

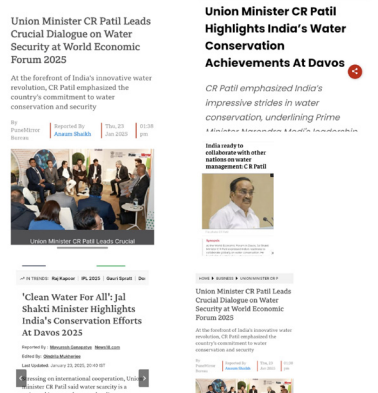
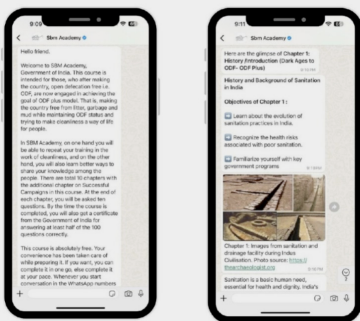


SWACHHATA SAMACHAR

Volume 4 | Issue 26



Welcome to SBM WhatsApp Academy



SWACHH BHARAT MISSION

Grameen

Ek kadam swachhata ki or



@swachhbharat



@SBMGramin



@SwachhBharatMissionGramin



@swachhbharatgrameen

From the **Union Minister**

India's leadership in WASH is increasingly being recognized at global forums, a testament to the strength of our people-led movements like Jal Jeevan Mission and Swachh Bharat Mission. These initiatives have transformed millions of lives by prioritizing safe water and sanitation for all. This global recognition reinforces our commitment to continue innovating, empowering communities, and building sustainable systems that ensure lasting impact. It's a pivotal moment to strengthen our efforts and take India's WASH success story even further.



Sh. C. R. Patil

Union Minister, Ministry of Jal Shakti

From the **Union Minister of State**

As we approach the final year of this transformative journey, our focus is on sustainability, ensuring that the gains made under the SBM-G Phase II are not just achieved but maintained for generations. The work we do will continue to revolve around strengthening operations, robust maintenance, and scaling up community-led models that empower people to be custodians of their own sanitation systems. We are also emphasizing capacity building at the grassroots, enabling local leadership to drive long-term change. The true success of the mission lies not just in building toilets but in sustaining behavior change and communities taking ownership of their sanitation future.

Sh. V. Somanna

Union Minister of State, Ministry of Jal Shakti



From the Secretary's Desk

The Swachh Bharat Mission has demonstrated that lasting change in sanitation is only possible when sectors, communities, and stakeholders work in tandem. As we move further in our rural sanitation journey, our focus is on deepening inter- and intra-ministerial convergence – bringing together health, education, water, and rural development to create holistic, sustainable WASH outcomes. Strengthening this synergy will not only improve sanitation infrastructure but also amplify its impact on health, gender equity, and livelihoods.

Key to this process is empowering institutions like the Village Water and Sanitation Committees (VWSC), District Swachhata Missions (DSWM), and State Water and Sanitation Missions (SWSM), which play a pivotal role in ensuring community participation and accountability. Regular monthly meetings at all levels will further reinforce coordination, enabling continuous review and effective implementation to keep the program on track across states. This is a pivotal year to foster innovation, scale community-led models, and ensure that every initiative under SBM is integrated, inclusive, and impactful.



Shri Ashok Kumar Kaluaram Meena

Secretary, DDWS, Ministry of Jal Shakti

From the Mission Director's Desk

We understand building sustainable sanitation systems requires more than infrastructure, it demands strong local ownership, enhanced collaboration, and systematic, data-driven planning. As we advance ahead in SBM-G, our priority is to strengthen institutional frameworks that empower communities and local bodies to lead the charge. By fostering partnerships across sectors and focusing on structured, strategic implementation, we aim to ensure that the progress we've made is impactful and sustainable. We shall be focusing on creating resilient systems that communities can own, operate, and sustain for generations to come.



