



पेयजल एवं स्वच्छता विभाग
जल शक्ति मंत्रालय
भारत सरकार

DEPARTMENT OF DRINKING WATER AND SANITATION
MINISTRY OF JAL SHAKTI
GOVERNMENT OF INDIA



एक कदम स्वच्छता की ओर



आवासन और शहरी कार्य मंत्रालय
भारत सरकार

MINISTRY OF HOUSING AND
URBAN AFFAIRS
GOVERNMENT OF INDIA

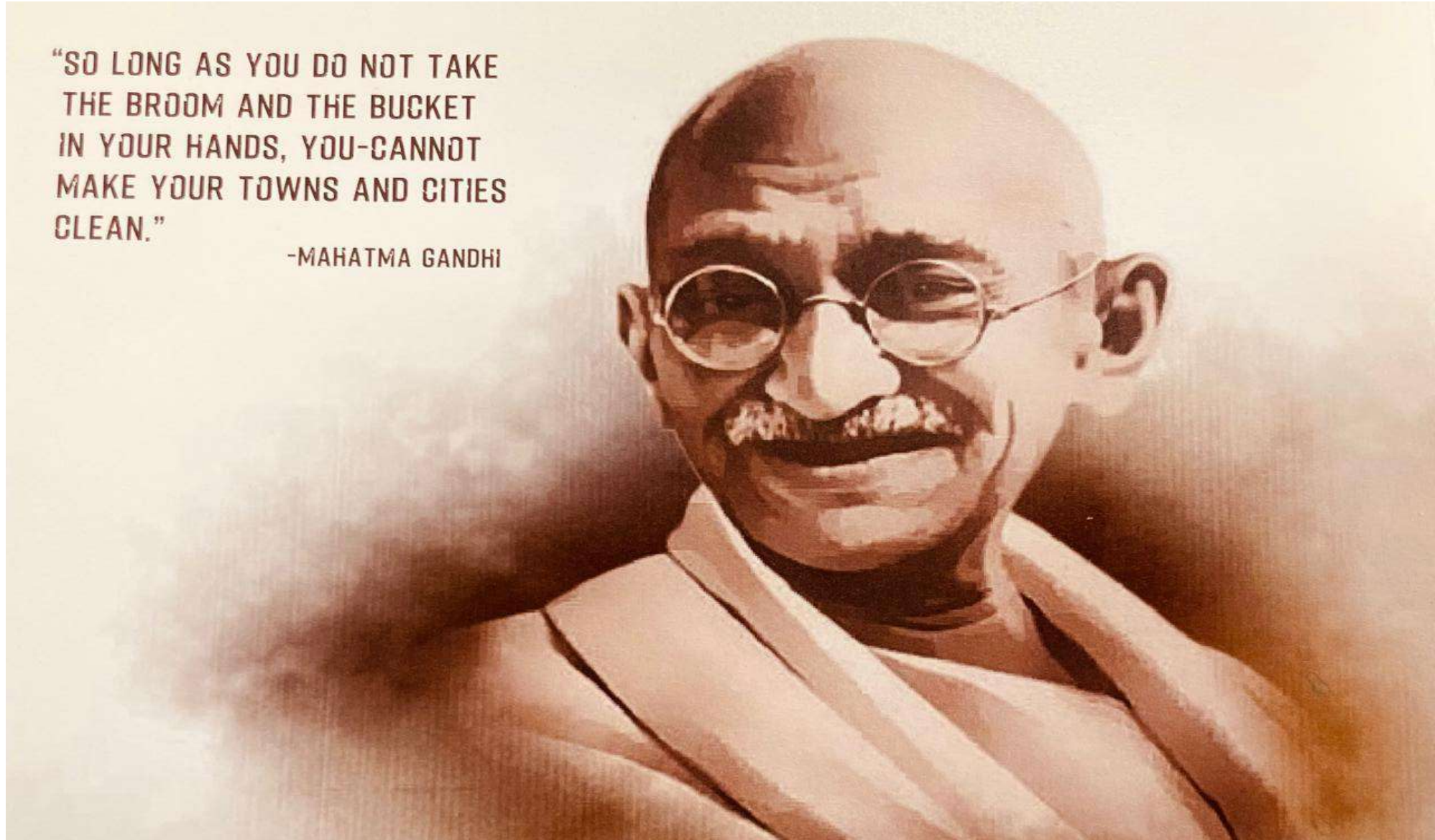
सत्यमेव जयते

Swachhata Hi Seva- 2024

1st Meeting with Central Ministries & Departments
30th August 2024

"SO LONG AS YOU DO NOT TAKE
THE BROOM AND THE BUCKET
IN YOUR HANDS, YOU-CANNOT
MAKE YOUR TOWNS AND CITIES
CLEAN."

