



स्वातंत्र्याचा अमृत महोत्सव



# सावित्रीबाई फुले पुणे विद्यापीठ

(पूर्वीचे पुणे विद्यापीठ)



प्रो. (डॉ.) सदानंद भोसले

एम्.ए., पीएच.डी.

संचालक (अतिरिक्त कार्यभार)

राष्ट्रीय सेवा योजना

गणेशखिंड, पुणे - ४११ ००७

कार्यालय क्र. : ०२०-२५६२२६८८/८९  
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संदर्भ : रासेयो/२०२४-२५/४४४  
प्रति,

दि. २१/०१/२०२५

मा.प्राचार्य/संचालक,  
रासेयो संलग्नित सर्व महाविद्यालये परिसंस्था,  
पुणे, अहिल्यानगर व नाशिक जिल्हा,  
सावित्रीबाई फुले पुणे विद्यापीठ.

विषय : स्वच्छता ही सेवा मोहिमेच्या(SHS) आढावाबाबत....

महोदय,

मा. क्षेत्रीय संचालक, रासेयो क्षेत्रीय संचालनालय, युवा व खेल मंत्रालय, भारत सरकार, पुणे यांच्या पत्रानुसार स्वच्छता समाचार हे SBM-G च्या ई-वृत्तपत्राचे नाव आहे. या ई-वृत्तपत्रामध्ये नाविन्यपूर्ण कामांची माहिती दिली जाते. ऑक्टोबर २०२४ चा अंक हा विशेष अंक आहे ज्यामध्ये दि. १७ सप्टेंबर ते दि. ०२ ऑक्टोबर २०२४ दरम्यान आयोजित करण्यात आलेल्या वार्षिक स्वच्छता ही सेवा मोहिमेचा आढावा घेतला आहे. या वर्षीच्या मोहिमेचा विषय 'स्वभाव स्वच्छता, संस्कार स्वच्छता' असा होता.

तरी या उपक्रमाची ई-वृत्तपत्राची हार्ड कॉपी सोबत जोडलेली आहे. ती आपल्या महाविद्यालयातील रासेयो विद्यार्थ्यांना पाहण्यास उपलब्ध करून दयावी. कळावे, ही विनंती.

संचालक  
राष्ट्रीय सेवा योजना

सोबत : मा. क्षेत्रीय संचालक, क्षेत्रीय संचलनालय, भारत सरकार, पुणे यांचे पत्र

To,  
NSS Program Coordinators  
of Maharashtra & Goa

Madam/Sir,

*Swachhata Samachar* is the monthly e-newsletter of SBM-G, showcasing innovative practices and achievements under the mission. The October 2024 edition is a special issue highlighting the annual Swachhata Hi Sewa (SHS) campaign held from **17th September to 2nd October 2024**.

This year's campaign, centered on the theme "**Swabhav Swachhata, Sanskaar Swachhata**", emphasized cleanliness as a natural habit and ingrained value. It culminated on Gandhi Jayanti with a significant event led by the Hon'ble Prime Minister. The campaign witnessed widespread participation from Governors, Chief Ministers, international dignitaries, influencers, and community leaders, embodying a "Whole of Society" approach.

**We encourage you to review the attached hard copy of the newsletter, which highlights impactful work during SHS 2024, and to share it widely with institutions, NSS units, and volunteers.**

Regards,

--

**AJAY B SHINDE**  
Regional Director (Maharashtra & Goa)  
Regional Directorate of N.S.S.  
Government of India, Ministry of Youth Affairs & Sports  
A Block, College of Agriculture Campus,  
Shivaji Nagar, Pune- 411005

F No. S-14014/2/2024-SBM-VI-DDWS  
Government of India  
Ministry of Jai Shakti  
Department of Drinking Water and Sanitation  
Swachh Bharat Mission (SBM)

4<sup>th</sup> Floor, Pt. Deendayal Antyodaya Bhawan,  
CGO Complex, Lodhi Road  
New Delhi - 110003  
Date: 10.12.2024

To,  
Secretary,  
Government of India  
All Ministries/ Department

Subject: Dissemination of October Issue of SBM-G monthly newsletter -  
Swachhata Samachar - reg.

Respected Madam/Sir,

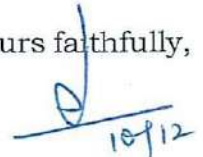
As you know, Swachhata Samachar is the monthly e-newsletter of SBM-G, showcasing innovative practices and achievements under the mission for cross-learning. It is regularly uploaded under the Media Corner on the SBM-G website: Swachhata Samachar.

The October edition is a special issue highlighting the annual Swachhata Hi Sewa (SHS) campaign, held this year from 17<sup>th</sup> September to 2<sup>nd</sup> October. This year, the campaign centered on the theme 'Swabhav Swachhata, Sanskaar Swachhata,' emphasizing cleanliness as a natural habit and ingrained value. The campaign culminated on Gandhi Jayanti with a significant event led by the Hon'ble Prime Minister. The SHS campaign witnessed participation of Governors, Chief Ministers, international dignitaries, influencers, and community leaders, showcasing a truly 'Whole of Society' approach.

Given the significance of this issue, we are sharing a hard copy that highlights the impactful work during SHS 2024. Moving forward, we will continue sharing the online link for future editions. We request you to kindly go through and share it widely to inspire and motivate others.

Thanking you

Yours faithfully,

  
10/12

(Jitendra Srivastava)

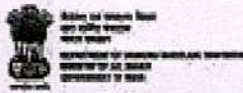
Joint Secretary & Mission Director  
Swachh Bharat Mission - Grameen

Copy to :- PPS to Secy, DDWS

Rahul Sr

WS (DDWS)  
13-12-24  
Secy (DDWS)





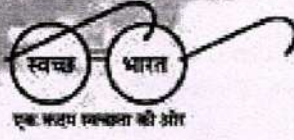
**SWACHHATA SAMACHAR**



October 2024  
Volume 1

M/o Youth Affairs & Sports  
Government of India, New Delhi  
C.R.

