किया जा रहा है।

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Rural sanitation is continuously evolving where various districts are developing practical, people-driven approaches to maintain cleanliness. One such effort gaining attention is Chhattisgarh's JOSH (Journey of Sanitation Hygiene).

Launched in January 2026 in the presence of the Hon'ble Minister of Agriculture and ST, SC, OBC & Minority Development, Government of Chhattisgarh- Shri Ramvihar Netam, and Hon'ble Minister of Public Health and Family Welfare -Shri. Shyam Bihari Jaiswal, Government of Chhattisgarh in the Manendragarh – Chirmiri – Bharatpur District, this campaign is a grassroots cleanliness initiative that focuses on improving hygiene habits, strengthening community participation and creating cleaner public spaces.

This campaign draws from Madhya Pradesh's WaSH on Wheels (WOW) model that was launched in September 2025. In both MP's WOW model and Chhattisgarh's JOSH, the focus is on providing trained sanitation workers with dignified, service based livelihood opportunities. This model encourages institutions (anganwadi centres, schools, panchayat offices and other government institutions) to avail these services and pay for the sanitation work, ensuring sustainability and regular income for the trained workers.

This model aims to strengthen sanitation systems across the district and is a reminder that cleanliness is not the job of only one department but requires community effort and jan bhagidari. Through this campaign, the focus is on emphasizing the regular cleaning of drains, streets, toilets and public spaces to avoid the build up of waste, thereby reiterating that cleanliness is not just an occasional exercise. This campaign makes sanitation accessible and practical.



ii. Assam Using Art to Inspire Cleanliness



Across Assam, public spaces and sanitation assets are being transformed using art under SBM(G)'s Mission Chamak campaign. Community Sanitary Complexes (CSCs), Individual Household Latrines (IHHLs), and even flyovers are being painted with murals that carry messages on cleanliness, hygiene, and dignity. IHHLs are increasingly being adorned by beneficiaries themselves, reflecting a sense of ownership and the "izzat ghar" sentiment. In many places, toilets are seen as an inseparable part of the home.

CSCs are beautified using Assamese art forms, local elements, and folk narratives. In several locations, management committees have led these efforts, that have contributed to improved upkeep and usage. As part of this efforts, SBM(G) has transformed flyovers and public areas through graffiti and street art on various themes including plastic pollution, household waste segregation and safe sanitation practices. The approach uses visual communication to reinforce everyday practices. The use of locally relevant art also helps connect these messages to the community, making them easier to understand and retain.



iii. Plastic Waste Used for Road Construction in Bihar under SBM(G)



altitude: 28.704423
longitude: 87.251916
elevation: 31.29+201m



ग्रामीण विकास विभाग पर अमृत योजया प्लास्टिक कचरे से 3 जिलों में 10 किमी सड़क बनाई

राज्य भर में जागरण के बाद सिंगल यूज प्लास्टिक कचरे का प्रसंस्करण कर तीन जिलों में 10.5 किलोमीटर लंबाई में सड़कें बनाई जा चुकी हैं। आगामी दिनों में अन्य जिलों में भी इस नयाचार को लागू करने की योजना है। यह प्लास्टिक प्रबंधन और पर्यावरण सुरक्षा को दिशा में एक क्रांतिकारी कदम है।

ग्रामीण विकास विभाग द्वारा राष्ट्रीय स्वच्छ भारत अभियान (एएसएमबी) के अंतर्गत पर-गूर से कचरा संग्रहण हो रहा है। इससे से सिंगल यूज प्लास्टिक कचरे राज्य में स्थापित कुल 171 प्लास्टिक अखंडित प्रबंधन इकाइयों पर पहुंचाया जा रहा है। इन इकाइयों पर

प्लास्टिक कचरे का प्रसंस्करण कर बनीं 10.5 किमी सड़कें

राज्य भर में जागरण के बाद सिंगल यूज प्लास्टिक कचरे का प्रसंस्करण कर तीन जिलों में 10.5 किलोमीटर लंबाई में सड़कें बनाई जा चुकी हैं। आगामी दिनों में अन्य जिलों में भी इस नयाचार को लागू करने की योजना है। यह प्लास्टिक प्रबंधन और पर्यावरण सुरक्षा को दिशा में एक क्रांतिकारी कदम है।



प्लास्टिक और सड़क

- अराधिका में एक टन अपशिष्ट से एक किलोमीटर सड़क बनी
- पूर्णिया में 3.08 टन अपशिष्ट से 4.05 किलोमीटर सड़क बनी
- औरंगाबाद में 3.5 टन अपशिष्ट से पांच किलोमीटर सड़क बनी

उत्पन्न ग्रामीण सड़कों के निर्माण में किया जा रहा है। इसका उद्देश्य जनसमाज वाले क्षेत्रों में सड़कों को अधिक मजबूत बनाना है। साथ ही प्लास्टिक कचरे का सही निपटारा करने से पर्यावरण प्रदूषण को कम करना है।

राज्य सस्वाक्षरता रणनीति वर्ग बताते हैं कि कम व उच्च घनत्व वाले प्लास्टिक, पीट बॉल और की कतरन को गार्ड तरकोल के साथ सत प्रतीक्षा के अनुदान में मिलकर जात है। इससे बनने वाली सड़कों को गुणवत्ता कसने अधिक होते हैं, क्योंकि जल जमाव से इनका कोई नुकसान नहीं होता।



A convergence model in Bihar under SBM(G) is transforming the way rural sanitation and infrastructure are being approached. Districts such as Purnea, Khagaria and Aurangabad are converting plastic waste into durable roads. This collaboration between the Rural Development Department and Rural Works Department is not only addressing the problem of plastic pollution but also strengthening rural connectivity.