Shri Jitendra Srivastava

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



Programme Highlights

As on 28th February, 2025

ODF
PLUS

- Over **5.63 lakh (Over 96%)** of India's inhabited villages have declared themselves ODF Plus with over **78%** as ODF Model Villages.
- Over **5.01 lakh** villages have arrangements for solid waste management
- Over **5.21 lakh** Villages have arrangements for liquid waste management
- Over **1790 Rural** Plastic Waste Management Units setup, covering more than **4600 blocks**
- Total Plants Registered : **1187**
- Functional Plants : **884**
- Completed Plants : **77**





वित्त मंत्रालय
MINISTRY OF
FINANCE

सत्यमेव जयते

Ministry of Finance

Awareness & Engagement:

- Display of Swachhata slogans across offices to promote cleanliness and hygiene awareness.
- Slogan competition held on 23rd January 2025.

Pledges & Participation:

- Swachhata pledge organized under the chairmanship of the Additional Secretary.
- Online/offline pledge undertaken by Appeals Gurugram staff (photos and PDFs attached).

Clean-up Drives:

- Park and nearby area around Department of Investment and Public Asset Management (DIPAM) cleaned as part of the initiative.





Ministry of Information & Broadcasting

Film Screenings:

- *Films on Swachhata Activities/Swachh Bharat Mission (SBM) screened for Government College students.*
- *Additional screenings followed by a lecture on Swachhta by Shri Satyajit Mandle, DGM NMI.*

Competitions & Activities:

- Fill-in-the-Blank quiz on SBM and a Swachhta Slogan Painting competition (50 marks) for corporation employees.
- Swachhta Pledge recited in Hindi and English, alongside Swachhta Pakhwada banners displayed at all NFDC offices.
- Signature campaign and campus cleaning at IIMC.
- Talk on innovative Swachhta ideas by Shri Mahesh Yadav, DGM (P&A).
- Awareness session on curbing single-use plastics and promoting Waste to Wealth by NFDC (HO), Mumbai.

Wellness & Community Clean-up:

- Yoga sessions promoting health and cleanliness at NFDC Chennai Regional Office.
- Beach clean-up by Chennai Regional Office and TFC employees.

Recognition & Evaluation:

- Felicitation of competition winners with cash prizes.
- Assessment of Swachhta Pakhwada outcomes by Ms. Rohini Gauthaman (Regional Head).



SPM NIWAS-Kolkata

In January 2025, SPM NIWAS conducted Eight trainings reaching a total of 232 participants.

Four in person trainings on:

1. Training on Liquid Waste and Faecal Sludge Management
2. Enhancing Faecal Sludge Management through Convergence with Urban Sewage Treatment Plants
3. Refresher Course of Master trainers on SBM-G 2.0 & Training of Trainers (ToT) for SIRD and State recognized institutes.
4. Role of IEC & application of Social Media platforms for Community participation in achieving the goals of SBM (G)

Four Online trainings on:

- Operational Management of Plastic Waste Management Units (done in 2 batch)
- Vermi-Composting: Enhancing Organic Waste Management
- Use of Plastic waste in Road Construction

In February 2025, SPM NIWAS plans to conduct the following trainings through an online and offline format.

- Management of Domestic Hazardous Waste in Rural Areas : online
- Role of IEC & application of Social Media platforms for Community participation in achieving the goals of SBM (G)
- Use of Plastic in Road Construction: Online
- Training on Enhancing Menstrual Hygiene Management.
- Vermi-Composting: Enhancing Organic Waste Management : online
- Operational Management of Plastic Waste Management Units: online
- Management of Domestic Hazardous Waste in Rural Areas: online

