

भा.मा.ब्यूरो मुख्या./प्रशा./परिपत्र (41)/2024

BIS HQ/ADMN/Circular (41)/2024

दिनांक : 13 सितम्बर 2024

Date: 13 September 2024

भारतीय मानक ब्यूरो/Bureau of Indian Standards
(प्रशासन विभाग/Administration Department)

परिपत्र/Circular

Subject: Swachhta Hi Seva (SHS) 4.0 VC meeting on 13 Sept 2024 at 2:30 pm-reg.

This is in continuation of our Circular ref. No. BISHQ/ADMN/Circular (39)/2024 dated 12 Sept 2024 regarding Swachhta Hi Seva (SHS). Now, an email dated 12 Sept 2024 received from the Under Secretary (P&C), DoCA on the above subject (copy enclosed).

2. As per said email, it is to inform that VC meeting is scheduled to be held today i.e. 13th September, 2024 at 2:30 p.m. on the above mentioned subject with all nodal officers of subordinate/autonomous/ attached offices of DoCA under the chairmanship of Advisor (Cost). Therefore, all nodal officers of ROs/BOs/Labs/NITS including departments at BIS are requested to attend the meeting accordingly.

VC link of meeting along with meeting number and password are mentioned below.

<https://doca.webex.com/docaj.php?MTID=mcfa0269f6669602dae94e0007f76c543>

Friday, 13 September, 2024 14:30 | 1 hour | (UTC+05:30) Chennai,
Kolkata, Mumbai, New Delhi

Meeting number: 2510 881 8139

Password: 122024

Checklist, PPT and O.M. dated 11.09.2024 are also attached for reference.

3. In view of above, all HoDs of ROs/BOs/Labs/NITS including HQs are ensure to instruct their Nodal Officers of Swachhta Campaign to attend the above said VC meeting and be ready with their Swachhta Action Plan (Swachhta Hi Seva).

4. This issues with the approval of Competent Authority.

Encl: as above



(Sandeep Meena)

Director (Administration)

Our Ref: ADMN/09/71/2024

Circulated to: All HoDs and Nodal Officers of Swachhta Campaign 4.0 of ROs/BOs/Labs/NITS including departments at BIS HQs for kind information and strict compliance, please.

Fwd: Swachhata Hi Seva 4.0 VC meeting on 13th September, 2024 at 2:30 pm

BD BIS DG Secretariat <dg@bis.gov.in>
Thu, 12 Sep 2024 5:16:30 PM +0530
To "Anuj Kumar" <ddga@bis.gov.in>
Cc "Planning Coordination" <pnc@bis.gov.in>

==== Forwarded message =====

From: Under Secretary <uspc-ca@gov.in>
To: "BIS DG Secretariat" <dg@bis.gov.in>, "dgnth-wb" <dgnth-wb@nic.in>, "mdnccf" <mdnccf@nccf-india.com>, "Iqbal Ahmed" <dr.ncdrc@gov.in>, "ASHUTOSH Agarwal" <ashutosh.agarwal13@nic.in>, "Registrar NCDRC" <ncdrc@nic.in>, "Abhisek Prasad" <aprasad@nth.gov.in>, "Tarun Gupta" <t.k.gupta@gov.in>, "sharad yadav" <sharad.y@gov.in>, "SUNIL KUMAR" <sunil.k1984@gov.in>, "SONU langyan" <sonu.langyan@gov.in>, "rrsl guwahati" <rrsl.guwahati@gmail.com>, "rrslbhubaneswar" <rrslbhubaneswar@gmail.com>, "rrsl ahd" <rrsl_ahd@yahoo.co.in>, "rrslvar" <rrslvar@gmail.com>, "ddrrsl" <ddrrsl@gmail.com>, "ddrrsl frd" <ddrrsl.frd@gmail.com>, "Dr Joshi" <rakesh.joshi74@gov.in>, "Director IILM" <dir-iilmr-jhr@nic.in>, "ADMINISTRATION Admn" <administration@bis.gov.in>
Cc: "Shashi Bhushan" <shashibhushan.icoas@nic.in>, "Aman Jain" <amanjain.ofb@nic.in>
Date: Thu, 12 Sep 2024 16:47:56 +0530
Subject: Swachhata Hi Seva 4.0 VC meeting on 13th September, 2024 at 2:30 pm

==== Forwarded message =====

Sir/Ma'am

I am directed to say that a VC meeting is scheduled to be held tomorrow i.e. 13th September, 2024 at 2:30 p.m. on the above mentioned subject with all nodal officers of subordinate/autonomous/ attached offices of DoCA under the chairmanship of Advisor (Cost). Therefore, all nodal officers are requested to attend the meeting accordingly. VC link of meeting along with meeting number and password are mentioned below.