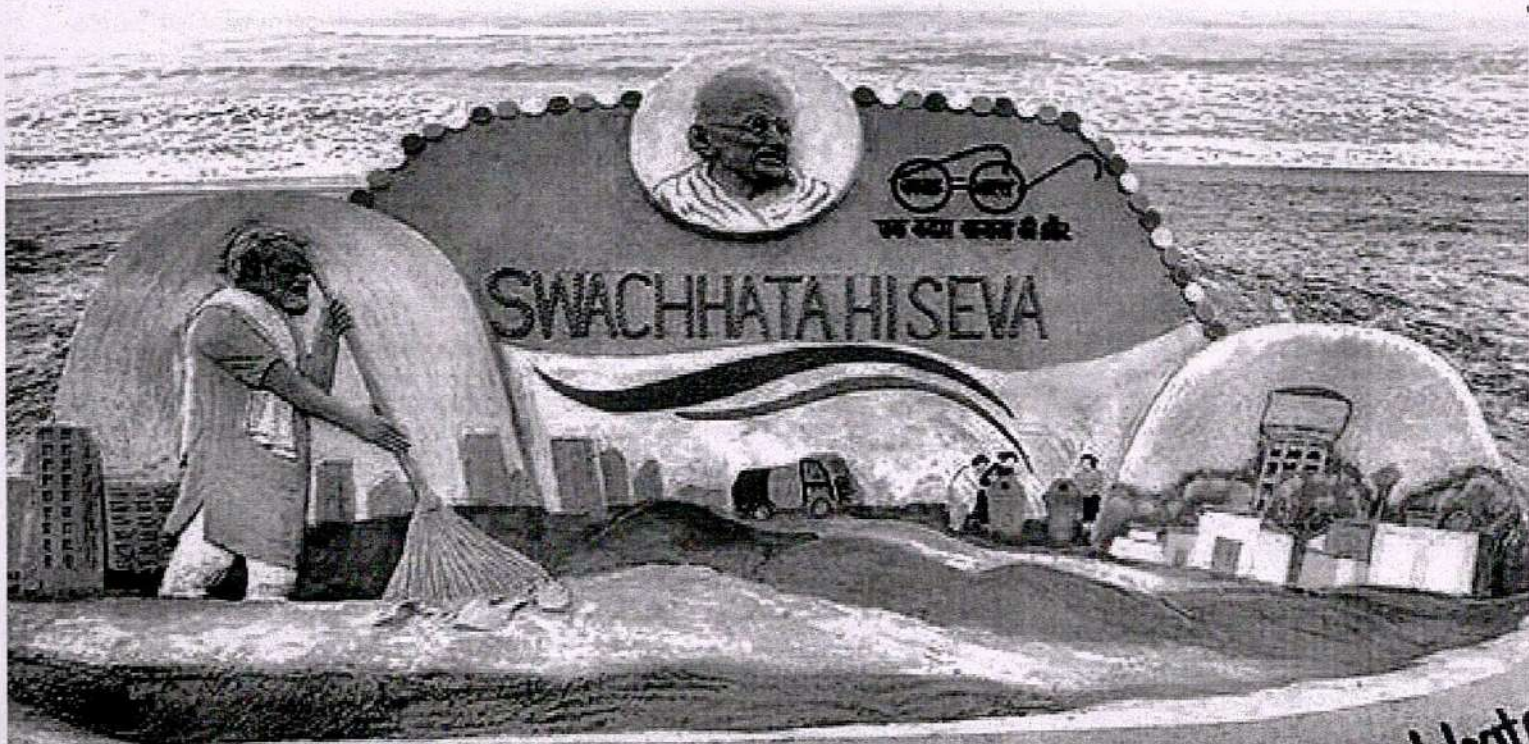
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18/12/24



# SWACHHATA HI SEVA 2024

17<sup>th</sup> September - 2<sup>nd</sup> October 2024

**Swabhav Swachhata, Sanskaar Swachhata**



**Swabhav Swachhata, Sanskaar Swachhata**





My colleagues in the Union Cabinet, Shri Manohar Lal ji, Shri C.R. Patil ji, Shri Tokhan Sahu ji, Shri Raj Bhushan ji, all other dignitaries, ladies, and gentlemen!

Today is the birth anniversary of Pujya Bapu and Lal Bahadur Shastri ji. I humbly bow to these great sons of Maa Bharti. This day inspires all of us to work together to fulfill the dream that Gandhi ji and the country's great figures had envisioned for Bharat.

## Friends,

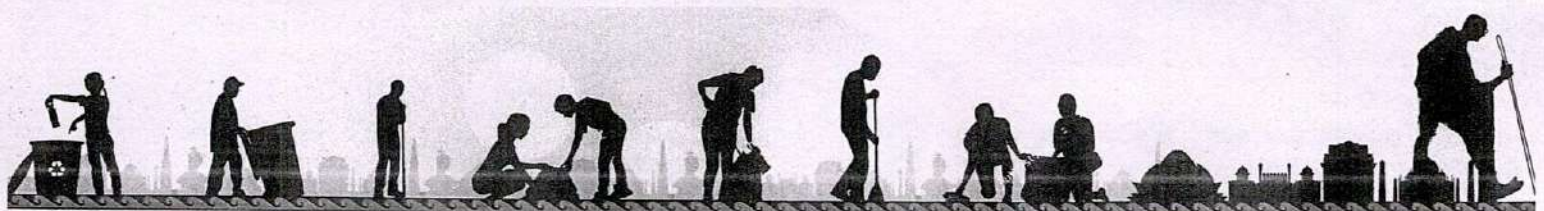
On this 2nd of October, I am filled with a sense of duty and also deeply emotional. Today marks 10 years of the Swachh Bharat Mission. This journey of the Swachh Bharat Mission is a symbol of the unwavering commitment of crores of Indians. Over the past 10 years, countless Indians have embraced this mission, made it their own, and incorporated it into their daily lives. On this milestone of 10 years, I extend my heartfelt appreciation and praise to every citizen, our sanitation workers, our religious leaders, our athletes, our celebrities, NGOs, and media friends. You all have together made the Swachh Bharat Mission such a massive public movement. I express my gratitude from the heart to the President, Vice President, former Presidents, and former Vice Presidents, who also contributed to this program by engaging in cleanliness drives, providing immense inspiration to the nation. I extend heartfelt thanks to the President and Vice President for their contributions. Today, cleanliness-related programs are being conducted across the country. People are enthusiastically cleaning their villages, cities, neighborhoods, whether it be chawls, flats, or societies. Many state Chief Ministers, ministers, and other public representatives have also participated and led this program. Over the past fortnight alone, crores of people across the country have participated in cleanliness drives. I have been informed that during the 15 days of the "Seva Pakhwada" (Service Fortnight), more than 27 lakh programs were organized nationwide, with over 28 crore people participating. We can keep Bharat clean only through continuous efforts. I express my heartfelt gratitude to each and every Indian.

## Friends,

At this important juncture today, new projects worth around 10,000 crore rupees related to cleanliness have also been launched. Under the AMRUT mission, water and sewage treatment plants will be constructed in many cities across the country. Whether it's work related to "Namami Gange" or biogas production from waste through "GOBARDhan" plants, these initiatives will elevate the Swachh Bharat Mission to new heights. The more successful the Swachh Bharat Mission is, the brighter our country will shine.

## Friends,

Even a thousand years from now, when 21st-century Bharat is studied, the Swachh Bharat campaign will undoubtedly be remembered. Swachh Bharat is the world's largest and most successful people-led, people-driven public movement of this century. This mission has shown me the energy of the people, whom I regard as divine. For me, cleanliness has become a celebration of the power of the people. I am reminded of so much... When this campaign began, millions of people simultaneously took to cleaning. From weddings to public events, the message of cleanliness was everywhere. While an elderly mother sold her goats to contribute to the construction of toilets, some sold their mangalsutras, while others donated land for the construction of toilets. Some retired teachers donated their pensions, and soldiers dedicated their retirement funds to cleanliness. Had these donations been given to temples or any other event, they would have made headlines in newspapers and been discussed for a week. But the nation must know that those whose faces did not ever appear on TV, whose names were never in the headlines, have made contributions, be it time or wealth, giving this movement new strength and energy. This reflects the character of our nation.