To register for the training- click here 

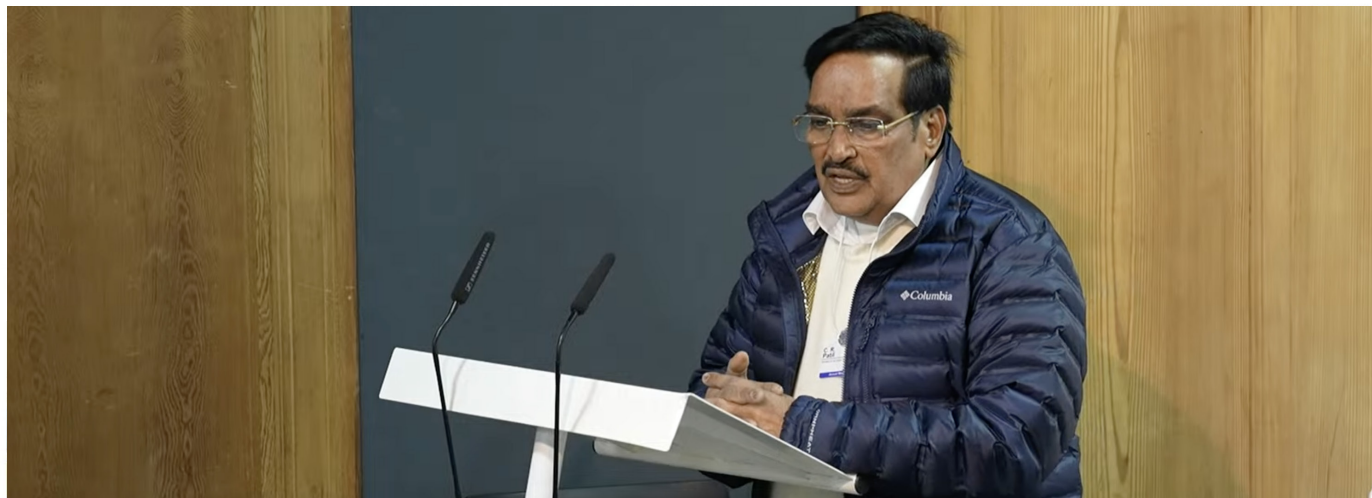
To know more reach out to:-

Mohammad Ishfaq at mohd.ishfaq@ias.gov.in

Chaitali Modal at chaitalimondal@kpmg.com



Union Minister of Jal Shakti Participates in the World Economic Forum



Union Minister of Jal Shakti Shri C R Patil at the India Pavilion,
World Economic Forum 2025, Davos.

Shri C.R. Patil, Hon'ble Minister for Jal Shakti, represented India at the World Economic Forum 2025 in Davos, highlighting the country's groundbreaking achievements in water and sanitation. His participation, the first time by a Union water resources minister, showcased India's growing leadership in tackling the challenges this sector faces.

On January 22, 2025, a special session titled 'Global Collaboration for a Water-Secure Future' brought together global leaders, policymakers and experts to discuss India's achievements and foster international dialogue on sustainable water management. Highlighting India's achievements in Water, Sanitation and Hygiene (WASH), the India Pavilion hosted two panel discussions on January 23, 2025, on the significance of these innovations in addressing global sustainability challenges.

The water sustainability panel focused on climate-resilient water management, public-private partnerships, and India's scalable models for sustainability. Discussions addressed the future trajectory of the Jal Jeevan Mission (JJM), emphasizing the need to ensure the sustainability and functionality of 1.5 billion rural water connections and address challenges like declining water resources and future-proofing water infrastructure. The sanitation panel highlighted India's groundbreaking sanitation initiatives, particularly in eliminating open defecation and constructing over 120 million toilets under the Swachh Bharat Mission (SBM).

His participation reinforced India's leadership in global water security, proving that through innovation, investment, and collaboration, India is not just achieving its own water sustainability goals but shaping global solutions for the future. His participation outlined India's leadership in water conservation, governance, and river rejuvenation.