<https://doca.webex.com/doca/j.php?MTID=mcfa0269f6669602dae94e0007f76c543>

Friday, 13 September, 2024 14:30 | 1 hour | (UTC+05:30) Chennai, Kolkata, Mumbai, New Delhi
Meeting number: 2510 881 8139
Password: 122024

2. Checklist, PPT and O.M. dated 11.09.2024 are also attached for reference.

With regards,
Under Secretary (P&C)
Department of Consumer Affairs

AD
DDCA
DRA
Sneen
13/9/24
12/09/24

With regards

SSA
13/9/24

E-mail Forwarded to DRA pl.

DDGA Dy. No. 1261
Dated 12/09/2024

PS to DG

egkfunskd lfpoky; @ Director General Secretariat

Hkkjrh; ekud C;wjks @ Bureau of Indian Standards

ekud Hkou] 9] cgknqj'kkg tQj ekxZ @ Manak Bhawan, 9, B.S. Zafar Marg,

ubZ fnYyh 110002 @ New Delhi 110 002

nwjHkk"k @ Phone : 011 23237991 / 23236980



☑ 3 Attachment(s) • Download as Zip • Add To >



SHS 2024 ppt.pptx

9 MB • 🔒

Checklist of activities for S... .docx

18.9 KB • 🔒



OM dated 11.09.2024 reg.pdf

1.4 MB • 🔒

Checklist of activities for Swachhata Hi Seva 2024 – Central Ministries

Preparatory activities				
Sl. No.	Activity Name	KPI/ Description	Action Taken Report	Remarks
1.	Nodal Officer Appointed ?	Details of Nodal officer:		All offices of DoCA viz BIS,NTH,NCCF, RRSLs, IILM, NCDRC are requested to provide details of Nodal Officer along with Mobile Number and email.
2.	Onboarding on SHS 2024 portal and data entry	Nodal Officer Registration on portal done? Mapping of Subordinate formations: Level 1: Level 2: Level 3:		
3.	Collaboration	Names of PSUs identified for collaboration vs. how many registered on portal		-
4.		Names of NGOs identified for collaboration vs. how many registered on portal		CWF to identify NGOs.
5.		Names of CSO identified for collaboration vs. how many registered on portal		-
6.		Names of Corporates identified for collaboration vs. how many registered on portal		BIS and LM has to identify.
7.	10 Years of Swachh Bharat	How has the Ministry transformed its Swachhata activities in last 10 years: Impact Stories – Minimum 5 for each Ministry to be shared by 15 September		All offices of DoCA viz BIS,NTH,NCCF, IILM, RRSLs and NCDRC are requested to upload their impact stories on portal.

SHS 2024 Implementation Plan				
Sl. No.	Activity Name	KPI/ Description	Action Taken Report	Remarks
1.	Involvement of Hon'ble Minister, other notable personalities	Dates and events on which: <ul style="list-style-type: none"> Hon'ble Minister has agreed to participate in SHS Other Notable Personalities agreed to participate in SHS 		DoCA
2.	Transformation of Cleanliness Target Unit (CTUs)	<ul style="list-style-type: none"> Total Number of CTUs identified for participation/transformation Whether Ministry has done resource planning and manpower allocation for transforming all CTUs 		All offices of DoCA viz BIS,NTH,NCCF, IILM, RRSLs, and NCDRC are also requested to identify CTUS and upload on portal.
3.	SafaiMitra Suraksha Shivirs/ Dignity Camps: Single window camps for health & welfare	Number of beneficiaries identified for health check up, distribution of PPE Kits and coverage (scheme wise)		At NITS Noida by BIS. All subordinate/autonomous/attached offices of DoCA may conduct above activities.
4.	Social Media amplification by Influencers	Provide names for personalities who have agreed for interviews or video bytes on SHS 2024. Preferably, the identified personality should post from their personal accounts and tag SBM(G). Names with designation of: <ul style="list-style-type: none"> Significant personalities/ 		Publicity Division (DoCA) All subordinate/autonomous/attached offices of DoCA may do the same.

SHS 2024 Implementation Plan				
Sl. No.	Activity Name	KPI/ Description	Action Taken Report	Remarks
		<p>influencers in domain of Ministry</p> <ul style="list-style-type: none"> • Sports person/ Important officers etc. 		
5.	Public Workshops	<ul style="list-style-type: none"> • How many workshops planned for involvement of key stakeholders of Ministry. • Involvement of Ministry/ Officials in local fairs and festivals and their efforts to target "Swachhata ke Karyakrams" or any other cultural and traditional item like puppet shows, Songs, Storytelling etc. in such festivals / fairs. 		Accordingly all subordinate/autonomous/attached may do the same.
6.	Swachhata Ambassadors	Names of identified ambassadors for each field and how they are being involved in SHS2024.		<p>Publicity division (DoCA) may provide the details.</p> <p>All subordinate/autonomous/attached offices of DoCA may also do the same.</p>
7.	Refurbish Sanitation Assets	<ul style="list-style-type: none"> • Sanitation assets identified by Ministry for refurbishment • Types and numbers of Sanitation assets refurbished 		<p>GA division (DoCA) will identify Sanitation Assets for Refurbishment.</p> <p>All subordinate/autonomous/attached offices of DoCA may also do the same.</p>