When I spoke about giving up single-use plastic, crores of people started using jute and cloth bags for shopping. I am grateful to them. Otherwise, if I had spoken about banning single-use plastic, those involved in the plastic industry might have protested, gone on hunger strikes... but they didn't. They cooperated, even at economic loss. I also thank the political parties that perhaps could have protested, claiming Modi has banned single-use plastic, causing unemployment, but they didn't. I'm thankful their attention didn't go there, though it might now.

### **Friends,**

Our film industry has also not lagged behind in this movement. Instead of focusing on commercial interests, the industry made films to spread the message of cleanliness. In these 10 years, and I feel this is not a one-time matter, it is a continuous task that needs to be carried out every moment and every day. When I emphasize this, I live by this belief. As you may recall, I have mentioned cleanliness around 800 times in "Mann Ki Baat". People send lakhs of letters sharing their efforts and dedication to cleanliness.

### **Friends,**

Today, as I witness the achievements of the country and its people, a question arises: Why didn't this happen earlier? Mahatma Gandhi had shown us the path to cleanliness during the freedom movement. He not only showed us but also taught us. Then why was no attention given to cleanliness after independence? Those who sought power in Gandhi's name and garnered votes in his name forgot about his favorite topic—cleanliness. They didn't see the lack of toilets as a problem for the country, as if they had accepted filth as a way of life. As a result, people were forced to live in filth. Filth became a part of routine life. Cleanliness ceased to be discussed. So, when I raised the issue from the Red Fort, it caused a storm. Some mocked me, saying talking about toilets and cleanliness isn't the job of Bharat's Prime Minister. They continue to mock me.

### **But friends,**

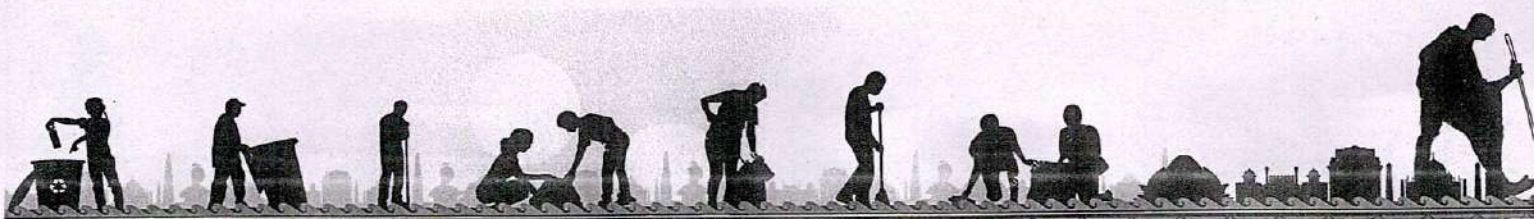
The first job of the Prime Minister of Bharat is to make life easier for the common people of this country. Understanding my responsibility, I talked about toilets, I talked about sanitary pads. And today, we are seeing the results.

### **Friends,**

Until 10 years ago, over 60 per cent of Bharat's population was forced to defecate in the open. This was an affront to human dignity. Not only that, it was an insult to the country's poor, to Dalits, to tribals, to backward communities—an insult that had continued for generations. The lack of toilets caused immense suffering for our sisters and daughters. They had no choice but to endure pain and discomfort, waiting for darkness to relieve themselves, which posed serious risks to their safety. They had to go before sunrise, whether it was cold or it was raining. Crores of mothers in my country went through this ordeal every day. The filth caused by open defecation endangered the lives of our children. It was a major cause of child mortality. Disease outbreaks in villages and slums due to unsanitary conditions were common.

### **Friends,**

How can any country progress in such a situation? That's why we decided that things cannot continue the way they were. We treated this as a national and humanitarian challenge and launched a campaign to solve it. This is where the seed of the 'Swachh Bharat Mission' (Clean India Mission) was sown. This program, this mission,





this movement, this campaign, this effort for public awareness was born from the womb of suffering. And missions born from suffering never die. In no time, crores of Indians achieved great feats. Over 12 crore toilets were built in the country. The toilet coverage, which was less than 40 per cent, has now reached 100 per cent.

## Friends,

The impact of the Swachh Bharat Mission on the lives of ordinary citizens of the country has been invaluable. Recently, a study was published in a renowned international journal. This study was conducted by scientists from the International Food Policy Research Institute in Washington, USA, the University of California, and Ohio State University. It found that the Swachh Bharat Mission has saved the lives of 60,000 to 70,000 children annually. Even if someone donates blood and saves just one life, it is a monumental event. But we, through cleanliness, removing garbage, and eliminating filth, have been able to save the lives of 60,000-70,000 children – what greater blessing from God could there be? According to the WHO, between 2014 and 2019, 300,000 lives were saved that otherwise would have been lost to diarrhea. This has become a duty of human service, my friends.

A report by UNICEF states that more than 90 per cent of women now feel safer due to the construction of toilets at home. The diseases caused by infections in women have also significantly decreased due to the Swachh Bharat Mission. And it doesn't end there. In thousands of schools, the dropout rate of girls has decreased because separate toilets for girls have been built. Another study by UNICEF shows that, on average, rural families save around 50,000 rupees annually due to cleanliness. Earlier, these funds would have been spent on medical treatments for frequent illnesses or lost due to inability to work because of sickness.

## Friends,

Emphasizing cleanliness can save children's lives, and I want to give you another example. A few years ago, there were constant breaking news reports about hundreds of children dying from encephalitis in Gorakhpur and the surrounding areas. But now, with the departure of filth and the arrival of cleanliness, those reports have also disappeared. See what goes away with the dirt! A major reason for this is the public awareness brought by the Swachh Bharat Mission, and the cleanliness that followed.

## Friends,

The increased respect for cleanliness has also brought about a significant psychological shift in the country. I feel it's important to mention this today. Earlier, people who were associated with cleaning work were seen in a certain light, and we all know how they were viewed. A large section of society considered making a mess their right, and believed it was someone else's responsibility to clean it up, living with a sense of arrogance while demeaning those who cleaned. But when all of us started participating in cleanliness efforts, even those involved in cleaning felt that the work they were doing was important, and others were also becoming part of their efforts too. This led to a major psychological change. The Swachh Bharat Mission has brought immense respect and dignity to families and sanitation workers, making them feel proud of their contribution. Today, they look at us with a sense of respect. They now take pride in the fact that they are not just working to fill their stomachs, but are also contributing to making the nation shine. The Swachh Bharat Mission has given millions of sanitation workers a sense of pride and dignity. Our government is committed to ensuring the safety of sanitation workers and providing them with a dignified life. We are also working to eliminate the dangers posed by manual entry into septic tanks. The government, private sector, and the public are working together, and many new startups are emerging, bringing new technologies.





