



SWACHH BHARAT MISSION GRAMEEN

Hamara Shauchalay, Hamara Samman



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From the Union Minister

Access to toilets is not just about sanitation—it is about ensuring dignity, safety, and empowerment, particularly for women and girls. A toilet provides a space of privacy and security, enabling women to lead healthier, safer, and more independent lives. The 'Hamara Shauchalay: Hamara Samman' campaign reminds us that sustaining the progress made under the Swachh Bharat Mission Grameen is just as important as achieving it. By focusing on dignity and community ownership, this campaign reinforces our commitment to creating a cleaner, more equitable, and empowered India where no one is left behind.



Sh. C. R. Patil

Union Minister, Ministry of Jal Shakti

From the Union Minister of State

World Toilet Day is a global reminder of the vital role sanitation plays in achieving dignity and equity, echoing the goals of UN SDG 6.2. The 'Hamara Shauchalay: Hamara Samman' campaign underlines India's focus on last-mile inclusion and sustained functionality of toilets, ensuring no one is left behind. This campaign aligns with the international theme, emphasizing the importance of maintaining and utilizing sanitation facilities to uphold health, empowerment, and well-being, particularly in rural areas. Together, States/UTs must continue their efforts to turn these commitments into lasting impacts for every household.

Sh. V. Somanna

Union Minister of State, Ministry of Jal Shakti



From the Secretary's Desk

The 'Hamara Shauchalay: Hamara Samman' campaign, culminating on Human Rights Day, reflects the critical link between sanitation and fundamental human dignity. This initiative aligns with the global vision of Sustainable Development Goal 6.2, emphasizing equitable access to sanitation and hygiene for all. The campaign

also highlights the importance of collaboration—among ministries, states, and communities—to sustain the progress achieved under the Swachh Bharat Mission. Moving forward, our focus must remain on integrating efforts, strengthening partnerships, and ensuring that sanitation continues to drive inclusion, dignity, and health for every individual.



Shri Ashok Kumar Kaluaram Meena
Secretary, DDWS, Ministry of Jal Shakti

From the Mission Director's Desk

The 'Hamara Shauchalay: Hamara Samman' campaign is a reminder that our work is not just about building toilets but ensuring they are used, maintained, and valued by the community. Women and Self-Help Groups have been at the forefront of this effort, showing how local leadership and local groups and youth can drive real change. To sustain the progress made under SBM-G, we need community ownership and a strong focus on operations and maintenance and youth led change. This campaign is a step toward empowering villages to take pride in their sanitation journey, ensuring every household benefits from these efforts.



Shri Jitendra Srivastava
*Joint Secretary & Mission Director (SBM-G),
DDWS, Ministry of Jal Shakti*



Programme Highlights

As on December 05th, 2024

Over 5.60 lakh of India's inhabited villages have declared themselves ODF Plus.

- Aspiring: **1,64,213**
- Rising: **14,912**
- Model: **3,80,962**
- Verified: **2,02,034**

4,60,079 Villages have arrangements for solid waste management

5,11,095 Villages have arrangements for liquid waste management

1413 Biogas plants registered

982 Functional Biogas plants

4457 Blocks have arrangement for plastic waste management

ODF PLUS





वाणिज्य एवं
उद्योग मंत्रालय
MINISTRY OF
COMMERCE
AND INDUSTRY
सत्यमेव जयते

Ministry of Commerce & Industry

- Cleaning and painting of anganwadis near Board offices.
- Awareness sessions on safe waste management at Rubber Board Head Office.
- Swachhata classes and swachhata pledge for all at Regional Offices.
- Shramdan by employees and students at Indian Institute of Foreign Trade, Delhi. Followed by cleaning of office, toilets, canteen, lawns, and common area and disposal of old furniture and equipment.