SHS 2024 Implementation Plan				
Sl. No.	Activity Name	KPI/ Description	Action Taken Report	Remarks
8.	Waste to Art Events	<ul style="list-style-type: none"> Waste to Art Events planned 		All subordinate/autonomous/attached offices of DoCA may do the same.
9.	Ek Ped Maa Ke Naam	<ul style="list-style-type: none"> How many trees planned under this initiative? 		NTH Ghaziabad
10.	Swachh Bharat Cultural Fests	What kind of festivals being planned and at what level? Mention total number of events planned as well.		Publicity division (DoCA) All subordinate/autonomous/attached offices of DoCA may also do the same.
11.	Swachh Food Streets Initiative	Number of events planned and at what level? Total events		All subordinate/autonomous/attached offices of DoCA may do the same.
12.	Organizing special SHS campaigns for places of historical importance, tourist places etc.	Elaborate on such special plans		All subordinate/autonomous/attached offices of DoCA may also do the same.
13.	Identifying Swachhata officer for important office / institutions / PSU	Mention type of offices targeted and how many have appointed Swachhata officers?		All offices of DoCA viz BIS,NTH,NCCF, RRSLs, IILM, NCDRC are requested to provide details of Swachhata officer.
14.	Organize flash mobs/ Street plays-Skits in GPs / local haats	Mention number of events planned by Ministry		All subordinate/autonomous/attached offices of DoCA may do the same.
15.	Promote circularity and zero waste events	Progress made in this respect needs to be mentioned		All subordinate/autonomous/attached offices of DoCA may also do the same.
16.	Key Shramdaan activities planned			All subordinate/autonomous/attached offices of DoCA may do the same.
17.	Key Advocacy activities planned			DoCA

SHS 2024 Implementation Plan				
Sl. No.	Activity Name	KPI/ Description	Action Taken Report	Remarks
18.	Social media amplification strategy	Elaborate on Type of Content / Messaging and frequency of messaging		Publicity division may provide social media amplification strategy. All subordinate/autonomous/attached offices of DoCA may also do the same.
19.	Arrangements for formal Press Briefings on conduct of SHS			-
20.	Arrangements for writing articles, op-eds on Swachhata			-
21.	Innovative activities planned	Apart from the points already mentioned above		All subordinate/autonomous/attached offices of DoCA may do the same.
22.	Any other noteworthy activities			-

N-21/14/2022-P&C(Part-1)
Government of India
Ministry of Consumer Food & Public Distribution
Department of Consumer Affairs

Krishi Bhawan, New Delhi
Dated 11.09.2024

OFFICE MEMORANDUM

Subject: Swachhata Hi Sewa (SHS) 2024 –reg.

The undersigned is directed to refer to D.O. letter (copy enclosed) No. 13/7/2024-SBM-IV dated 28.08.2024 received from Department of Drinking Water & Sanitation and Ministry of Housing and Urban Affairs on the subject cited above and following tasks has been assigned to the following divisions:

S. No.	Tasks	Division
i)	<p>a) Launch of cleanliness drive at BIS identified Cleanliness Target Unit (CTU) by Hon'ble Minister* CA,F&PD and simultaneously at all attached/subordinate/autonomous organisations offices/units of DoCA by HoD in presence of its employees on 17/09/2024 at Manak Bhawan, BIS (HQ). All such offices /labs will be connected through VC for launch by Hon'ble Minister.</p> <p>b) Organizing a Safai Mitra Suraksha Shivar Health and wellness camp for preventive healthcare treatment in presence at NIITS, Noida in presence of Hon'ble MoS*, CA,F&PD on 20/09/2024</p>	BIS
ii)	Swachhata ki Bhaagidari: (Ek Ped Maake Nam) plantation, beautification, trimming of bushes at NTH Ghaziabad in presence of Sec (CA) on 21/09/2024 and simultaneously at all attached/subordinated/autonomous organisations offices/units of DoCA by the respective HoDs	NTH
iii)	<p>a. Display of Banner at prominent places in office.</p> <p>b. Banner to be posted on the website of Department by NIC</p> <p>c. Segregation and safe disposal of paper, plastic, and e-waste.</p> <p>d. Promoting the use of paper folders over plastic and discouraging single-use plastic.</p> <p>e. Cleaning of all rooms, including electric fittings, fans, and utilities (water dispensers, vending machines).</p> <p>f. Cleaning common areas and organizing the collection and disposal of old, unusable articles.</p> <p>g. Running a special campaign to dispose of obsolete items and scrap.</p> <p>h. Disposal of accumulated e-waste.</p> <p>i. Cleaning of record room, disposal of files and visit by Sec (CA) to record room.</p> <p>j. Field visits by GA division staff to review activities undertaken during SHS at Krishi Bhawan, Shastri Bhawan, and Jam Nagar Hutments.</p> <p>k. Observance of Swachh Bharat Diwas on 02/10/2024</p>	G.A.

