



आवासन और शहरी कार्य मंत्रालय
भारत सरकार
MINISTRY OF HOUSING AND URBAN AFFAIRS
GOVERNMENT OF INDIA

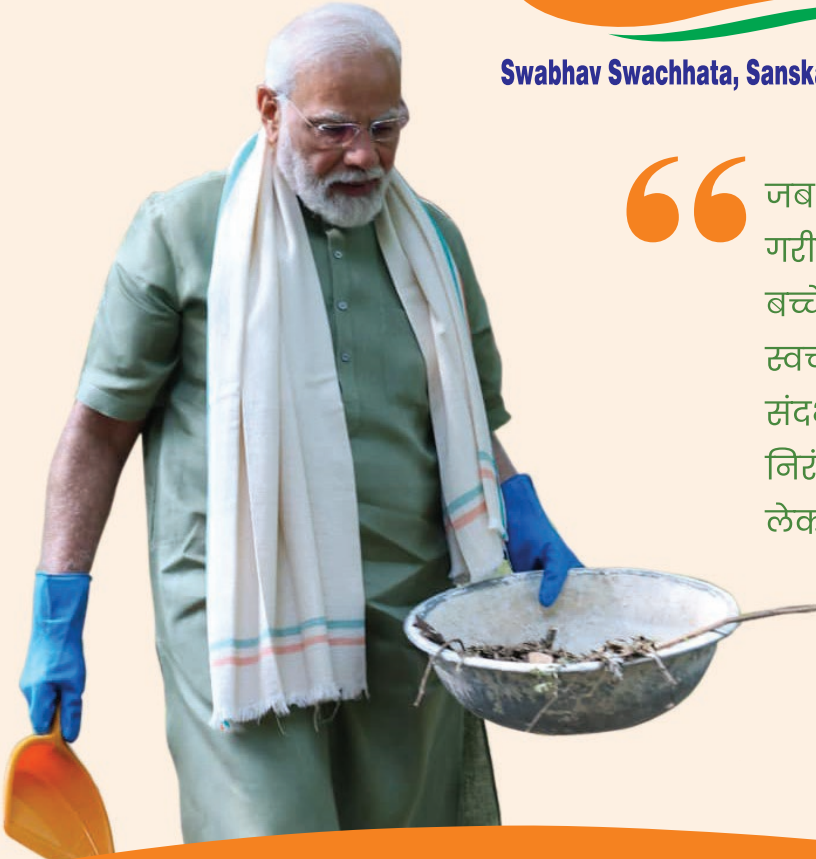


**SWACHHATA
HI SEVA 2024**

17th September - 2nd October 2024



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



Swabhav Swachhata, Sanskaar Swachhata

“ जब देश के अग्रिम पंक्ति में बैठे लोगों से लेकर गरीब बस्तियों में रहने वाले लोग और छोटे-छोटे बच्चे तक स्वच्छता की चर्चा करें, हर परिवार में स्वच्छता का वातावरण बन जाए और स्वच्छता के संदर्भ में एक-दूसरे को रोकने-टोकने के प्रयास निरंतर चलते रहें, तो ये भारत में स्वच्छता को लेकर आई नई चेतना का प्रतिबिंब है। ”

नरेंद्र मोदी
प्रधान मंत्री, भारत
15 अगस्त, 2024

Introduction

Swachhata Hi Seva (SHS) is a pivotal campaign under the Swachh Bharat Mission (SBM), officially launched by Honorable Prime Minister Shri Narendra Modi in 2017.

This campaign is a significant annual event, aimed at mobilizing the citizens of India towards enhanced cleanliness and sanitation. The initiative underscores the essence of civic participation in fostering a cleaner, healthier environment across the nation.

This year the campaign will run from September 17th to October 2nd with the theme of Swabhav Swachhata – Sanskaar Swachhata

Campaign Background and Evolution

SHS was conceptualized as a tribute to Mahatma Gandhi on the occasion of his 150th birth anniversary, aiming to galvanize widespread engagement in the Swachh Bharat Mission. The campaign has evolved significantly over the years, each year focusing on a specific theme to address various aspects of Swachh Bharat Mission.