संचार मंत्रालय
MINISTRY OF
COMMUNICATIONS
सत्यमेव जयते

Ministry of Communications

- Special campaign 4.0 Swachhata Se Shreshtha Sewa Goshtihi was organized at Idwa, Rajasthan.
- Swachhata Thematic Painting competitions were organized at Savitri Public School, Hamirpur and at Abohar under Ferozepur division.
- Special cleaning drives were conducted at Guwahati Division Office, Assam.
- Swachhata Pledge and cleanliness drives organized at Division offices.
- Swachata Prabhat Pheri organized at Bilimora SO under Navsari Dn, Gujarat.
- Community Connect events were held for all-round improvement in life of citizens



MOJS C.R. Patil holds review meeting of North-Eastern States at Guwahati, Assam



A pivotal review meeting of the Swachh Bharat Mission-Grameen (SBM-G) in the North-Eastern (NE) region was held ON 12th November in Guwahati, Assam, chaired by Hon'ble Minister of Jal Shakti, Shri C. R. Patil. The review showcased the strides made by the North-Eastern states, with 51% of villages achieving ODF Plus Model status. Sikkim emerged as a trailblazer with 100% coverage, followed by Mizoram (86%), Tripura (80%), and Assam (74%). Shri C.R. Patil lauded these achievements, stating, "The North-East, despite its unique challenges, exemplifies resilience and innovation in sanitation. With collective efforts, we can achieve Sampoorna Swachhata by March, 2025."

Key Highlights:

51% of villages in North-East declared ODF Plus Model, with Sikkim achieving 100% coverage. Minister of Jal Shakti emphasizes achieving Sampurna Swachhata by March 2025. Focus on sustainable WASH asset management, fund utilization, and SLWM innovations. States urged to expedite processing of individual household toilet (IHHL) applications within next 30 days.

To read more, click here



Hamara Shauchalay: Hamara Samman (HSHS) Campaign- Progress So Far!



DDWS's ongoing Hamara Shauchalay, Hamara Samman campaign, launched as part of the World Toilet Day 2024, is mobilizing communities across all States/UTs of India to recognize the significance of sanitation in safeguarding dignity, health, and rights. (Read more: DDWS PIB Press release)

Launched as a 3-week campaign it reaffirms India's commitment to maintaining its Open Defecation Free (ODF) status while promoting behavioral change for cleaner, healthier communities. While India achieved ODF status in 2019, the Phase II of SBM-G has continued to focus on the creation of ODF Plus Model villages, where the first criterion is sustaining ODF achievements. With a strong focus on vulnerable groups, particularly women and girls, this initiative underlines that toilets are more than infrastructure, they are foundational to dignity, equality, and public health aligned with the campaign tagline "शौचालय संवारे, जीवन बखिरै". This campaign will culminate on Human Rights Day, December 10, underscoring the vital connection between sanitation and human rights. It will focus on improving sanitation infrastructure, fostering behavior change, and strengthening community pride by enhancing the functionality and aesthetics of toilets across the country.

To read more, click here



UNICEF and MoJS lead Initiative for Climate-Resilient Sanitation Systems



SBM-G has catalyzed the construction of vital sanitation infrastructure across all villages (approx. over 5,86 lakh villages). These assets are critical to delivering sanitation services, but with the growing frequency of climate-related incidents, there is an urgent need to ensure these systems are resilient and sustainable. Recognizing this, UNICEF, in collaboration with the Ministry of Jal Shakti (MoJS), organized a Consultation Workshop in New Delhi.

Key objectives of the workshop included:

- Reviewing current guidelines and designs for sanitation infrastructure, both newly built under SBM-G and existing assets.
- Evaluating standard operating procedures (SOPs) for service delivery, particularly in climate-vulnerable areas.
- Identifying design gaps, service protocol shortcomings, and successes in traditional practices to enhance climate resilience.