-MAHATMA GANDHI



Swachhata Hi Seva Campaign



“...इस बार 2 अक्टूबर गाँधी जयंती को ‘स्वच्छ 2 अक्टूबर’ मनाने का संकल्प करें और इसके लिए 15 सितम्बर से ही ‘स्वच्छता ही सेवा’ इस मंत्र को घर-घर पहुंचायें ..

नरेंद्र मोदी
प्रधान मंत्री, भारत
27 अगस्त, 2017

SHS in Previous Years

2017

Swachhata – Hi – Seva

2018

Swachhata

2019

Plastic Waste Management

2021

Azadi Ka Amrit Mahotsav

2022

Visual Cleanliness

2023

Garbage Free India

Tweets by Hon'ble Prime Minister during SHS

2017



Narendra Modi 
 @narendramodi

Follow

I salute all those who participated actively in the [#SwachhataHiSeva](#) movement. Let us continue this momentum & work towards a clean India.

16:42 · 02 Oct 17

1,522 Reposts 31 Quotes 6,752 Likes

2018



Narendra Modi 
 @narendramodi

The [@tatatrusters](#) are at the forefront of helping the nation fulfil Bapu's dream of a Swachh Bharat. Delighted that Mr. Ratan Tata joined us today and extended valued support to the 'Swachhata Hi Seva Movement.' [@RNTata2000](#) [#SHS18](#)



2019



Narendra Modi 
 @narendramodi

Follow

As we begin 'Swachhata Hi Seva' and pledge to reduce single use plastic, I sat down with those who segregate plastic waste.

I salute them for their hardwork and contribution towards fulfilling Bapu's dream.



19:13 · 11 Sep 19

8,747 Reposts 1,110 Quotes 56.3K Likes

2023



Narendra Modi 
 @narendramodi · [Follow](#)



Today, as the nation focuses on Swachhata, Ankit Baiyanpuriya and I did the same! Beyond just cleanliness, we blended fitness and well-being also into the mix. It is all about that Swachh and Swasth Bharat vibe! [@baiyanpuria](#)