To read more, click here



DDWS Launches WhatsApp-Based SBM Academy for Accessible Sanitation Learning



The Department of Drinking Water and Sanitation (DDWS), Ministry of Jal Shakti, has launched the WhatsApp version of SBM Academy, making sanitation training more accessible and user-friendly for Swachhagrahis, frontline workers, and rural communities.

The revamped SBM Academy is now available on WhatsApp and IVRS, ensuring easy access to crucial sanitation and hygiene training. With interactive elements such as videos, audio clips, and real-time updates, the platform enhances engagement and makes learning more practical. Users can now complete their training by:

- Dialing IVRS at 1800 1800 404
- Sending a message on WhatsApp to 1800 1800 404

Currently available in Hindi and English, the platform will strengthen capacity-building efforts by creating a verified database of trained SBM personnel.

Secretary, DDWS, Ashok KK Meena emphasized that the WhatsApp-enabled SBM Academy aligns with the government's vision of leveraging digital tools for grassroots capacity building. By making training more accessible, this initiative ensures that sanitation knowledge reaches every corner of rural India.

To read more, click here



Kabad Mandi: Revolutionizing Rural Plastic Waste Management in Bihar

KABADMANDI

First Online Scrap Trading Platform for Rural India



Download App
www.kabadmandi.com



Siwan, a district in Bihar, has emerged as a lighthouse of innovation in waste management through its groundbreaking mobile application, KabadMandi. This app empowers rural communities to sell their plastic and non-biodegradable waste directly from their homes, creating a sustainable and profitable model for waste disposal. Supported by SBM-G, the initiative has quickly become a replicable model for rural innovation and environmental sustainability.

KabadMandi addresses rural waste management challenges by connecting individuals and scrap dealers through a streamlined digital platform. Users can register, enter waste quantities, and schedule doorstep pickups—all from the convenience of their mobile phones. The primary focus of the app is on plastic waste, turning a growing environmental concern into an economic opportunity.

Once users register on the app, they can schedule a pickup, and trained personnel or registered scrap dealers collect the waste directly from their doorstep. The waste is then weighed, purchased at predetermined rates, and transported to the nearest Plastic Waste Management Unit (PWMU) or warehouse for processing.

At the PWMU, the waste is sorted into different categories and processed into pellets, smaller fragments, or compressed bricks. This processed material is then sold to buyers across Bihar and other states, creating a forward supply chain that ensures profitability.

To read more, click here



Turning Waste into Value: How SBMG and Its Partners Are Recycling Thermocol



In the ongoing global efforts to combat plastic pollution, Swachh Bharat Mission Grameen (SBMG), through its dedicated partners, is leading the way in addressing problematic packaging waste, particularly Expanded Polystyrene (EPS) — commonly known as thermocol. Its widespread use in packaging, insulation, and protective cushioning has long posed environmental concerns due to its non-biodegradable nature.

SBMG, in collaboration with HDFC Bank and the Centre for Environment Education (CEE), is implementing innovative recycling solutions under the project “Rural & Urban Landscape This project, operational since October 2021 and running until March 2025, is being implemented across six urban areas and three rural districts in India, focusing on transforming thermocol waste into valuable resources. EPS is composed of about 90% air, making it lightweight but bulky, however, through systematic recycling techniques, SBMG partners are demonstrating how thermocol waste can be converted into valuable secondary materials, helping mitigate its environmental impact and promote sustainability.

Recycling 1 ton of EPS can save 2 to 3 tonnes of CO₂ emissions compared to producing new EPS from raw materials. This reduction comes from decreased fossil fuel extraction and lower energy consumption, leading to a smaller carbon footprint and promoting cleaner production processes. By focusing on such impactful interventions, SBMG and its partners are helping India take a significant step towards reducing plastic pollution and building a more sustainable future.