To read more, click here



Celebrating Culture and Sustainability: The Bastar Madai – Regional Saras Mela, Chhattisgarh



As part of the vibrant Bastar Dussehra 2024 celebrations, the Bastar Madai – Chhetriya Saras Mela was held at Lal Bagh Maidan, Jagdalpur, from 12th to 19th October 2024. Organized by the Swachh Bharat Mission–Grameen (SBM–G) team in collaboration with the District Administration, the event was supported by District Collector, Bastar and Commissioner Nagar Nigam Jagdalpur. It showcased a unique blend of cultural heritage and sustainable practices. Spanning eight days, the mela attracted over 40,000 visitors and featured 60 stalls that highlighted innovative initiatives for sustainable living and resource management.

Showcasing Innovation in Waste Management

One of the highlights was a stall focusing on the Material Recovery Facility (MRF) and Material Recycling Centre (MRC), which demonstrated the journey of waste from collection to recycling. Visitors were introduced to 3-D models and processes for recycling various types of plastics, including Polypropylene (PP), Low-Density Polyethylene (LDPE), High-Density Polyethylene (HDPE), and multi-layered plastics (MLP).

The stall emphasized that effective collection and segregation are crucial for recycling and reducing environmental impact.

[To read more, click here](#)



Persons with Disabilities Are Leading
the Way to a Swachh Bharat



The Swachhata Hi Seva (SHS) 2024 campaign was an excellent opportunity to witness the transformative power of collective action as people from all walks of life came together to promote cleanliness and sustainability.

One such inspiring story is that of Vatadi Balaram Krishna Nayakar from Kalavapudi village, Kalla Mandal in Andhra Pradesh. While living with a disability, Balaram Krishna has become a beacon of leadership in his village. Through unwavering determination, he mobilized the community to eliminate usage of single-use plastics, spreading awareness about sustainable practices. His efforts mobilized children, adults, and sanitation workers. **(Know more: watch this)**

This remarkable achievement also aligns with the vision of the Sugamya Bharat Abhiyaan (Accessible India Campaign), launched by Prime Minister Narendra Modi, which emphasizes creating an inclusive society by empowering persons with disabilities. By enabling leaders like Balaram Krishna to take charge of their communities, campaigns like SHS contribute to the broader goals of inclusivity and accessibility.

To read more, click here



J&K: Cricket League to Promote Sustainable Sanitation and Awareness

Directorate of Rural Sanitation, J&K Organises Cricket League in Collaboration with 92.7 Big FM to Promote Sustainable Sanitation, Community Engagement in J&K. 12 teams are participating from 4th to 13th Dec. 2024. Winner team to receive Cash Prize of Rs. 2 Lakh. Opening match was played between Swachhta Strikers vs Jal Shakti Warriors.



The Directorate of Rural Sanitation, Jammu & Kashmir, in collaboration with 92.7 Big FM, inaugurated the much-awaited Big FM Cricket League 2024 at the Jammu Sports Club, Tawa. The event, aimed at promoting sustainable sanitation and fostering community engagement, witnessed a grand opening led by Ms. Anoo Malhotra, the Director General (DG), Rural Sanitation, J&K.

The event commenced with a Swachhata Pledge, where players, officials, and the audience united to reaffirm their commitment to a cleaner and greener Jammu and Kashmir. Speaking at the occasion, the DG emphasized the role of sports in uniting communities and spreading awareness about critical issues like sanitation.

In a significant announcement, RJ Juhie from 92.7 Big FM was officially nominated as the Swachhata Ambassador for the SBM-G campaign in J&K. She will work closely with the Directorate of Rural Sanitation to amplify messages on cleanliness, hygiene, and sustainable practices through her radio platform, leveraging her popularity to inspire widespread participation.

To read more, click here



Telangana Healthcare Record Cards: Towards ensuring Safety and dignity of Sanitation workers



Swachhata Hi Sewa (SHS) 2024 was celebrated across the nation from 15th Sep – 2nd Oct 2024. In Karimnagar district of Telangana, along with the other interventions, focus was given to one of the core service providers in the sanitation value chain, i.e. the sanitation workers. They play a significant role in enhancing public health outcomes and advancing sustainable development goals related to sanitation.