iv)	Essay and other Competitions(Painting, slogan) on cleanliness in DoCA	P&C
v)	Mobilizing, cleanliness drive with partnership with consumer welfare organisation.	CWF
vi)	a) Launch of documentary/film on work done in last 10 years towards promoting swatchta campaign on Swatch Bharat Diwas ie 02/10/2024 b) Engagement of influencers and brand ambassadors to drive the campaign message.	Publicity Division
viii)	Nomination of Shri. S. Mahesh, Section Officer as a Record Officer of DoCA.	Estt. Division

**Subject to approval of Hon'ble Minister/MoS*

2. All offices of DoCA viz BIS,NTH,NCCF, IILM, NCDRC are also requested to make necessary plan keeping in the mind above and submit daily report and photo of the same to P&C, DoCA at " <uspc-ca@gov.in>

3. AS(CA) and Advisor (Cost) will monitor and supervise the execution of the above tasks. Therefore, all the concerned divisions are requested to submit daily report for the same to P&C division.

4. This issues with the approval of Competent Authority.



(Prasan Kumar Nanda)

Under Secretary to the Government of India

Email: uspc-ca@gov.in

Tel: 23382525

To,

1. Deputy Secretary, GA division
2. Deputy Secretary, Publicity division
3. Director, Estt. division
4. Director, P&C division
5. Deputy Secretary, CWF
6. Deputy Secretary, NTH
7. Director, LM
8. DG(BIS)
9. DG(NTH)
10. MD(NCCF)
11. All RSSLs,

Copy for information to:-

1. PS to Hon'ble Minister (CA,F&PD)
2. Addl. PS to Hon'ble MoS (CA, F&PD)
3. PSO to Secretary, DoCA
4. AS, DoCA
5. Sr. EA
6. JS(AM)
7. Adviser (Cost)
8. EA

Vini Mahajan
Secretary
Government of India
Department of Drinking Water & Sanitation
Ministry of Jal Shakti

Srinivas R Katikithala, IAS
Secretary
Government of India
Ministry of Housing and Urban Affairs

D.O.No.13/7/2024-SBM-IV

Date:28th August, 2024

Dear Secretary,

As you are aware, 2nd October is observed as Swachh Bharat Diwas as a tribute to the Father of the Nation, on his Jayanti. As a prelude, a fortnight of 'Swachhata Hi Sewa' (SHS) has been observed since 2017 to strengthen voluntarism and collective action for swachhata. This year, we also commemorate the 10th anniversary of the launch of Swachh Bharat Mission. To honour this milestone, SHS 2024 campaign will be observed from 14th September to 1st October with the theme of 'Swabhav Swachhata - Sanskaar Swachhata' (स्वभाव स्वच्छता - संस्कार स्वच्छता) with Swachh Bharat Diwas celebration on 2nd October. The campaign will facilitate large-scale advocacy and citizen participation for swachhata, mega cleanliness drives with focus on clearing of dirty and difficult garbage spots (black spots), recognize the contribution of sanitation workers, celebrate the achievements over the past decade, and also reaffirm our commitment to Sampurna Swachhata.

2. This campaign will be carried out in a 'Whole of Government Approach' with its emphasis on people's participation making 'Sanitation everyone's business' and will be jointly organized by SBM-Grameen & SBM-Urban under the Department of Drinking Water and Sanitation (DDWS) and the Ministry of Housing and Urban Affairs (MoHUA). The SHS 2024 campaign will have three main pillars of activities-

- **Swachhata Ki Bhaagidari** – Widespread engagement with citizens, communities, and organizations to raise awareness and trigger involvement through various activities like pledges, competitions, walkathons, plantation drives etc. During the campaign, innovative activities like clean street food challenge, waste to art, sale of recycled products, Swachh Bharat Cultural Fests may be organised. Events would include engagement of influencers and brand ambassadors to drive the campaign message, etc.
- **Sampurna Swachhata through Shramdaan including including Swachhata Lakshit Ekayi** – Mega cleanliness drives with peoples shramdaan focussing on general cleanliness across urban and rural areas with focus on community assets like water bodies, roads, railway stations, garbage dumps, nallahs, etc. As a special

AS
Dr (PSC)
A
03/09/24
Sh. Achal (YD)

initiative this year, emphasis will be given for timebound transformation of difficult and dirty spots (Cleanliness Target Units (CTU) - स्वच्छता लक्षित एकाई) through partnerships. Each of the cities will also be transformed with beautification, plantation, waste to art installations by communities etc.

- **SafaiMitra Suraksha Shivirs** – Single-window health and welfare camps for SafaiMitras for preventive health care treatment and linkages with various welfare schemes of Central and State Government.