### Friends,

The Swachh Bharat Mission is not just a program for cleanliness; its scope is expanding widely. It is now paving the way for cleanliness-driven prosperity. The Swachh Bharat Mission has also generated large-scale employment. Over the past few years, the construction of crores of toilets has benefitted many sectors, providing jobs to people. In villages, masons, plumbers, labourers, and many others have found new opportunities. UNICEF estimates that about 1.25 crore people have gained some economic benefit or employment due to this mission. A new generation of female masons is also a product of this campaign. Earlier, we had never heard of female masons, but now you can see women working as masons.

With clean technology, better jobs and opportunities are emerging for our youth. Today, around 5,000 startups are registered in clean tech. In areas such as waste-to-wealth, waste collection and transportation, water reuse, and recycling, many opportunities are being created in the water and sanitation sector. It is estimated that by the end of this decade, 65 lakh new jobs will be created in this sector, and the Swachh Bharat Mission will undoubtedly play a significant role in this.

### Friends,

The Swachh Bharat Mission has also given a new boost to the circular economy. We are now producing compost, biogas, electricity, and materials like charcoal for road construction from the waste generated at home. Today, the GOBARdhan Yojana is bringing about major changes in both rural and urban areas. Under this scheme, hundreds of biogas plants are being set up in villages. For farmers engaged in animal husbandry, handling aged livestock can become a financial burden. Now, thanks to the GOBARdhan Yojana, even livestock that no longer produces milk or works on farms can become a source of income. In addition, hundreds of CBG plants have already been set up across the country. Today, several new plants have been inaugurated, and new projects have been initiated.

### Friends,

In this rapidly changing time, it is important for us to understand the challenges related to cleanliness. As our economy grows and urbanization increases, the generation of waste will also rise, leading to more garbage. The current "use and throw" model of the economy also contributes to this problem. We will face new types of waste, including electronic waste. Therefore, we must improve our future strategies. We need to develop technologies in construction that make greater use of recyclable materials. Our colonies, housing complexes, and buildings need to be designed in a way that brings us as close to zero waste as possible. If we can bring it to zero waste, it will really be very good.

We must ensure that water is not wasted and that treated wastewater is reused effectively. The Namami Gange project is a model for us. As a result of this initiative, the Ganges River is now much cleaner. The Amrit Mission and Amrit Sarovar campaign are also bringing significant changes. These are powerful models of change brought about by government and public participation. However, I believe this is not enough. We must continue to invest in new technologies for water conservation, water treatment, and cleaning our rivers. We all know how closely cleanliness is linked to tourism. Therefore, we must also keep our tourist destinations, sacred sites, and heritage sites clean.





## Friends,

Over the past 10 years, we have achieved a lot in terms of cleanliness. But just as creating waste is a daily routine, maintaining cleanliness should also be a daily habit. No person or creature can say they will never create waste. If waste is inevitable, then cleanliness must be inevitable too. We must continue this work not just for one day or one generation, but for generations to come. When every citizen understands cleanliness as their responsibility and duty, I have faith in the people of this country that change is guaranteed. It is guaranteed that the country is bound to shine.

The mission of cleanliness is not a one-day task but a lifelong practice. We must pass it on from generation to generation. Cleanliness should be a natural instinct for every citizen. It should be part of our daily lives, and we should develop an intolerance toward dirt. We should not tolerate or even see filth around us. Hatred for dirt is what will compel and strengthen us in the pursuit of cleanliness.

We've seen how small children in households motivate their elders to keep things clean. Many people tell me that their grandchildren or children often remind them, saying, "Look at what Modi ji said. Why are you littering?" They stop people from throwing a bottle out of the car window. This movement has planted a seed even in them. Therefore, today I would like to tell the youth and the next generation of children: let's stay committed, let's continue to explain and encourage others, and let's unite. We must not stop until the country is clean. The success of the past 10 years shows us that it is possible, we can achieve it, and we can save Mother India from dirt.

## Friends,

Today, I would also like to urge state governments to take this campaign to the district, block, village, neighborhood, and street levels. We should have competitions for clean schools, clean hospitals, clean offices, clean neighbourhoods, clean ponds, and clean wells in different districts and blocks. This will create a competitive environment, and rewards and certificates should be given on a monthly or quarterly basis. It's not enough for the Indian government to simply declare 2-4 cities as clean or 2-4 districts as clean. We need to take this to every area. Our municipalities should continuously ensure that public toilets are well-maintained, and we should reward them for it. There is nothing worse than systems returning to old ways. I would like to urge all local bodies to prioritize cleanliness and make it their top priority.

Let us all take a pledge together. I make a request to my fellow citizens to make a commitment: wherever we are—whether at home, in our neighborhood, or at our workplace—we will not create filth, nor will we tolerate it. Let cleanliness become our natural habit. Just as we keep our places of worship clean, we must develop the same sentiment toward our surroundings. Every effort we make on the journey to a 'Viksit Bharat' (Developed India) will strengthen the mantra of "cleanliness leads to prosperity." Once again, I extend my best wishes to all of you. With renewed enthusiasm and confidence, let us move forward and offer a true tribute to Pujya Bapu by taking a pledge not to create waste, doing whatever we can for cleanliness, and never backing down from our responsibility. I wish you all the best.

Thank you very much.

”

Hon'ble Prime Minister  
**Shri Narendra Modi**

10<sup>th</sup> anniversary of Swachh Bharat Mission,  
2<sup>nd</sup> October 2024, Vigyan Bhawan





## From the **Union Minister**



Swachhata Hi Seva reflects the very essence of India's commitment to cleanliness and public health. Over the past decade, the Swachh Bharat Mission has been instrumental in not only transforming the sanitation landscape of our country but also in empowering communities to take ownership of their environment. Today, almost all villages have access to sanitation systems and crores of households have embraced a cleaner, healthier lifestyle. As we celebrate Swachhata Hi Seva, it is a reminder that this journey is far from over. Cleanliness is not just a one-time effort, but a way of life that each citizen must adopt.

**Sh. C. R. Patil**

Union Minister, Ministry of Jal Shakti

## From the **Union Minister of State**



Swachhata, as both a policy and a tangible goal, can only succeed when it is actively adopted on the ground. Policies set the vision, but it is the collective effort of citizens that brings it to life. The Swachhata.Hi Seva campaign serves as a powerful reminder that real change comes when we step out and engage in hands-on work. The success of the campaign over the years has shown us that when communities come together with purpose and action, the impact is transformative.

**Shri V. Somanna**

Union Minister of State, Ministry of Jal Shakti





## From the **Secretary's Desk**



**Smt. Vini Mahajan**

Secretary, Department of Drinking Water and Sanitation,  
Ministry of Jal Shakti

Swachhata Hi Seva is a powerful step forward in our collective journey towards a cleaner, healthier, and more inclusive India. The overwhelming participation of thousands of volunteers and participants under SHS activities of Swachhata Mein Bhagidaari, Safai Mitra Suraksha Shivirs, and Cleanliness Target Units, underscores our commitment to turning policies into tangible outcomes. These initiatives have been designed by placing focus on key outcomes and indicators that truly make a difference in people's lives. As we celebrate the 10th year of the Swachh Bharat Mission, we must recognize that sanitation is not only a societal challenge but a deeply embedded social issue. Women, who form the backbone of our communities, must continue to be at the heart of these efforts, driving the change that impacts us all. Together, we continue to push forward, ensuring that Swachhata remains at the core of India's future.