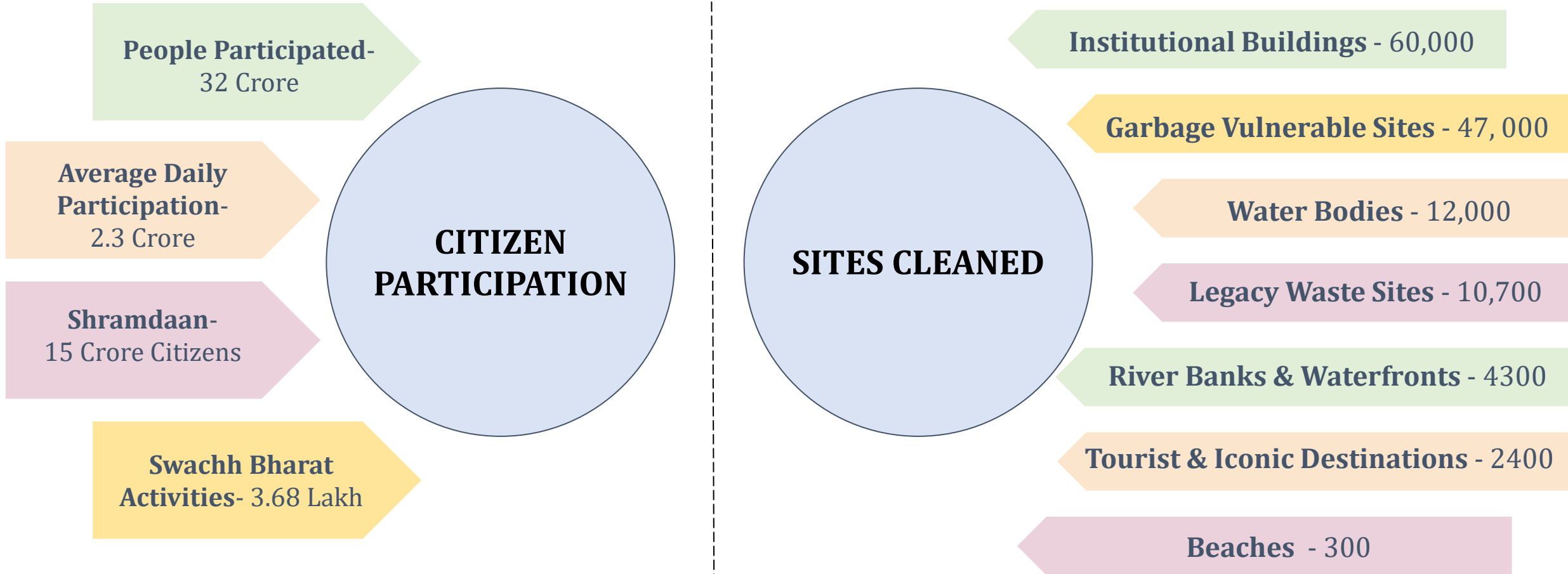
1:00 PM · Oct 1, 2023



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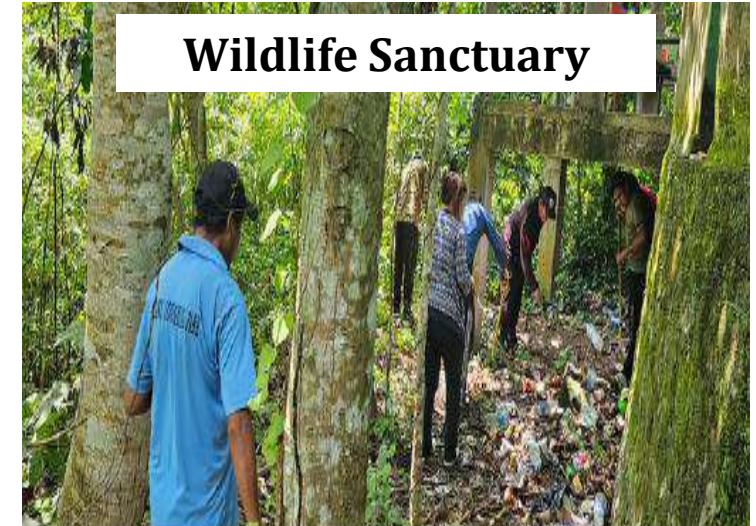
Achievement of SHS 2023