3. In view of the same, it is requested that all States/ UTs and local bodies celebrate SHS 2024 by:

- planning for intensive cleanliness drives through Shramdaan during SHS 2024,**
- conducting Swachh Bharat Cultural Fest**
- identification and mapping and eventual transformation of 'Cleanliness Target Units' by 1st October 2024,**
- mobilizing partnerships with Ministries/Departments, PSUs, private sector organizations, NGOs, CSOs, CSR funds, philanthropies etc. for SHS 2024**
- planning innovative advocacy activities to promote स्वभाव स्वच्छता - संस्कार स्वच्छता**

In the States/UTs/Constituencies where Election Code of Conduct is in force the SHS guidelines will not be applicable. Also, States affected by flooding/natural calamities may take up SHS activities based on ground conditions.

4. National launch of SHS 2024 will be on the 14th September, 2024 with participation of Hon'ble Union Ministers of Housing and Urban Affairs, Jal Shakti and Panchayati Raj in a hybrid mode with States, districts, partner organizations etc. Details for the same will be shared separately. It is expected that the State and District launches are carried out immediately after the National launch programme. A detailed guideline for SHS 2024 is enclosed herewith.

5. All activities during SHS-2024 are to be uploaded on the specially curated IT Portal for SHS 2024. Details and login credentials will be shared subsequently, followed by IT trainings for local bodies, PSUs and Central Ministries.

6. All Central Ministries are requested to assign a nodal officer of the rank of Joint Secretary (JS) to coordinate efforts of the Ministry/Department. The contact details of the nodal officer should be communicated by 30th August 2024 to Shri Jitendra Srivastava, JS&MD SBM-Grameen (js-sbm@gov.in) & Ms. Roopa Mishra, JS& MD SBM-Urban (js.sbm-mohua@gov.in). For smooth coordination and dissemination of SHS 2024

guidelines, a meeting will be held shortly (date to be intimated separately) through video-conferencing. All Nodal Officers of Central Ministries may be requested to attend the meeting. Details for the meeting will be communicated separately.

7. At the Ministry level, care maybe taken to sensitize all the lower formations (including that of subordinate and attached offices, PSUs and autonomous organizations under the Ministry/Department) to take part in SHS 2024 with full vigour and in a spirit of Jan Andolan to make this campaign a success. Special attention will need to be paid to the dovetailing of the activities of the Central Government Ministries and Departments with other state actors at the district level so that the Dignity Camps, Shramdaan and Advocacy activities envisioned under this campaign catalyse the movement towards Sampoorna swachata. Active reporting of the activities on the IT portal and an effective 360 degree media plan that effectively utilizes digital, social as well as mainstream media will be the other major activities that will need monitoring and guidance from your level.

We look forward to your personal leadership and support in making this campaign a resounding success.

With regards,



(Vini Mahajan)
Secretary, DDWS



(Srinivas R Katikithala)
Secretary, MoHUA

To,
All Secretaries of Central Govt Ministries

DO Letter on Swachhata Hi Sewa - 2024

RM

Roopa Mishra <js.sbm-mohua@gov.in>

Thu, 29 Aug 2024 2:57:18 PM +0530

To "Devesh Chaturvedi (SECY-Agri)" <secy-agri@gov.in>, "RAJESH KOTTECHA" <secy-ayush@nic.in>, "Office of Secretary CPC" <sec.cpc@nic.in>, "VUMLUNMANG VUALNAM" <secy.moca@nic.in>, "Mr Amrit Lal Meena" <secy.moc@nic.in>, "Commerce Secretary Office" <csoffice@nic.in>, "Nidhi Khare" <Secy-ca@nic.in>, "Dr. Ashish Kumar Bhutani" <secy-coop@gov.in>, "Secretary MCA" <secy.mca@nic.in>, "Arunish Chawla" <secy-culture@nic.in>, "Shri Giridhar Aramane" <defsecy@nic.in>, "Chanchal Kumar" <secydoner@nic.in>, "Dr M Ravichandran" <secretary@moes.gov.in>, "Sanjay Kumar" <secy.sel@nic.in>, "Secretary Meity" <secretary@meity.gov.in>, "Ms Leena Nandan" <secy-moef@nic.in>, "Vinay Kwatra" <psfs@mea.gov.in>, "K. Sanjay Murthy" <secy.dhe@nic.in>, "Dr. Abhilaksh Likhi" <secy-fisheries@nic.in>, "Nidhi Khare" <secy-ca@nic.in>, "Apurva Chandra" <secyhfw@nic.in>, "Shri Kamran Rizvi" <shioff@nic.in>, "Govind Mohan" <hshso@nic.in>, "Sanjay Jaju" <secy.inb@nic.in>, "Debashree Mukherjee" <secy-mowr@nic.in>, "Secy Labour Employment" <secy-labour@nic.in>, "Shri Raj Kumar Goyal" <secy-jus@gov.in>, "Shri S. C. L. Das (Secy-MSME)" <secretary-msme@nic.in>, "V. L. Kantha Rao" <secy-mines@nic.in>, "Secretary, Minority Affairs" <secy-mma@nic.in>, "Secretary MNRE" <secy-mnre@nic.in>