## From the **OSD's Desk**

Swachhata Hi Seva 2024, with its theme of 'Swabhav Swachhata, Sanskaar Swachhata,' reflects the essence of our ongoing efforts to integrate cleanliness into the very fabric of our daily lives. This year's campaign is a testament to how deeply the principles of Swachhata have become ingrained in our national consciousness over the past decade. By encouraging every citizen to participate and take ownership of their surroundings, we are reinforcing the values that have driven the Swachh Bharat Mission since its inception. This campaign is not just about cleanliness—it is about fostering a culture of responsibility, one that continues to guide our efforts toward a cleaner, healthier India.



**Shri Ashok Kumar Kaluaram Meena**

OSD, Department of Drinking Water & Sanitation, Ministry of Jal Shakti

## From the **Mission Director's Desk**



The Swachhata Hi Seva campaign is celebrating its seventh year and it continues to be a driving force in the Swachh Bharat Mission committed towards a cleaner and healthier India. Under the SHS campaign, the events and massive participation that has been witnessed across all program verticals build on the immense progress we have already made, reinforcing the deep-rooted values of cleanliness and sanitation that have become second nature across communities. It is through collective action, participation, and sustained effort that we shall continue to achieve tangible outcomes, ensuring the vision of Swachh Bharat is not just maintained but further strengthened.

**Shri Jitendra Srivastava**

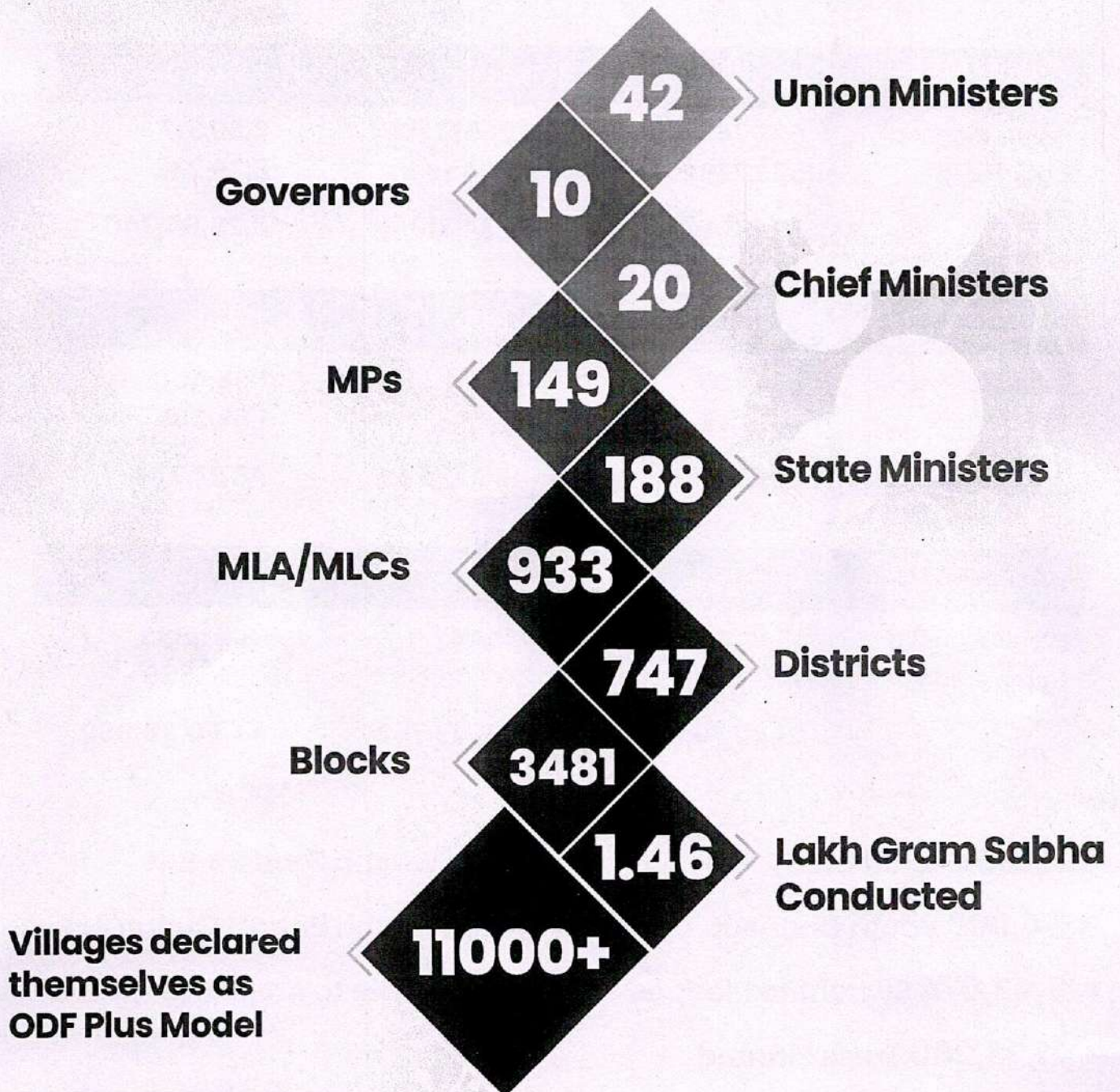
Joint Secretary & Mission Director (SBM-G), DDWS, Ministry of Jal Shakti





## Swachhata Hi Seva (SHS) Highlights

Through the course of SHS, we witnessed participation from the Honorable President and Vice President along with





## SHS Impact

- Total Events Planned - **30,68,312**
- Total Public Participation - **30,91,44,229**

Cleanliness Target Units	Rural	Urban	Total
Events Planned	5,17,745	3,21,572	8,39,317
Completed	5,12,779	3,15,459	8,28,238
People Participation	2,69,34,430	59,34,310	<b>3,28,68,740</b>

SafaiMitra Suraksha Shivr	Rural	Urban	Total
Events Planned	1,34,787	30,694	1,65,481
Completed	1,31,788	27,713	1,59,501
Health Workers Benefitted	34,07,661	14,13,723	<b>48,21,384</b>

Swachhata Mein Jan Bhaagidari	Rural	Urban	Total
Events Planned	15,12,441	3,11,442	18,23,883
Completed	14,79,944	2,93,692	17,73,636
People Participation	21,40,76,108	3,09,49,752	<b>24,50,25,860</b>

- **11,139** Cyclothons
- **54,090** Youth Connect
- **3,42,074** Swachhta Pledges
- **71,28,200** Trees Planted
- **16,124** Swachh Food Streets
- **79,971** Swachh Bharat Cultural Fests
- **19,338** Waste to Art Events

[click here to view the SHS Dashboard](#)