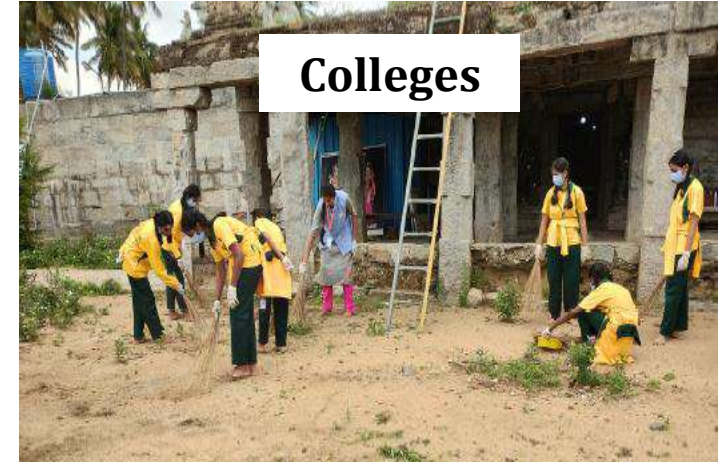
SHS -2023 -Leadership in Action



SHS 2023 - Ministries & Departments in Action



SHS 2023 - Ministries & Departments in Action



Impact of 'Ek Tareekh, Ek Ghanta, Ek Saath' – 1st October 2023



✓ 8.75 Cr+ people

✓ 9 lakh+ garbage vulnerable sites

15th August 2024- Independence Day Speech



“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



Swachhata Hi Seva 2024

Swabhav Swachhata - Sanskaar Swachhata

Swachhata Hi Seva 2024- Three Key Pillars



Swachhata Ki Bhagidaari

Public Participation, Awareness & Advocacy

Sampoorna Swachhata

including Swachhata Lakshit Ekayi

Safai Mitra Suraksha Shivirs

Preventive health checkups & social security coverage

Swachhata Ki Bhaagidari

Swachhata Pledges



Public Workshops



Marathons



Cyclothons



Human Chains



Gram Sabhas



Youth Connect



Waste to Art



Swachhata Ki Bhaagidari



Refurbish SBM Assets



Ek Ped Maa Ke Naam



Competitions for SBM



SBM Sports Leagues



Door to door awareness



RRR Activities

KEY COMPONENTS

- ✓ Proper planning of activities
- ✓ Behaviour change & public participation
- ✓ Partnerships
- ✓ Large scale public participation
- ✓ Innovative Approach

Swachhata Ki Bhaagidari

Swachh Food Streets Initiative

- ✓ Facility strengthening
- ✓ Collection & Disposal of Waste
- ✓ Clean CTs / PTs
- ✓ Vendor Sensitization
- ✓ Waste to Art installations
- ✓ Citizen Engagement



Waste to Art Installations

Engage youth groups, design institutes, colleges, art clubs, community organizations

- ✓ Murals
- ✓ Sculptures
- ✓ Decorative items



Swachh Bharat Cultural Fests

- ✓ Fixed location
- ✓ High footfall places
- ✓ Collaborate with ZCCs
- ✓ Local & regional art, culture, music & dance forms
- ✓ SafaiMitras/ SHGs
- ✓ Cultural Performance



Sampoorna Swachhata & Swachhata Lakshit Ekayi

MASS SCALE CLEANLINESS DRIVES

- ✓ Public spaces
- ✓ Offices, institutional buildings
- ✓ Commercial & Market areas
- ✓ Educational institutions
- ✓ Public transport hubs, major roads & highways, railway tracks
- ✓ Sanctuaries, zoos & protected areas, trekking & camping sites
- ✓ Water bodies (rivers, lakes, ponds, drains etc)
- ✓ Tourist spots, religious & spiritual places
- ✓ Legacy waste sites
- ✓ Cleaning & upgradation of all Community and Public Toilets
- ✓ Upgrading SBM assets



Sampoorna Swachhata & Swachhata Lakshit Ekayi

What is a Black Spot?