Cc "Shri Srinivas Katikithala" <secyurban@nic.in>, "Ms. Vini Mahajan" <secydws@nic.in>, "Jitendra Srivastava" <js-sbm@gov.in>, "ANITA MEENA" <dir-sbm4-mud@gov.in>, "BINAY KUMAR JHA" <binay.jha@nic.in>, "rahuljha" <rahuljha@kpmg.com>, "vijayav1" <vijayav1@kpmg.com>, "rahulsingh2" <rahulsingh2@kpmg.com>, "poojaravi" <poojaravi@kpmg.com>, "sehrishhazarika" <sehrishhazarika@kpmg.com>, "kritikakaushik" <kritikakaushik@kpmg.com>, "Manishareddyk" <Manishareddyk@kpmg.com>

Dear Madam/Sir

Please find attached DO Letter on Swachhata Hi Sewa - 2024 and the detailed guideline.

Regards

Office of:
Joint Secretary & National Mission Director
Swachh Bharat Mission -Urban
Ministry of Housing & Urban Affairs
Room No.140-C, Nirman Bhawan, New Delhi - 110011.
Tel: 011-23061558, 011-23061300.



Swachhata Hi Seva 2024

**Review by Cabinet Secretary with
Central Ministries and States/UTs**





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..

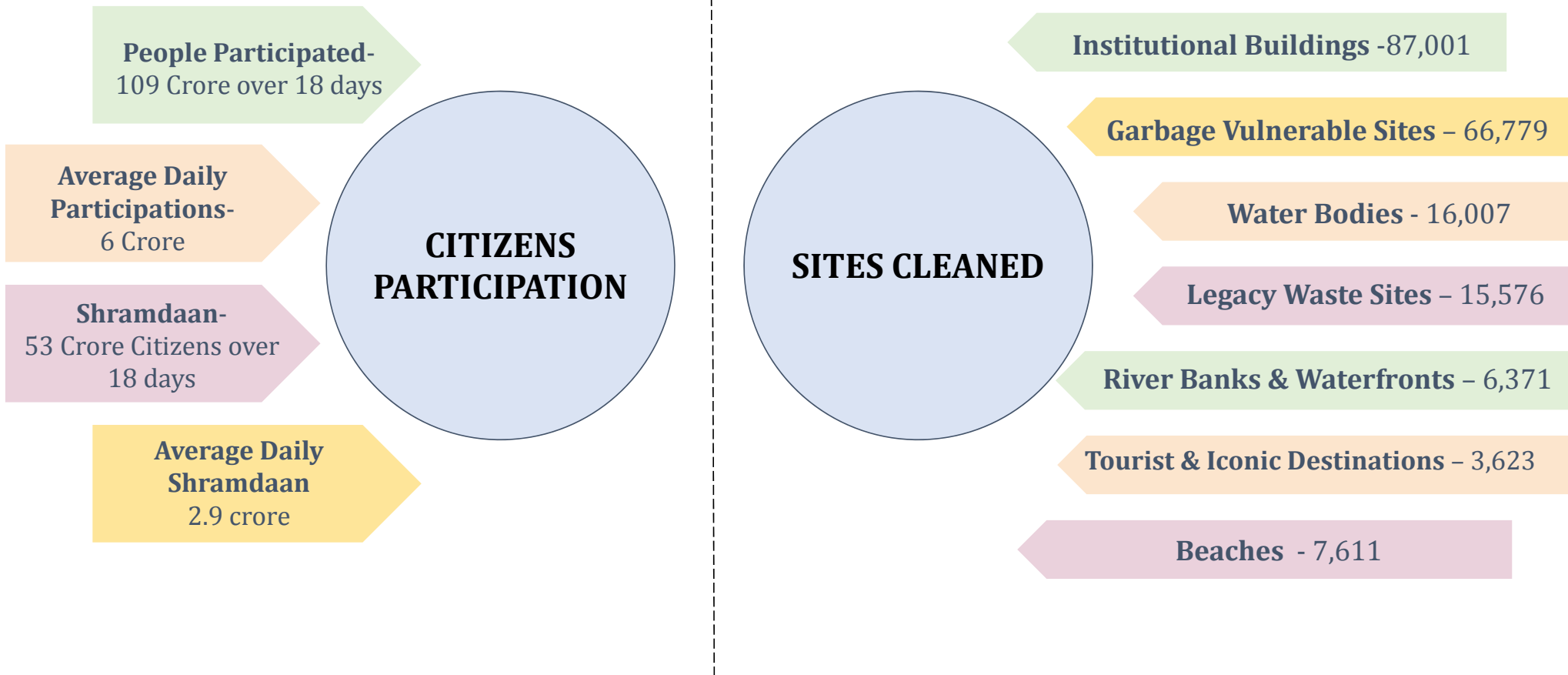
नरेंद्र मोदी
प्रधान मंत्री, भारत
27 अगस्त, 2017