# Social Media Corner

## CELEBRITY ENGAGEMENT



TOTAL: 175+

## World Leaders

**Ajay Banga**  
President, World Bank

**Masatsugu Asakawa**  
President, Asian Development Bank

**Dr. Tedros Adhanom Ghebreyesus**  
Director-General of WHO

**Bill Gates**  
Founder, Microsoft & Philanthropist





# Social Media Corner

## CELEBRITY ENGAGEMENT



TOTAL: 175+

## World Leaders

**MyGomaa**  
Swachh Bharat Mission of the World Bank, which is the 2nd largest...  
720 12 2.1K 25

**Ajay Banga**  
President, World Bank

**crpaatl**  
Original audio  
President of the Asian Development Bank, Mr. Masatsugu Asakawa Ji, also praised the Swachh Bharat Mission and congratulated Prime Minister Sri Narendra Modi Sir for his visionary leadership.  
He described this mission as an inspiring initiative not only for India but for the entire world, offering a new approach and direction towards cleanliness and health.  
249 likes  
5 days ago

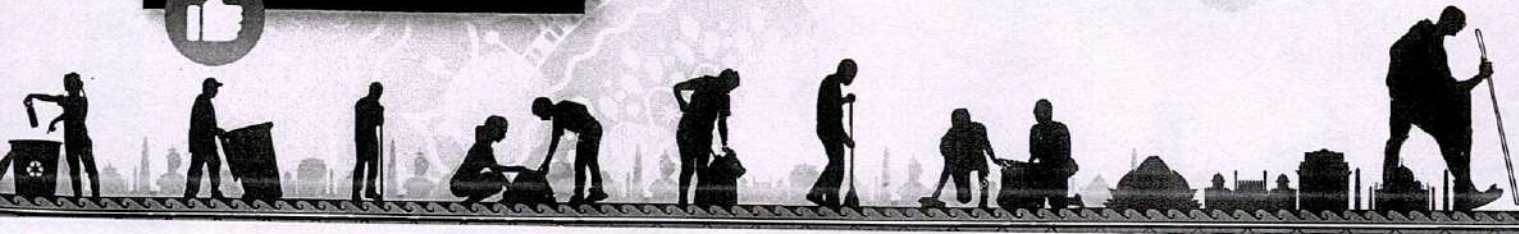
**Masatsugu Asakawa**  
President, Asian Development Bank  
Over the last decade,  
249 likes  
5 days ago

**Post**  
The support of Swachh Bharat Mission in sanitation has been amazing...  
153 3K

**Bill Gates**  
Founder, Microsoft & Philanthropist

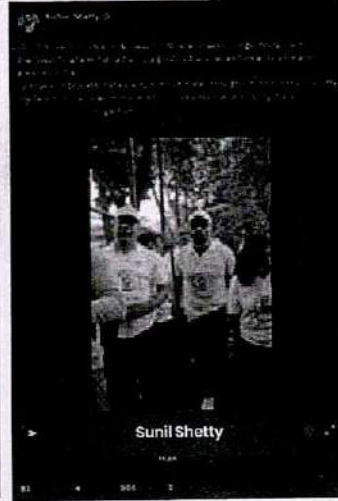
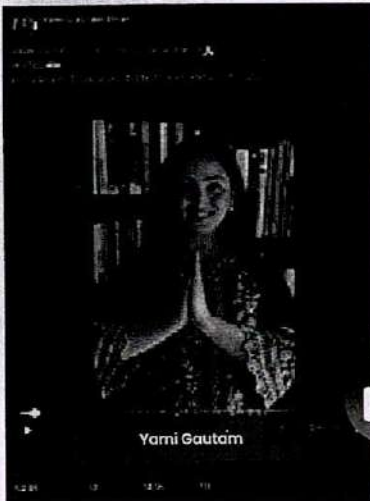
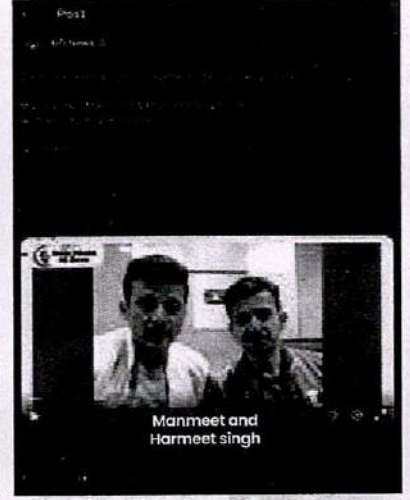
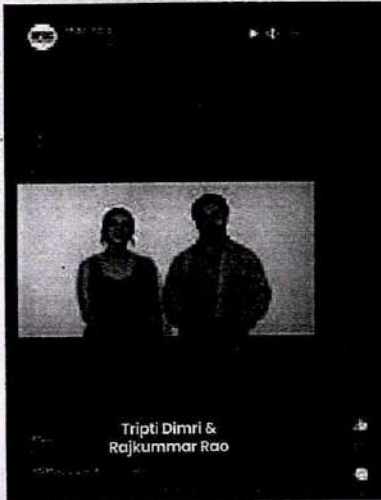
**World Health Organization**  
**Dr Tedros Adhanom Ghebreyesus**  
Director-General of WHO

