



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



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

Swachhata Hi Seva

15 September - 2 October 2023

Garbage Free India

Background

Celebrate 9 years of Swachh Bharat Mission

'Whole of Government' approach

Visibly higher order of cleanliness through shramdaan & jan bhagidari

Timelines

S.No	Activities	Date
1	Launch of Swachhata Pakhwada 2023	15 th Sept
2	On ground activities	15 th - 30 th Sept
3	Swachhata Diwas Celebration	1 st - 2 nd Oct



All Ministries,
States/UTs, ULBs & GPs



Theme: Garbage Free
India



15th Sept - 2nd Oct 2023

Citizen led cleaning drives

- Preparation of micro-plan with details of number of events and mobilization of people for participation
- Prabhat Pheris, rangolis, painting competitions, nukkad natak, walkathons, cycle rallies, pledges etc.
- 'Thank you SafaiMitra' campaign
- Awards for Swachh schools, hospitals, colleges, cleanest parks etc.

Proposed Activities – Central Ministries



1) Swachhata Pledge

2) Cleanliness drives at:

- Office premises & adjacent areas (convergence with Special Campaign 3.0 of DAPRG)
- Railway tracks & stations
- Adjacent areas of airports
- Tourist places / pilgrim sites (convergence with World Tourism Day)
- ASI monuments/ heritage sites
- Educational Institutions
- Highways & adjacent areas
- Zoos, sanctuaries, parks
- Other high footfall areas

3) Pledge for SUP ban and zero waste events

Action Points

- 1) Appointment of nodal officer
- 2) Preparation of Pakhwada plan of ministries
- 3) Sharing of specific activities for 1st – 2nd Oct by 20th Sept
- 4) Daily reporting & documentation on DDWS portal (<https://swachhbharatmission.gov.in/shs2023/>)

Amplification

- 1) Banner of SHS 2023 on website of all ministries
- 2) Promote citizen selfies on www.swachhatahiseva.com
- 3) **Official Hashtags:** #SwachhBharat #GarbageFreeIndia #SHS2023
- 4) **Official Handles:** @SwachhBharatGov, @swachhbharat, @PMOIndia

Additional Support sought from Ministries



Civil Aviation

- Announce SHS messages during flights
- Print Swachhata logo and message on tickets during the fortnight
- 'Waste to Art' selfie point installations at airports
- Clean airport competitions

Railways

- Print Swachhata logo and message on all tickets during the fortnight
- SHS announcements and A/V messages to be played in Vande Bharat/Shatabdi trains
- Instituting special prizes for exceptional work in Har Patri Saaf Suthri
- 'Waste to Art' selfie point installations at all railway stations

MoRTH

- Cleanliness drives across highways & adjacent areas
- SBM messaging at toll booths
- Clean toilet facilities

Additional Support sought from Ministries



Education

- Involve Universities and Colleges in SHS activities
- Colleges to adopt neighbourhood for Shramdaan
- Engage students from public and private institutions in SHS activities
- 30 minutes 'Swachhata Time' in all schools during Pakhwada
- Visit to nearby waste processing plants to understand journey of waste (coordination with local bodies)
- District/ State/ National level competitions around SHS themes (painting, singing, skits, essay writing, extempore, waste to wealth craft competitions etc.) and award distribution on 2nd Oct

Youth & Sports

- Engage Sports celebrities to endorse SHS
- Organise Swachhata runs in districts/states
- Youth engagement through NSS, NCC, NYKS

Tourism

- SHS activities at 108 high footfall tourist/ pilgrim sites

Additional Support sought from Ministries



MoEFCC

- Prioritize Swachhata activities under Mission LiFE

Petroleum and Natural Gas

- Use petrol pump billboards to display SHS messages (open file of creative will be shared)
- Promote Fresh Toilets in petrol pumps with special focus on tourist routes
- Cleanliness drives in adjacent areas
- 3R badges/ caps etc. for staff
- 2 bin system adoption

Dept of Ocean Development

- Plogging drives along beaches and waterfronts

MoSJE

- Facilitation of SUY Loans during SafaiMitra Suraksha Shivar

MoHFW

- Preventive health checkup for all sanitation workers in SafaiMitra Suraksha Shivar in coordination with urban local bodies
- Clean-up drives in all health facilities

Additional Support sought from Ministries



Department of Water Resources, River Development & Ganga Rejuvenation

- Special drives across Ganga ghats and towns,
- Youth-led clean Ganga Shapath
- Cleanliness drives across hydro-power colonies

Communication- D/o Telecom

- SHS caller tunes on all networks
- Push messages for Swachhata Selfies on <https://swachhatahiseva.com/>

Information & Broadcasting

- DD, AIR , PIB for events coverage and SHS messages
- Talk Shows & Special Impact Stories on DD & AIR
- Facilitate coverage & special programmes on private channels
- Messages in movie theatres
- Billboard messaging (open file of creative will be shared)



Thank You