SHS in Previous Years

2017	<i>Swachhata – Hi – Seva</i>
2018	<i>Swachhata</i>
2019	<i>Plastic Waste Management</i>
2021	<i>Azadi Ka Amrit Mahotsav</i>
2022	<i>Visual Cleanliness</i>
2023	<i>Garbage Free India</i>



Achievement of SHS 2023





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

Swachhata Hi Seva
Garbage Free India

आज सुबह 10 बजे, हम एक महत्वपूर्ण स्वच्छता पहल के लिए एक साथ आए। स्वच्छ भारत एक साझा जिम्मेदारी है और हर प्रयास मायने रखता है। स्वच्छ अविष्य का स्वागत करने के लिए इस श्रेष्ठ प्रयास में भागीदार बनें।
- Shri Narendra Modi

1 Day Hour Cause Many Firsts

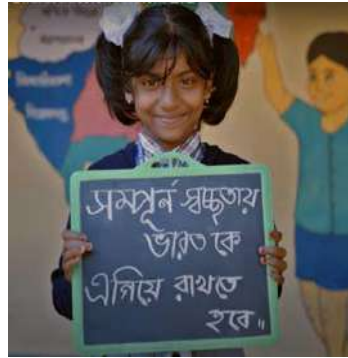
- Owned and led by people
- Participation by all 28 states and 8 UTs
- Over 9 lakh garbage vulnerable sites to be cleaned in rural and urban areas
- Crores of people have used technology to join the shramdaan sites of their choice
- Nation to generate an estimated 2 crore shramdaan hours between 10-11 am on 1st Oct
- Thousands of civil society organisations to lead the mega cleanliness drive
- Jawans and civilians team up for shramdaan

Residential Areas	Areas Surrounding Schools and Colleges	Areas Surrounding Anganwadis	Market Areas and Spaces	Bus Stands and Toll Plaza
1,45,226	1,25,157	85,289	43,723	10,080

- ✓ 8.75 Cr+ offered Shramdaan simultaneously
- ✓ 9 lakh+ garbage vulnerable sites
- ✓ Jawans & civilians team up for shramdaan
- ✓ 100+ civil society organizations joined



Swachhata Hi Seva 2024



Swabhav Swachhata - Sanskaar Swachhata

17th September – 1st October 2024





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- Three Key Pillars



WHOLE OF SOCIETY APPROACH

Cleanliness Target Units (CTUs) – Shramdaan activities

Timebound transformation of target units & general cleanliness

Swachhata Mein Jan Bhagidari

Public Participation, Awareness & Advocacy

SafaiMitra Suraksha Shivirs

Preventive health checkups & social security coverage



Sampoorna Swachhata & Transformation of CTUs

What is a Black Spot?

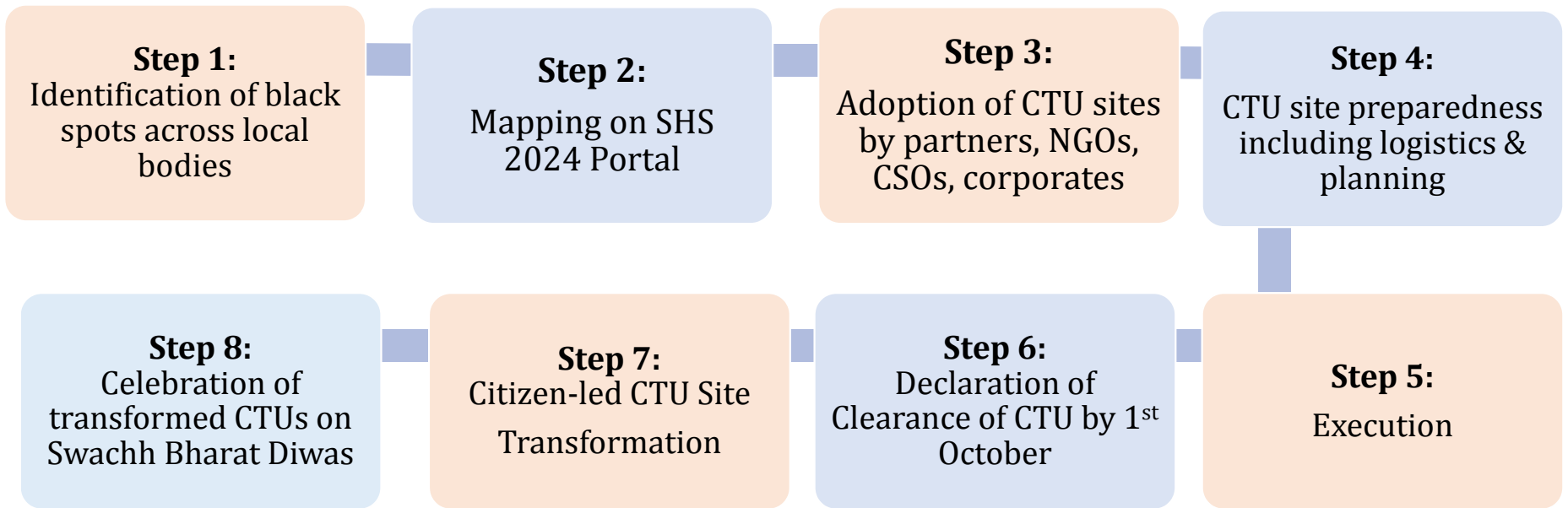
- 1 Generally neglected garbage points
- 2 Difficult to clean as part of regular swachhata / cleanliness drives
- 3 Posing environmental, health & hygiene risk