1

Generally neglected garbage points

2

Difficult to clean as part of regular swachhata / cleanliness drives

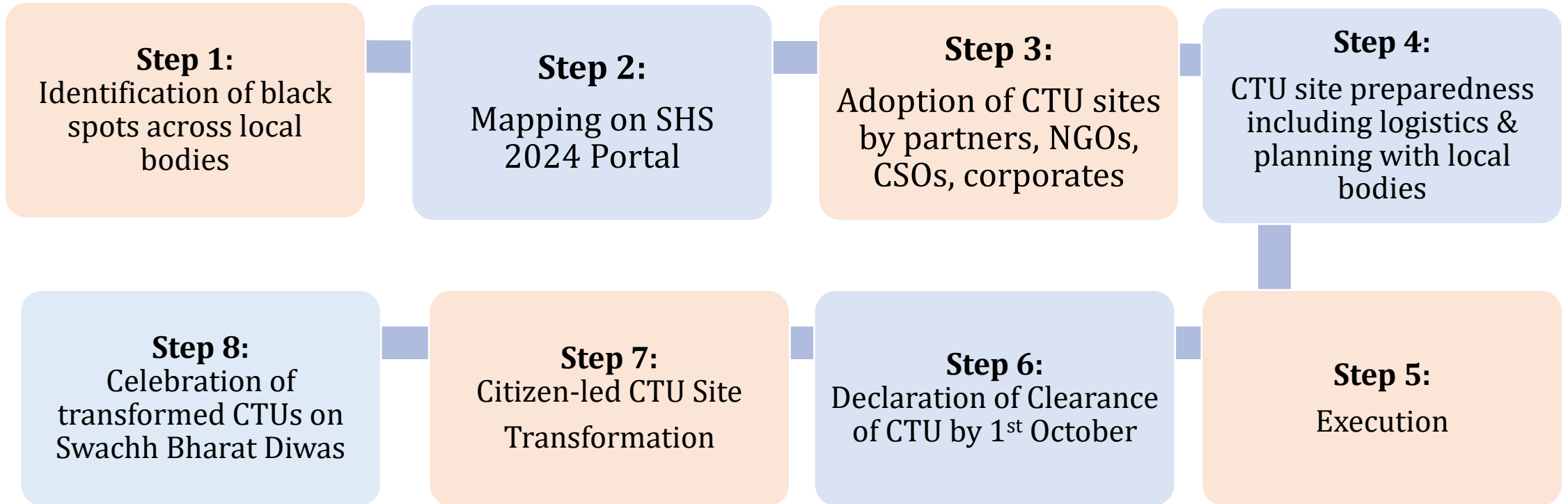
3

Posing environmental, health & hygiene risk

After mapping , Black Spot will be **Swachhata Lakshit Ekayi / Cleanliness Target Unit (CTUs)**



Sampoorna Swachhata & Swachhata Lakshit Ekayi



STEPS FOR TARGETED TRANSFORMATION OF SWACCHATA LAKSHIT EKAYI

SafaiMitra Suraksha Shivirs



PURPOSE

- ✓ Single window camps for SafaiMitra under jurisdiction
- ✓ Linkage to welfare schemes to improve access to social protection

1. Housing	PMAY	6. LPG	UJJWALA
2. Household tap connection	AMRUT, JJM, any state scheme	7. Health Insurance	PM-JAY, Ayushman Bharat
3. Toilet	Swachh Bharat Mission	8. Immunisation	Mission Indradhanush
4. Electricity	PM Saubhagya	9. Credit access	SUY & bank financing linkage
5. Banking	PM Jan Dhan Yojana	10. Insurance	PM Suraksha Bima Yojana, PM Jeevan Jyoti Bima Yojana

Benefits under other Central Govt. & State Govt. will also be considered for all eligibility

SafaiMitra Suraksha Shivirs

Single window camps for health & welfare



- ✓ Organise camps under jurisdiction (cantonments, railway stations, educational institutes, petrol pumps, airports etc.)
- ✓ Convergence with trusted local healthcare service providers & practitioners.
- ✓ Sensitization workshops for health & wellbeing
- ✓ Application for various welfare schemes in the Shivirs
- ✓ Rapid field assessment regarding eligibility
- ✓ Completion of due diligence during the fortnight



2nd October 2024

Swachh Bharat Diwas 2024

KEY ACTIVITIES

- ✓ Celebration of transformed CTU sites
- ✓ Felicitation of SafaiMitras
- ✓ Awards to best performers



- *Swachhata Ki Bhagidaari*
- *Swachhata Lakshit Ekayi – CTU Transformation*
- *SafaiMitra Suraksha Shivirs*
- *Swachh Food Streets*
- *SBM Culture Festivals*
- *SBM Waste To Art Installations*
- *Public Advocacy for SHS 2024*
- *Partners for SHS 2024*
- *Special Initiatives*

Swachhata Hi Seva

- ✓ Jointly by MoHUA & DDWS
- ✓ Focus on public participation & public spaces cleaning
- ✓ Campaign duration-17th Sept to 2nd Oct

DARPG Special Campaign

- ✓ Organized by DARPG
- ✓ Focus on **in-office cleaning** & removal of pendency issues
- ✓ Campaign duration – 2nd October to 31st October

Monitoring & Review

- Ministries (including PSUs & Subordinate offices) to assign nodal officer (JS & above) by **30th August 2024**

Close monitoring of campaign by

National Steering Committee

Chaired jointly by **Secretary MOHUA and Secretary DDWS,**

IT Portal for SHS 2024

Activities to be reported on SHS Portal

- Swachhata Ki Bhaagidari
 - Sampurna Swachhata
 - Swachhata Lakshit Ekayi
 - SafaiMitra Suraksha Shivirs`
- Login credentials will be provided
 - Deptts./ Sub-Deptts. & field units credentials to be created by respective Ministry/ Department
 - All CTUs to be geo-located on the IT Portal by 10th September 2024