In Bihar, plastic waste is collected through door-to-door collection systems and is being processed at the 171 Plastic Waste Units (PWMUs) across the state. The pro-

cessed plastic primarily low-density and high-density plastics and PET waste is shredded and mixed with hot bitumen in a ratio of approximately 7-10% for use in road construction. The initiative has been implemented in three districts and a total of about 10-10.5 kilometers of roads has been constructed using plastic waste across these districts.

The roads constructed using plastic waste have shown improved durability and resistance to water damage, reducing maintenance requirements over time. The State plans to expand this model to other districts.



iv. Students in Navsari schools take up bio-degradable waste management



A sustainable waste management initiative is being implemented across schools in Navsari where students actively convert biodegradable waste into compost, fostering awareness, participation and environmental responsibility right from the formative years. In Navsari District, schools are demonstrating how waste management can be integrated into everyday learning of students through a simple and effective approach of pot composting.

More than 2,000 students from 400 plus government and private schools are actively participating in this effort. Through

daily involvement, students are learning how to segregate and understanding the value of recycling organic waste.

So far, over 9,000 kg of biodegradable waste has been processed. The compost generated is being used in school gardens and this application strengthens both learning and ownership among students.

Regular monitoring by Taluka staff and the surprise inspections by District officials ensure that the systems remain functional and effective.



v. CSC in Chhattisgarh- Self Sustainable Model with Revenue Generation



In Nagar Gram Panchayat, Badgaonpur Block, Koriya District, a self-sustainable model with revenue generation has been adopted for the Community Sanitary Complex (CSC). Three commercial spaces have been created adjacent to the CSC which were auctioned by the Gram Panchayat (GP) for additional revenue generation. Attractive IEC paintings have been displayed on the walls of the CSCs. Operation and maintenance (O&M) are managed by Gram Panchayat.

Under this model, Rs. 1.42 lakh has been collected through auction of the 3 shops by the GP. A monthly rental of Rs. 900 (Rs. 300 per shop) is also being earned. The auction amount and monthly rent are being used for O&M of the CSCs. One of the shops has been given to a Self-Help Group (SHG) to sell locally produced products. Gram Panchayat is responsible for cleaning and maintenance of the CSCs. This model links revenue generation with O&M of sanitation assets at the Gram Panchayat level.



vi. Andhra Pradesh using plastic as a tradeable commodity



Launched in 2025 in Guntur to tackle un-segregated dry waste dumping, the model enables segregated, cleaned dry waste to be exchanged by village residents at the 'Swachha Ratham' with consumables of choice such as dal, flour, detergent etc.

The 'Swachha Ratha Saradhi (SRS)' manages purchase of dry waste from individuals and sells it to Swachha Bandhu, the designated scrap dealer. This approach promotes behaviour change through source segregation while reducing plastic waste and supporting a circular economy. The SRS receives a monthly remuneration of approximately Rs. 25,000 from Gram Panchayat funds.

There are over 700 vehicles that cover 660 mandals and 53 large Gram Panchayats. Each vehicle operates for a minimum of 25 days per month.

For processing, all collection vehicles are mapped to existing Solid Waste Processing Centre (SWPC), that ensures forward linkage. The linkages with formal recycling industries for lifting collected waste.



D. On-ground Stories from States/UTs

vii. Rajasthan's Bartan Bank: Reducing Single-Use Plastic



Rajasthan has introduced a scalable approach to reduce single-use plastic through the Bartan Bank model under SB-M(G). Initiated in March 2025 at Mori Kalandan Gram Panchayat in Bherunda Block, Nagaur district, the model involves creating a bank of steel utensils at the Gram Panchayat level. These utensils consisting of plates, glasses, bowls, spoons and other items are made available for use during community events, meetings and social functions at nominal rates. The operation and maintenance of the Bartan Bank is managed by Rajivika women Self-Help Groups (SHGs), ensuring local ownership and regular upkeep.

The initiative has been implemented across 1,000 Gram Panchayats in its pilot phase. By providing an accessible alternative to disposable items, the model directly addresses the challenge of single-use plastic, especially during large gatherings such as weddings and community events. It supports a shift towards sustainable practices and encourages communities to adopt reusable solutions as part of daily and social activities.

The model is now in the process of being scaled up to an additional 530 Gram Panchayats through MLA funds, with a view to expanding coverage across the state. It presents a cost-effective and practical solution that can be replicated across geographies to promote reduction in single-use plastic and strengthen sustainable waste management practices.



Can You Guess

THE SBM(G) TERM?

Read each clue and write the correct term.

01

I am the next stage after ODF, where villages sustain sanitation outcomes through waste management and visual cleanliness.

Answer: _____

02

I convert organic waste into useful resources like biogas and slurry, promoting waste to wealth.

Answer: _____

03

I am wastewater from kitchens and bathrooms that needs proper management in villages.

Answer: _____

04

I am the local institution responsible for planning and sustaining sanitation at the village level.

Answer: _____

05

I am the process of separating waste so that it can be managed effectively.

Answer: _____

06

I am not just an activity, but a daily habit and value promoted by the mission.

Answer: _____

07

I ensure dignity and protection for sanitation workers during their work.

Answer: _____

08

I deal with collection, segregation, and proper recycling of non-biodegradable waste.

Answer: _____

09

I ensure that villages continue to remain free from open defecation over time.

Answer: _____

10

I represent sanitation as a people's movement involving everyone.

Answer: _____

ANSWERS:

01 ODF Plus
02 GOBARdhan
03 Greywater

04 Gram Panchayat
05 Segregation
06 Swachhata

07 Safety
08 Plastic Waste Management
09 ODF Sustainability
10 Jan Andolan



Swachh Bharat Mission (Grameen)



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



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

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