

**AWARNESS CAMPAIGN
OF
“SWACHHTA HI SEWA-2023**



BY

MSME TOOL ROOM – KOLKATA

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SWACHHATA HI SEVA







Swachhata Hi Seva (SHS) campaign is being celebrated from 15th September to 2nd October this year under the joint aegis of DDWS & MoHUA for undertaking **shramdaan** activities aiming to generate **jan andolan** through community participation; to provide impetus on implementation of SBM; to disseminate the importance of a **sampoorna swachh** village; to reinforce the concept of **Sanitation as everyone's business**; and as a prelude for the Swachh Bharat Diwas (2nd October) with nationwide participation.

Theme of SHS-2023 is '**Garbage Free India**' with focus on visual cleanliness and welfare of SafaiMitras. Like earlier years the spirit of cleanliness activities is **voluntarism/ shramdaan**. The focus of these **swachhata drives** would be on high footfall public places like bus stands, railway stations, cantonment boards, beaches, tourist places, zoos, national parks & sanctuaries, historical monuments, heritage sites, river fronts, ghats, drains and nallahs etc. in both rural & urban areas of State/ UT.

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On 15th September, 2023 launch of SHS campaign will be done and will include following activities:-

- **Virtual launch by Hon'ble Minister of Jal Shakti and Hon'ble Minister of Housing & Urban Affairs**
- **Virtual interaction (Samwaad) with few selected DM/DCs**
- **Municipal Commissioners**

Activities proposed for States / Districts / Blocks to organise SHS from 15th September 2023 to 2nd October 2023 are as follows :-

- **Removal of garbage from all important places**
- **Repair, painting, cleaning and branding of all sanitation assets like litter bins, public toilets, dhalaos, waste transport vehicles, MRFs etc. in the area;**
- **Assist in drives to clean riverbanks and removal of waste (including plastic) from water bodies especially in Ganga Grams and Ganga Towns;**
- **Cleaning of zoos, national parks, wildlife sanctuaries etc. under MoEFCC along with regulation of plastic materials into protected areas to prevent littering;**
- **Cleanliness drives of tourist spots, ASI protected monuments along with IEC initiatives to discourage usage of single use plastic items, saturating dry and wet waste bins in line with the Hara Geela Sookha Neela campaign, etc.;**

- **Cleanliness drives in Cantonment Board areas along with IEC campaigns encouraging alternatives to Single Use Plastic (SUP);**
- **Cleanliness drives and awareness activities may be taken up in schools with children understanding the importance of waste segregation at source, journey of waste, waste to wealth, alternatives to SUP. Where possible Sanitation Clubs may be formed at schools/colleges;**
- **Under the campaign of 'Har Patri Saaf Sutri' cleaning of all assets under Railways including railway tracks, railway stations, colonies, hospitals etc.**
- **Conducting special programs, cultural events promoting the sanitation journey of the country.**



Ministry of Housing & Urban Affairs

Swachhata Hi Seva- 2023

Swachhata has become a foundational tenet in not just every government scheme but also in the way of life of citizens:

12 crore toilets have been built in last nine years, liberating the country from the scourge of open defecation: Shri Hardeep S Puri, Union Minister

Swachh Bharat Mission is also a shining example of the philosophy of '*Antyodaya Se Sarvodaya*'. It has prioritised the marginalised and vulnerable sections of our cities, and has striven to uplift and empower the urban poor, said Shri Hardeep Singh Puri, Minister of Housing & Urban Affairs and Petroleum & Natural Gas today. He was speaking at the launch of *Swachhata Hi Seva – 2023*



As a prelude to Swachh Bharat Diwas, the annual Swachhata Hi Seva (SHS) fortnight is being jointly organised by Swachh Bharat Mission-Urban and Grameen between 15th Sept to 2nd Oct '23. The fortnight aims to mobilize the participation of crores of citizens across the country via various activities such as Indian Swachhata League 2.0, SafaiMitra Suraksha Shivir and mass cleanliness drives.

SHS-2023 was launched by Minister of Jal Shakti Shri Gajendra Singh Shekhawat, Minister of Housing & Urban Affairs Shri Hardeep Singh Puri and Minister of Rural Development & Panchayati Raj Shri Giriraj Singh in the presence of Shri Kaushal Kishore, Minister of State for Housing & Urban Affairs, Smt. Vini Mahajan, Secretary, Drinking Water and Sanitation Department and Sh. Manoj Joshi, Secretary Ministry of Housing & Urban Affairs through a virtual programme.

During the event, senior officials from cities of Leh, Ladakh; Pimpri, Maharashtra; Meerut, Uttar Pradesh; Lakhimpur, Assam shared best practices of Swachhata related activities in their respective cities.

A video on SHS- 2023 was launched during the event. In addition to this the event also witnessed launch of logo, website and portal of SHS- 2023. 'Indian Swachhata League (ISL) 2.0', 'Safaimitra Suraksha Shivar' Logos and 'Citizens' Portal' were also launched on this occasion.