**akashvanisanghadkolkata**  
Original audio  
10 Years of Swachh Bharat Mission...  
Log in to like this  
5 days ago

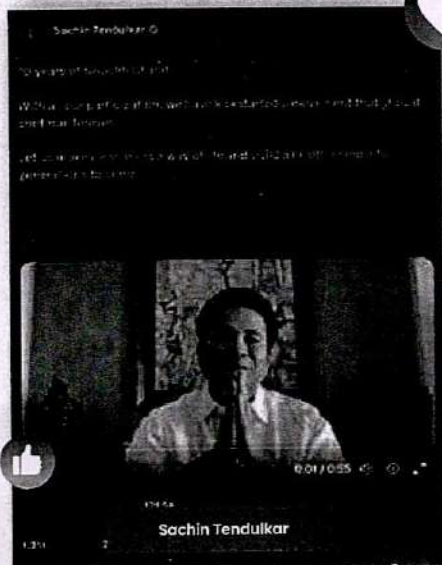




## Cinema Fraternity Members

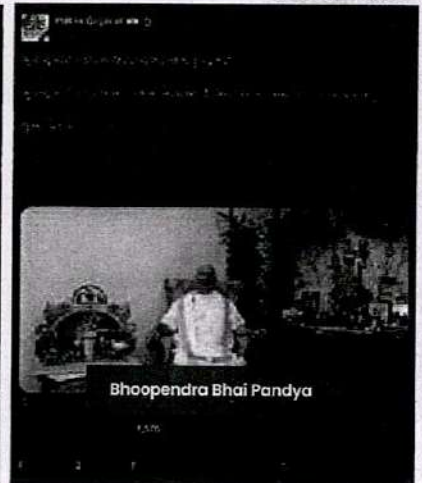


## Sportspersons





# Religious/ Spiritual Leaders



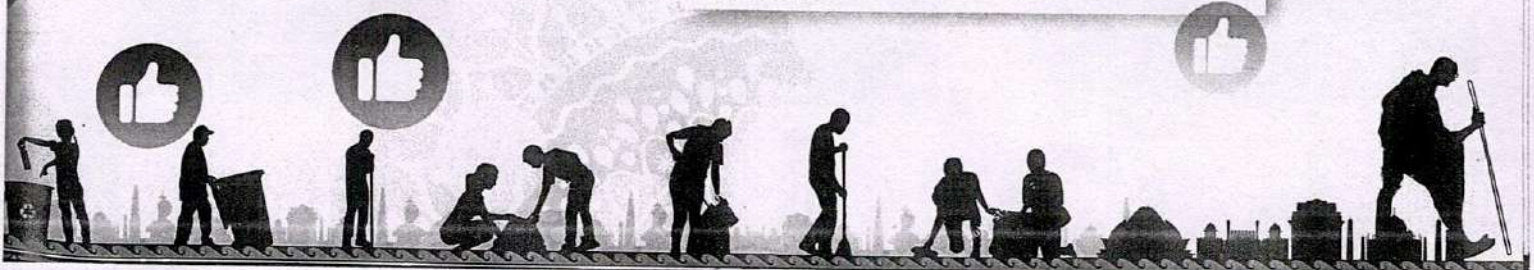
# Trending Hashtags



For you   **Trending**   News

**India trends**

- 1 · Holidays · Trending  
**#GandhiJayanti**  
73.1K posts
- 2 · Trending  
**लाल बहादुर शास्त्री**  
76.7K posts
- 3 · Politics · Trending  
**#10YearsOfSwachhBharat**  
39.5K posts
- 4 · Trending  
**#SBD2024**  
17.3K posts
- 5 · Trending  
**#SHS2024**  
26.1K posts





**Roll out of SHS Campaign  
Blessings from Hon'ble President**

Participation of Hon'ble President at IWW, New Delhi and at Ujjain, Madhya Pradesh



**Under the distinguished presence of Hon'ble Vice President**

Participation of Hon'ble Vice President at Jhunjhunu, Rajasthan





### With gracious support of Union Ministers

Participation of Hon'ble Union Minister, Jal Shakti at Odisha and Chhattisgarh



### Supported by the distinguished presence of Governors and Chief Ministers

Participation from Governors and Chief Ministers



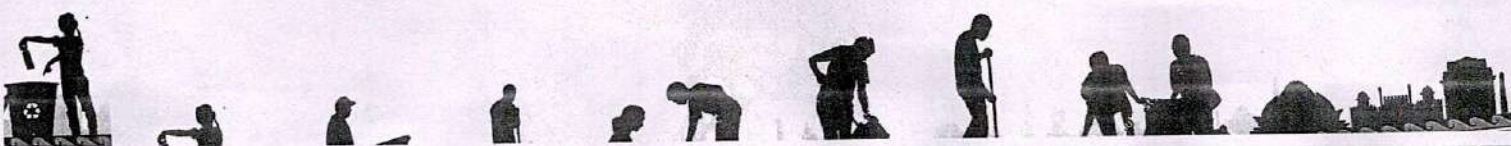




SHS campaign curtain raiser on 13<sup>th</sup> September, 2024



Swachh Bharat Diwas curtain raiser on 1<sup>st</sup> October, 2024





## Indian Missions abroad join the SHS campaign



**United States of America**



**Russia**



**United Kingdom**



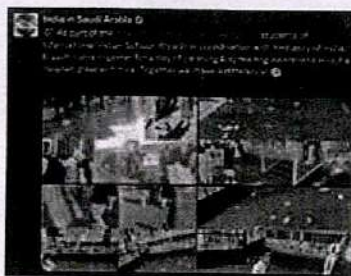
**France**



**Japan**



**Italy**



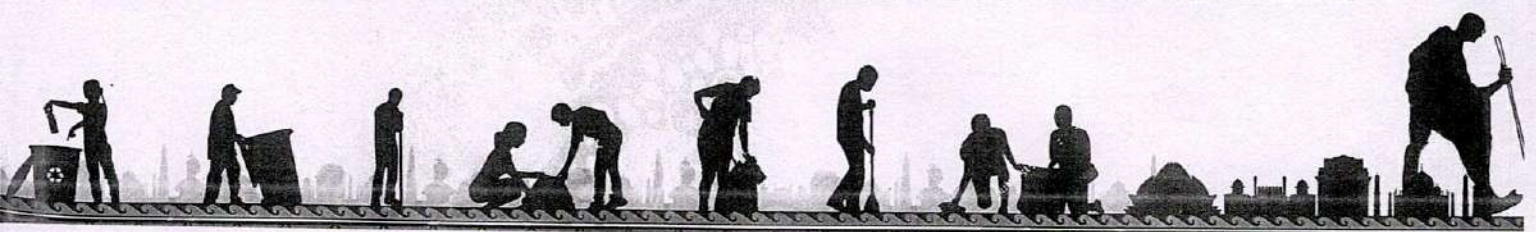
**Saudi Arabia**



**Spain**



**Netherlands**





## Indian Missions abroad join the SHS campaign



Switzerland & Liechtenstein



Tanzania



Egypt



Serbia



Thailand



Colombia



Oman



Maldives



Venezuela

& many more





# Media Corner

Over the course of the fortnight more than 2000 press clippings were generated



## Programme Highlights

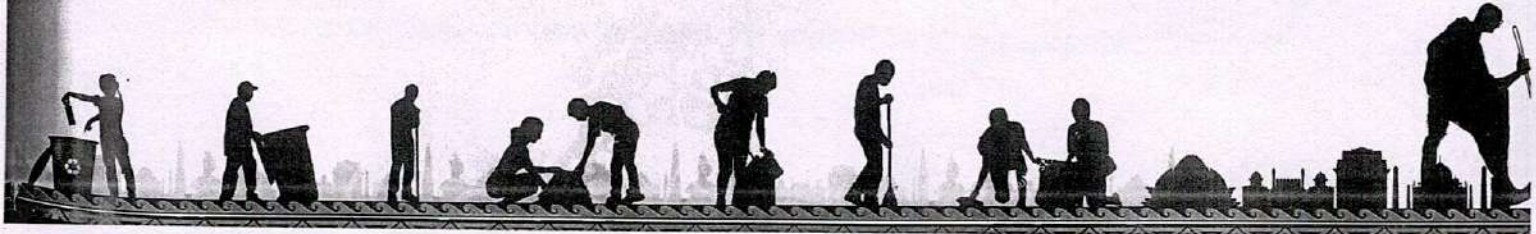
As on October 10<sup>th</sup>, 2024

ODF PLUS

Over 5.54 lakh of India's inhabited villages have declared themselves ODF Plus.