In Karimnagar, there are over 3,500 sanitation workers operating in both rural and urban settings. Most of the rural sanitation workers were not availing social protection schemes or free health check-ups. As one of the innovative initiatives under SHS, Karimnagar district administration, with the technical support of UNICEF, developed a “health care record card” to be provided to all the sanitation workers of the district. During SHS, a comprehensive health check-up was organized for 2,959 sanitation workers, covering both rural and urban. Each worker received a “health care record card” to track health issues and interventions at local health care facility. This record helps understanding of sanitation worker’s health history, facilitating healthcare providers to prescribe appropriate treatments. Additionally, a specialized eye check-up camp identified 52 workers with cataracts, all of whom have now been referred for free surgeries.

Although the Swachhata Hi Sewa campaign has concluded, its impact continues to benefit the sanitation workers of Karimnagar. The health care record cards remain a valuable resource for tracking and addressing their healthcare needs, ensuring their safety, dignity, and access to essential services.

To read more, click here



Gujarat Recognized at ISC-FICCI Sanitation Awards for Pioneering Waste Management Initiatives



The ISC-FICCI Sanitation Awards are a prestigious initiative aimed at recognizing and honoring individuals, organizations, and institutions that have made significant contributions to India's sanitation sector. By celebrating impactful and innovative solutions, these awards provide a platform to inspire excellence, attract investments, and foster progress toward a cleaner, healthier, and more equitable nation.

In the 8th edition of the ISC-FICCI Sanitation Awards, the Gujarat Commissionerate of Rural Development (CRD) received the esteemed "Special Recognition to Governments" Award under Category 6. This honor acknowledges Gujarat's outstanding efforts in waste management through the Gobardhan Project and the Grey Water Management initiatives under the Vedanchha Model. The two-day India Sanitation Conclave 2024, held at FICCI Federation House, focused on the theme "Waste and Plastic Sustainability: Impact on Climate Change". The event featured engaging panel discussions, interactive sessions, and the recognition of changemakers across 11 award categories, including corporates, NGOs, startups, and government bodies. Gujarat's recognition stands as a testament to the state's innovative and sustainable approach to sanitation and waste management.

[To read more, click here](#)



Innovative Initiative launched in UP's Bhadohi District during the World Toilet Day Campaign



World Toilet Day is being observed across Uttar Pradesh from 19th November – 10 December with a variety of activities, including the construction and retrofitting of individual household toilets (IHHL), renovation and painting of community sanitary complexes (CSCs), schools, Anganwadi centers (AWCs), primary health centers (PHCs), community health centers (CHCs), and ANM centers. Other activities include distributing sanction orders for IHHLs, conducting District Water and Sanitation Mission (DWSM) meetings chaired by District Magistrates (DMs), launching state-level programs, online reporting of activities, and organizing competitions for the best IHHL and CSC.

Bhadohi district took an innovative step by integrating Google Maps to identify the locations of CSCs, adding a significant milestone to the campaign.