To read more, click here



Punjab's Rurka Kalan's Plastic Waste Initiative



Plastic waste is one of the biggest environmental challenges we face, this becomes a bigger concern especially in rural areas where proper waste management systems are often absent. In Rurka Kalan, a village in Punjab's Jalandhar district, a solution has taken shape and a Plastic Waste Management Unit (PWMU) was set up under SBM-G on 1st April, 2024. This unit is reforming the way waste is collected, processed, and repurposed.

The project has not only reduced plastic pollution but has also fostered community participation, employment generation, and environmental sustainability. Before the establishment of the PWMU, Rurka Kalan, being a large village, faced multiple issues that included unregulated plastic waste disposal, where household plastic waste was either burned or dumped in open areas, leading to environmental and health hazards.

Recognizing these challenges, the state government with the support of YFC implemented a structured waste management system, with a focus on awareness, community participation, and operational efficiency. Together, they have played a crucial role in ensuring the success of the PWMU through a multi-pronged approach with community mobilization and people participation

[To read more, click here](#)



Inclusive Sanitation Initiatives in Sultanpur, Navsari District, Gujarat



In Gujarat, under the Swachh Bharat Mission (Grameen), the state has had some remarkable milestones that include construction of over 43.5 lakh Individual Household Latrines (IHHLs) that have transformed sanitation access for millions of households. In addition, construction of over 7,000 Community Sanitary Complexes (CSCs), with more than 3,000 specifically designed to cater to the needs of differently abled citizens, ensuring inclusivity and accessibility.

The village of Sultanpur, located in Navsari District, has become a shining example of inclusive and sustainable sanitation under SBM-G. In Navsari District, over 2 lakh individual household latrines (IHHLs) have been constructed that has ensured that every household had a toilet. In Sultanpur, households embraced the change wholeheartedly, taking ownership of their sanitation facilities and committing to the village's ODF status. However, the story didn't end with individual toilets. Recognizing the needs of larger public gatherings, the village took a strategic step by constructing a Community Sanitary Complex (CSC) near the historic Jogeshwar Temple. This location was carefully chosen as the temple sees a significant footfall of devotees, especially during Shivratri, when 4,000 to 5,000 visitors throng the area. The CSC serves as a vital facility to maintain hygiene during such peak times, demonstrating the Panchayat's foresight in addressing communal needs. Sustainability is at the heart of this initiative and the Panchayat has implemented measures to ensure their regular maintenance, cleanliness, and accessibility. In keeping with its inclusive approach, Sultanpur Panchayat has gone a step further to cater to the needs of differently abled individuals. The CSC near Jogeshwar Temple is equipped with Braille script signage, ensuring accessibility for visually impaired residents and visitors.

The Sultanpur Panchayat's commitment to inclusivity ensures that people with disabilities can access these facilities with dignity and ease.

To read more, click here



Swachh Search

Complete the crossword puzzle below

S	T	O	R	G	O	B	A	R	D	H	A	N	C
S	N	D	H	U	D	I	G	N	I	T	Y	P	A
E	O	C	E	A	R	G	A	C	T	S	N	L	R
N	I	O	L	L	D	A	S	P	E	R	A	A	E
I	T	N	E	M	O	W	L	P	L	S	T	S	C
L	A	Y	G	H	L	Y	N	L	I	L	A	T	Y
N	T	W	N	S	A	D	U	O	O	U	Y	I	C
A	I	A	O	A	C	A	N	G	T	D	A	C	L
E	N	S	L	W	E	I	R	Y	H	G	H	B	E
L	A	T	S	S	A	G	O	H	H	E	C	I	O
C	S	E	D	I	F	S	C	N	R	R	N	O	O
S	E	G	R	E	G	A	T	I	O	N	A	G	D
T	D	L	C	O	W	I	L	A	I	I	P	A	F
O	G	S	S	S	C	O	M	P	O	S	T	S	O

Hints : Gobardhan, Dignity, Compost ODF, Plastic Biogas, Segregation Waste, Cleanliness, Sanitation





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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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