Speaking about the SBM and launch of SHS 2023, Shri Hardeep Singh Puri, said that the upcoming ninth anniversary of the Swachh Bharat Mission and the launch of '*Swachhata hi Seva*' 2023 is a moment of celebration. It is a time to reaffirm ourselves to the cause of keeping our cities clean. With the launch of the *Swachhata hi Seva* fortnight, we re-dedicate ourselves to the cause of Swachhata, the Minister added.

Addressing the participants, Housing & Urban Affairs Minister Shi Hardeep Singh Puri said that when the honourable Prime Minister announced the Swachh Bharat Mission from the ramparts of the Red Fort on 15 August 2014, such a large-scale transformation had never been imagined before. Despite a poor performance on sanitation till then, India achieved the target of ODF in the next five years. All 4,884 ULBs (100%) in India are now Open Defecation Free (ODF).

Talking about the transformation brought by SBM, Shri Puri said that by building 73.62 lakh toilets (67.1 lakh individual household toilets and 6.52 lakh community and public toilets), we have provided dignity and health to millions of urban poor. 95% wards in India have 100% door-to-door collection of waste. More than 88% of the wards have source segregation of waste. This was possible because the Swachh Bharat Mission evolved to become a '*Jan Andolan*' instead of a typical *sarkari* programme, he added.

Shri Hardeep Singh Puri emphasised that the Swachhata has become a foundational tenet in not just every government scheme but also in the way of life of citizens.



Drawing attention to the achievements of SBM so far, the Housing & Urban Minister said that 12 crore toilets have been built in last nine years, liberating the country from the scourge of open defecation. Our solid waste management, almost non-existent at the mission's inception, now stands at an impressive 76%, and soon, we will achieve 100%, he added.

He further informed that the urban component of the mission has now been extended till 2026 through the Swachh Bharat Mission – Urban 2.0 (SBM-U 2.0). It aims to make all our cities ‘Garbage Free’ and remediate legacy dumpsites. The focus areas of SBM-U 2.0 encompass a range of aspects, including Material Recovery Facilities (MRFs), Waste-to-Energy plants (WtE plants), construction and demolition waste management, Refuse Derived Fuel (RDF) plants, scientific landfill sites, and the remediation of legacy waste.

In his concluding remarks, the Minister expressed hope that every city, village, ward, and neighbourhood pledges to contribute their *shramdan* (voluntary labour) to the cause of Swachhata. He urged the individuals to take a pledge to ensure that our cities are free from garbage, and complete Swachhata become a reality.

About ‘Swachhata Hi Seva’:

As a run up to Swachh Bharat Diwas on 2nd October, 2023, a day that the nation celebrates the birth anniversary of Mahatma Gandhi, the Ministry of Housing and Urban Affairs (MoHUA) and Dept. of Drinking Water and Sanitation, Ministry of Jal Shakti are organizing the ‘**Swachhata Hi Seva**’ fortnight **15th September to 2nd October, 2023**, in collaboration with other Ministries, to celebrate 9 years of Swachh Bharat Mission.

The backbone of the Mission has been *jan andolan* for swachhata. The theme for SHS 2023 is “**Garbage Free India**”. Events planned as part of the fortnight will serve as a build up to Swachhata Diwas 2023 and reaffirm the commitment of all to make India clean and garbage free.

SHS-2023 will focus on achieving visibly higher order of cleanliness across local bodies through the spirit of voluntarism and shramdaan, as well as on the welfare of SafaiMitras. **All Ministries and Depts.** will be organizing swachhata drives across offices, public places of high footfall such as bus stands, railway stations, beaches, tourist spots, zoos, national parks and sanctuaries, historical monuments, heritage sites, river fronts, ghats, drains and nallahs in both rural and urban areas of the States/UTs.

The activities will include removal of garbage from all important spaces, clearing of legacy waste, repairing, painting, cleaning, and branding of all sanitation assets such as litter bins, public toilets, garbage points, waste transportation vehicles, and Material Recovery Facilities, saturating markets, public spaces, and tourist spots with SBM wall paintings and dustbins, organizing swachhata quizzes, plantation drives, swachhata pledges and swachhata runs etc.

Following are the key activities to be organized under SHS- 2023:

1. Swachhata Hi Seva – Fortnight long Cleanliness Drives

Swachhata will reverberate in the air this fortnight as everyone will fight against garbage with massive cleaning drives & innovative and unique methods of awareness for ‘twin bin’ and source segregation. As a part of SHS 2023, all Government of India Ministries, PSUs, State Govts. and local bodies will be organizing massive cleanliness drives across various locations. The inter-sectoral activities will be cleaning of high footfall tourist spots/ pilgrim sites under Tourism Ministry, ‘Har Pathri Saaf Suthari’ cleanliness activities of railway platforms and adjacent areas by Railways, Dept of Higher Education & School Education will involve universities and school students for SHS activities, while MoPNG will organize cleanliness and awareness drives across petrol pumps etc.