The Challenge

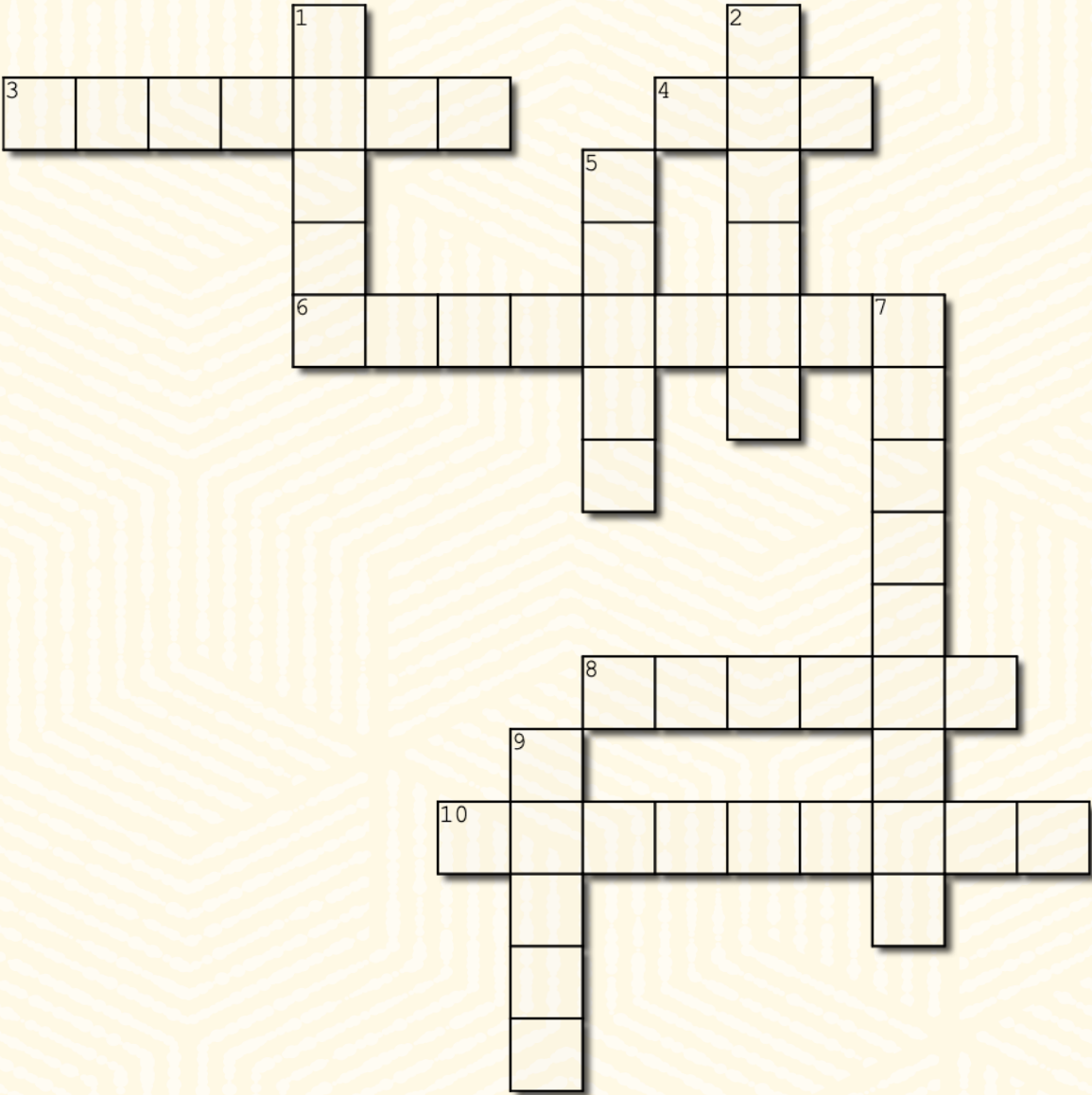
In Bhadohi district, 656 CSCs have been constructed. Monitoring their functionality manually at all times proves to be a significant challenge. Additionally, outsiders or migrants face difficulties locating CSCs when needed, undermining the purpose of these facilities to some extent.

To read more, click here



Swachhata Samachar

Complete the crossword puzzle below



Across

- 3. A biodegradable product promoted under SBM for organic fertilizer.
- 4. Which SDG is SBM aligned with?
- 6. A sustainable practice encouraged by SBM to reduce plastic waste
- 8. Material processed into fuel from organic waste, encouraged in SBM
- 10. SBM encourages rural areas to achieve this five-star sustainability rating.

Down

- 1. ____Dhan
- 2. First state to declare itself ODF
- 5. Managing _____ sludge for sanitation
- 7. These community-driven facilities are an SBM innovation for liquid waste management
- 9. Color representing cleanliness and nature





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



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