HIGH PRIORITY REQUISITES Portal Development & Integration

3 – Tier Ministry specific node information to be provided for portal creation

- Name of Ministry
- Name of Department(s)/Subdepartment(s)
- Name of Field Units/ Institutions

UPLOAD DETAILS ON LINK BELOW BY 2nd SEPT

https://docs.google.com/spreadsheets/d/1T85eA6f2uUvIU5YUmYuCWF9YoCg_dwKBCASsi23MpDs/edit?usp=sharing

For any related queries or information contact

Mr. Binay Jha, Director, SBM- Urban (M- 9958293615),

Mr. Rahul Singh, NPMU (M- 9650010704) & Mr Ashish, NPMU – (M- 9350008338)

Adopt **360-degree multi-media advocacy plan**

- Highlight campaign activities & best practices
- Amplification of voices of citizens & beneficiaries
- Post updates, progress reports & achievements

Official Twitter handles to be tagged for wider reach

@SwachhBharatGov @SwachhBharat

@MoHUA_India @MoJSDDWS

CAMPAIGN HASHTAGS

#SHS2024

#SwabhavSwachhata

#SanskaarSwachhata

#SwachhataHiSeva2024

- ✓ **Uniform & Common branding to be ensured during the campaign**
- ✓ **Showcasing SHS – 2024 on all Govt. / Department & websites & mobile applications**
- ✓ **Editable common files of branding materials will be shared**
- ✓ **Digital & Social Media to be mobilized for maximum amplification for SHS 2024**

INDICATIVE COLLABORATION POINTS

- ✓ **Adoption** of CTUs by CPSUs
- ✓ **Sampoorna Swachhata** Drives
- ✓ **Swachhata Ki Bhagidaari** for Advocacy activities
- ✓ **Skilling** of women SHGs & sanitation workers
- ✓ Supporting **SafaiMitra Suraksha Shivirs**
- ✓ **Activation** of State & Regional Units
- ✓ **SUP drives**
- ✓ **Sponsoring competitions**

SHS PARTNERS

Central Public Sector Undertakings

Development Partners

Industry Associations

Faith organizations

NGOs & CSOs

SHS -2024 – Meetings & Timeline

S.No	Key Meetings	Timelines
1	First meeting with States/ UTs	29 th August
2	First meeting with Central Level Ministries & Departments Meeting	30 th August
3	Cabinet Secretary meeting with all Chief Secretaries & Central Secretaries	1 st Week of September (TBD)

S.No	Key Events SHS	Timelines
1	Curtain Raiser	14 th September
2	Launch of activities – 2024	17 th September
3	On ground action of SHS - 2024	17 th September – 1 st October
4	Swachh Bharat Diwas	2 nd October

10 Years of Swachh Bharat

- Brief documentation on impact stories of each Ministry for Swachhata
- Objectives
 - i. Showcasing **100** individual impact stories where general public have felt the difference in their lives due to interventions made by Central Ministry for adopting Swachhata practices, For e.g. Passengers in planes/ trains/, people visiting cultural museums/public & community toilets/ people visiting zoos & national parks etc.
 - ii. An overall compilation of key activities done by the Central Ministries for Swachhata in indicating innovations & impact
- Provision for submission will be kept on SHS Portal
- Activities may be compiled by **15th September** for compilation for 2nd October

Key Asks

S.No	Action Points	Timelines
1	Nomination of Nodal Officers for SHS- 2024 (60 Ministries / Departments have nominated their nodal officers)	30th August 2024
2	Node Identification for Portal	By 2nd September
3	Action Plan for SHS- 2024 with special initiatives	4th September
4	Training for IT Portal	5th – 7th September
5	Mapping of CTUs on IT Portal	10th September
6	Campaign Curtain Raiser	14th September

✓ **Planning of Activities**

✓ **Innovative Activities**

✓ **Active participation**

✓ **Political Leadership**

✓ **Communication Planning**

✓ **Review & Monitoring**

Preparation for Meeting of Union Minister & Cabinet Secretary

THANK YOU