SHS Achievements in 2023



Widespread Engagement

The campaign has successfully mobilized over 109 crore participants over 18 days averaging 6 crore participants daily



Intensive Impact

Over 85K Institutional Building, over 65K Garbage Vulnerable Points, over 15K Legacy Waste Sites and over 16K Water Bodies cleaned with participation and convergence across 71 GoI Ministries/Departments



Jan Andolan

53 Crore Citizens participated in Shramdaan over 18 days, averaging 2.9 crore daily Shramdaans

SHS Themes Over The Years



2017 | Swachhata Hi Seva

2018 | Swachhata

2019 | Plastic Waste Management

2020 | No SHS conducted due to COVID-19

2021 | Azadi Ka Amrit Mahotsav

2022 | Visual Cleanliness

2023 | Garbage Free India

2024 | Swabhav Swachhata – Sanskaar Swachhata



Pillars of SHS 2024



Cleanliness Target Units (CTUs) – Shramdaan activities

Timebound transformation of target units & general cleanliness



SafaiMitra Suraksha Shivirs

Preventive health checkups & social security coverage



Swachhata Mein Jan Bhaagidari

Public Participation, Awareness & Advocacy

Cleanliness campaign is a journey, which will go on continuously. After getting rid of open defecation, the responsibility has increased now. After ODF, the country is now working on the goal of ODF plus. Now we have to improve the management of waste, be it in a city or a village. We have to speed up the work of making wealth out of waste.

– Prime Minister Narendra Modi,
8th August 2020

Swachhata Ki Bhaagidari



Sampoorna Swachhata & Swachhata Lakshit Ekayi



SafaiMitra Suraksha Shivirs

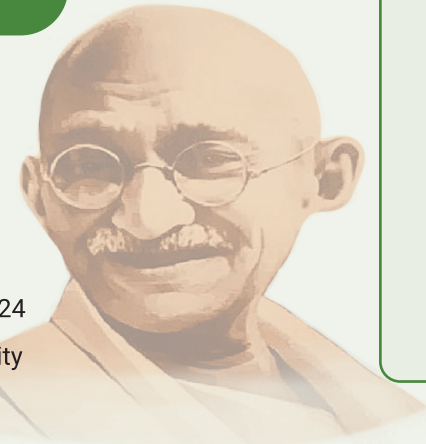


Swachh Bharat Diwas

2nd October 2024

Key Activities

- Special Gram Sabhas for Swachhata
- Celebration of transformed CTU sites
- Felicitation of SafaiMitras and Other State Champions
- Awards to best performers of SHS 2024
- Inauguration/Foundation of Community Toilets/Public Toilets/SWM projects/STPs/FSTPs/any other initiative



- 'Swachhata Mein Jan Bhaagidaari'
- CTU Transformation
- SafaiMitra Suraksha Shivirs
- Swachh Food Streets
- SBM Culture Festivals
- SBM Waste to Art Installations
- Public Advocacy for SHS 2024
- Best Partners for SHS 2024

Jury for identification of the awardees to be constituted at State and District Levels

Monitoring and Review

- Ministries (including PSUs and Subordinate offices) have assigned nodal officer (JS and above)
- State Mission Directors of SBM-U and SBM-G designated as nodal officers in State/UTs

National Steering Committee

Chaired jointly by Secretary MOHUA and Secretary DDWS, Regular interaction with States/Central Ministries/Key ULBs

State Steering Committee

Chaired by Chief Secretary
Convener – Secretary, Urban Development/Panchayati Raj
Members – Inline Deptts. (Health, WCD, Social Welfare, Education, Panchayati Raj)

District Steering Committee

Chaired by District Collector
Convener – PDDRDA/CEO ZP/ADM DODA
Members – Urban Development, Panchayati Raj, Women and Child Development, DoSEL, Health, and any other departments deemed necessary by the District

District will be considered as unit of execution of SHS

Swachhata Hi Seva 2024 stands as a testament to India's collective commitment to cleanliness and sanitation. We encourage all States/UTs, local bodies, non-governmental organizations, civil society organizations, and citizens to actively participate in this transformative initiative. Let us work together to make a substantial impact on our environment and contribute to the ongoing mission of a cleaner, healthier India.

#SHS2024 #SwabhavSwachhata

Contact Information

For further details, please visit: <https://swachhbharatmission.ddws.gov.in/>

Social Media Presence

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Swachhata Hi Seva 2024