2. Indian Swachhata League 2.0

The second edition of the first-of-its-kind '**India Swachhata League**' is all set to take the nation by a storm. Led by the youth, the Season 2 of ISL promises to be even more exciting and fun-filled cleanliness league. More than 4,000 city teams are ready to win the battle against garbage on the 17th of September through youth-led citizen teams. This year, city teams will rally to clean beaches, hills, and tourist places. ISL 2.0 will mobilize youth groups at scale to take sustained ownership for swachhata this fortnight. The swachhata league will act as a catalyst for youth action under Swachh Bharat Mission.

3. SafaiMitra Suraksha Shivar

As we complete nine years of Swachh Bharat Mission- Urban and two years of SBM-U 2.0 and to pay tribute to Mahatma Gandhi, single window welfare camps in the form of **SafaiMitra Suraksha Shivar** will be organized by various cities across the nation from 17th September, 2023 onwards. These Shivirs are aimed at saturating welfare schemes for sanitation workers and their dependents and to improve their well-being and quality of life. The objective of the shivar is to target all sanitation workers in Solid Waste Management (SWM) & Used Water Management (UWM). The key activities will focus on mass awareness, preventive health checkups, yoga shivirs and extending entitlement of various welfare benefits of central & State Schemes in convergence with various ministries. This **saturation approach** for administering welfare schemes will help enhance the safety, well-being and provide social protection to sanitation workers.

SWACHHTA PLEDGE

- Mahatma Gandhi dreamt of an India which was not only free but also clean and developed.
- Mahatma Gandhi secured freedom for Mother India
- Now It is our duty to serve Mother India by keeping the country Neat and Clean
- I take this pledge that I will remain committed towards cleanliness and devote time for this.
- I will devote 100 hours per year, i.e. Two hours per week, to voluntarily work for cleanliness.
- I will neither litter not let others litter.
- I will initiate the quest for cleanliness with myself , my family, my locality, my village and my work place.
- I believe that the countries of the world that appear clean are so because their citizens don't indulge in littering nor do they allow it to happen.
- With this firm belief, I will propagate the message of Swachh Bharat Mission in villages and towns.
- I will encourage 100 other persons to take this pledge which I am taking today.
- I will endeavour to make them devote their 100 hours for cleanliness
- I am confident that every step I take towards cleanliness will help in making my country clean

PLEDGE AGAINST SINGLE USE PLASTIC

As a good citizen of my country and a responsible resident of the planet Earth, I Pledge **Refuse, Reduce, Reuse, Repair, Re-gift, Recover** and “**Rethink Plastic**”, to the best of my efforts by doing the following:

- I shall say “ NO” to single use plastic items (Straw, Carry bags, Cutlery etc.)
- I shall always carry a cloth bag, reusable cutlery, straw and cup.
- I shall NOT purchase fruits and vegetables wrapped in plastic films.
- I shall sensitize peers, friends and family about minimizing single used plastic.
- I shall sort my waste for recycling and disposal.
- I shall ask restaurants NOT to send plastic cutlery when ordering food online.
- I shall NOT accept gifts/bouquets wrapped in plastics.
- I shall avoid sachets as much as possible.

- **Which ministry initiated the Swachh Bharat Mission?**
 - a). Ministry of Environment and forest
 - b). Ministry of Urban development
 - c). Ministry of Drinking water and Sanitation
- **Which award is given by the Indian Government to cities and villages for cleanliness?**
 - a). Swach Puraskar
 - b). Swachhta Puraskar
 - c). Nirmal Puraskar
- **Prime Minister of India, Shri. Narendra Modi while launching 'Swachh Bharat Mission' asked people to donate a minimum how many hours every year for cleanliness?**
 - a). 50
 - b). 100
 - c). 150
- **Who flagged the Swachh Bharat Run (SBR)?**
 - a). President of India
 - b). Prime Minister of India
 - c). CM of Delhi
- **What is the total amount of waste generated in Class I and II towns of India?**
 - a). 1.33 lac metric ton
 - b). 1.22 lac metric ton
 - c). 1.11 lac metric ton
- **Which is the cleanest Country in the world?**
 - a). Singapore
 - b). Cuba
 - c). Austria
 - d). France
- **Which of these major illness is caused due to non availability of sanitation facilities?**
 - a). Fever
 - b). Cold
 - c). Diarrhoea

- **Which of the following is a non-biodegradable polymer?**
 - a). PHB
 - b). PGA
 - c). LDPE
 - d). PHBV
- **Identify the biodegradable polymer from the following.**
 - a). Polyvinyl chloride
 - b). Polypropylene
 - c). Polystyrene
 - d). Polylactic acid
- **How much time does a plastic bottle take to decompose?**
 - a). 150 years
 - b). 300 years
 - c). 450 years
 - d). None of the above
- **Which of the following practice can help in reducing plastic pollution?**
 - a). Using steel, glass or bamboo straw
 - b). Reusing shopping bags
 - c). Picking up plastic litter
 - d). All of the above
- **Which of the following is a method of plastic waste management that can lead to the generation of energy?**
 - a). Recycling
 - b). Landfilling
 - c). Incineration
 - d). Composting
- **What is the most effective way to reduce plastic waste?**
 - a). Recycling
 - b). Reusing
 - c). Reducing
 - d). Landfill



THANKS