- Aspiring: 2,16,785
- Rising: 22,258
- Model: 3,15,899
- Verified: 1,41,994

- 4,12,668 Villages have arrangements for solid waste management
- 5,00,197 Villages have arrangements for liquid waste management
- 1,144 Biogas plants registered
- 758 Functional Biogas plants
- 86 Completed Biogas plants
- 3,651 Blocks have arrangement for plastic waste management





## Curtain Raiser Event for Swachhata Hi Seva 2024: Celebrating a Decade of Transformative Cleanliness under Swachh Bharat Mission



The Ministry of Jal Shakti and the Ministry of Housing & Urban Affairs (MoHUA) launched the Swachhata Hi Seva (SHS) 2024 campaign on 13th September at Sushma Swaraj Bhawan with a curtain raiser event. This event is a significant milestone as the Swachh Bharat Mission prepares to celebrate its 10<sup>th</sup> anniversary.

The SHS 2024, theme 'Swabhav Swachhata, Sanskar Swachhata,' aims to reignite the spirit of collective action and citizen participation for cleanliness across India, focusing on three key pillars under the 'whole of society approach':

- Cleanliness Target Units (CTUs) – Shramdaan activities aimed at the time-bound transformation of target units and general cleanliness.
- Swachhata Mein Jan Bhagidari – Promoting public participation, awareness, and advocacy.
- Safai Mitra Suraksha Shivirs – Conducting preventive health checkups and providing social security coverage for sanitation workers.

**Key Highlights from the Launch Event:** The event was graced by the hon'ble Union minister for Housing & Urban Affairs and Power, Shri Manohar Lal; Hon'ble Union Minister of Jal Shakti, Shri C R Patil; State Ministers, Secretaries, and Mission Directors. It featured a press interaction followed by the curtain raiser.

To read more, [click here](#)





## Swachhata Hi Seva (SHS) 2024 campaign kick starts, celebrating 10 Years of Transformative Cleanliness



The Department of Drinking Water and Sanitation (DDWS), Ministry of Jal Shakti, in collaboration with the Ministry of Housing and Urban Affairs (MoHUA), proudly announces the official launch of Swachhata Hi Seva (SHS) 2024. It is a nationwide cleanliness campaign that reaffirms the commitment to a cleaner and healthier India. This year's campaign, themed 'Swabhav Swachhata, Sanskar Swachhata', builds upon a decade of transformative work under the Swachh Bharat Mission (SBM), which has fundamentally reshaped the sanitation landscape of India since its inception in 2014. This campaign will see citizens across the country engaged in mass cleanliness drives, public awareness campaigns, and a collective push for a cleaner environment. **The DDWS alone has planned over 9.2 lakh rural events across all states/UTs with 4.9 lakh Swachhata Mein Bhagidari events and 3.74 lakh CTUs and 61,638 SafaiMitra Suraksha Shivirs.**

The campaign, commencing today, saw a plethora of events across the country. In Rajasthan, Vice President of India, Shri Jagdeep Dhankhar, kick started the National launch activities along with Union Minister for Housing and Urban Affairs Shri Manohar Lal Khattar, and Shri Avinash Gahlot, Ministry of Social Justice and Empowerment, Government of Rajasthan in Jhunjhunu. The state launch in Karnataka was done by Union Minister of State for Jal Shakti, Shri V. Somanna and in eight States, the launch events were conducted by the Chief Ministers and other senior dignitaries. Apart from this State launches were conducted in all States/UTs by various dignitaries. While inaugurating the 8th India Water Week (IWW) 2024 in New Delhi today, President of India, Smt. Droupadi Murmu remarked that the

[To read more, click here](#)





## Hon'ble Union Minister, Jal Shakti Minister, Shri C.R. Paatil visits Chhattisgarh for Swachhata Hi Seva 2024

Chhattisgarh is taking the Swachhata Hi Seva (SHS) 2024 campaign to new heights with a comprehensive plan that includes 29,951 'Swachhata Mein Bhagidari' events, 2,332 'Safai Mitra Suraksha Shivirs', and the transformation of 5,631 Cleanliness Target Units (CTUs) across its rural areas. As part of this initiative, Union Minister of Jal Shakti, Shri C.R. Paatil, visited Rajnandgaon District to observe the progress and engage in several activities aimed at reinforcing these sanitation efforts. During his visit, Shri C.R. Paatil witnessed firsthand the impact of sanitation initiatives, including the convergence of water conservation and sanitation programs. Chhattisgarh has made significant progress, with 67% of its villages declared ODF Plus Model, 73% managing solid waste, and 94% managing liquid waste.



To read more, [click here](#)

## Hon'ble Union Minister Jal Shakti Visits Odisha to Assess SHS 2024 Progress

Hon'ble Union Minister of Jal Shakti, Shri C.R. Paatil, visited Odisha on September 26th to review the ongoing Swachhata Hi Seva (SHS) 2024 campaign activities. His visit focused on assessing the state's sanitation achievements, including the Open Defecation Free (ODF) Plus Model villages, improved waste management systems, and overall cleanliness efforts. The visit began at Suando village, the birthplace of Utkalamani Pandit Gopabandhu Das, a prominent social reformer of Odisha. Hon'ble MoJS participated in a tree plantation drive under the 'Ek Ped Ma Ke Naam' initiative, contributing to both environmental sustainability and the SHS campaign. At a convention held in Biraramachandrapur Gram Panchayat, Shri C R Paatil Ji highlighted Odisha's significant progress under the Swachh Bharat Mission, moving from just 12% to 100% toilet access in rural areas.



To read more, [click here](#)





## Prime Minister Leads Celebration Marking 10 years of Swachh Bharat Mission on 155<sup>th</sup> Gandhi Jayanti



Gandhi Jayanti 2024, is a historic milestone as it in the 10th anniversary of the Swachh Bharat Mission (SBM). Launched by Hon'ble Prime Minister Narendra Modi on 2nd October 2014, the SBM has not only transformed the nation's sanitation landscape but also become a beacon of sustainable development globally. To commemorate this special occasion, a national celebration was planned where Prime Minister, Narendra Modi, graced the event as the Chief Guest, and was accompanied by Union Minister of Ministry of Housing and Urban Affairs (MoHUA)- Shri Manohar Lal Khattar, Union Minister of Jal Shakti- Shri C R Patil, Union Ministers of States (MoS), Shri Tokhan Sahu(MoHUA) and Shri Raj Bhushan Choudhary (DDWS) were also present, alongside Secretary Department of Drinking Water and Sanitation , Smt. Vini Mahajan ,Secretary MoHUA Shri Katikithala Srinivas, Secretary- Ms. Debashree Mukherjee , along with senior members from different ministries, representatives from States/UTs, youth leaders, sanitation workers, sarpanches, and women leaders.

The plenary hall at Vigyan Bhawan was a full house, with attendees from across India gathering to commemorate this landmark occasion in the nation's sanitation journey.

Prime Minister Modi's Vision: A Clean and Prosperous India

Delivering his remarks, Hon'ble Prime Minister, Narendra Modi expressed his heartfelt gratitude to the people of India for their relentless contribution to the mission. He stressed that the mission was "not just about cleanliness but about transforming mindsets and setting new standards of public health and environmental consciousness." The Prime Minister called upon the nation to maintain its commitment to sanitation, cleanliness, and environmental sustainability, remarking: "Swachh Bharat is a movement that will shape the future of generations to come."

[To read more, click here](#)