After mapping , Black Spot will be **Cleanliness Target Unit (CTUs)**





Sampoorna Swachhata & Transformation of CTUs



STEPS FOR TARGETED TRANSFORMATION OF CTUs



Sampoorna Swachhata & Transformation of CTUs

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 of all CTs / PTs
- ✓ Upgrading SBM assets





Swachhata Mein Jan Bhaagidari





Swachhata Mein Jan 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 Mein Jan Bhaagidari

Swachh Bharat Cultural Fests

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



Waste to Art Installations

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

- ✓ Murals
- ✓ Sculptures
- ✓ Decorative items



Swachh Food Streets Initiative

- ✓ Facility strengthening
- ✓ Collection & Disposal of Waste
- ✓ Clean Community Toilets / Public Toilets
- ✓ Vendor Sensitisation
- ✓ Waste to Art installations
- ✓ Citizen Engagement





SafaiMitra Suraksha Shivirs



PURPOSE

- ✓ Single window camps – Health Check up/ PPE Kits
- ✓ 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. schemes may also be considered for distribution



SafaiMitra Suraksha Shivirs



Single window camps for health & welfare – Advisory issued

- ✓ Identification and communication of Schemes to field formations
- ✓ Enlisting sanitation workers, Beneficiary Mapping
- ✓ Camp scheduling and venue finalization
- ✓ Procurement of PPE Kits – involvement of sanitation workers
- ✓ Partnership with Healthcare facilities / Health department
- ✓ Year-round access to healthcare for SafaiMitras & their dependents to be ensured
- ✓ Sensitization workshops for health & wellbeing



2nd October 2024

Swachh Bharat Diwas 2024

KEY ACTIVITIES

- ✓ Special Gram Sabhas for Swachhata
- ✓ Celebration of transformed CTU sites
- ✓ Felicitation of SafaiMitras & 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 Bhagidaari'*
- *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 & District Level



Monitoring & Review

- Ministries (including PSUs & Subordinate offices) have assigned nodal officer (JS & above)
- State Mission Directors of SBM-U & 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 & Child Development, DoSEL, Health, & any other departments deemed necessary by the District.

District will be considered as unit of execution of SHS



Pre-rollout activities

Sl No.	Key Activity	Date
1	Joint Meeting of Hon Minister of Jal Shakti and MoHUA for campaign finalization	14 th August
2	Joint Advisory from Secretary DDWS and Secretary MOHUA to States/UTs/Central Ministries	28 th August
3	Meeting with States/ UTs by Secretary MoHUA and OSD DDWS on SHS Campaign orientation	29 th August
4	Meeting with Nodal Officers of Central Ministries by OSD DDWS on SHS Campaign orientation	30 th August
5	Letter from Cabinet Secretary to Central Ministries/ States/UTs	4 th September
6	Training Sessions on IT Portal	from 5 th September onwards



Pre-rollout activities

State
/UT

Convergence Meetings of Urban and Rural Sanitation

- Conducted by 27 States

Meeting with DM/DCs

- Conducted by 21 States/UTs
- Remaining Scheduled in next 2 days

CS level meeting

- Conducted by 20 States/UTs
- Remaining Scheduled in next 2 days



Curtain Raiser (13th September)

- To be convened in Physical/Hybrid Mode
- Participation of HUAM, MoJS, MoPR and MoRD from National Level
- State Ministers and Secretaries of Urban Development, Rural Sanitation, Rural Development and Panchayati Raj, MDs of SBM(G) and SBM(U) to participate in-person
- Nodal officers of Central Ministries, District Collectors and Municipal Commissioners to participate in VC mode
- Agenda:
 - Roll out of National and State SHS plans
 - Launch of Portal and Logo



17th September Activities

- All States/ UTs and ULBs will initiate transformation of CTUs as well as other Shramdaan activities at State HQs, all District HQs and identified Urban and Rural areas
- Initiation of SafaiMitra Suraksha Shivirs in rural areas
- Initiation of Swachh Bharat Cultural Fests at State HQs

07

Event Launch by Hon'ble Chief Minister

03

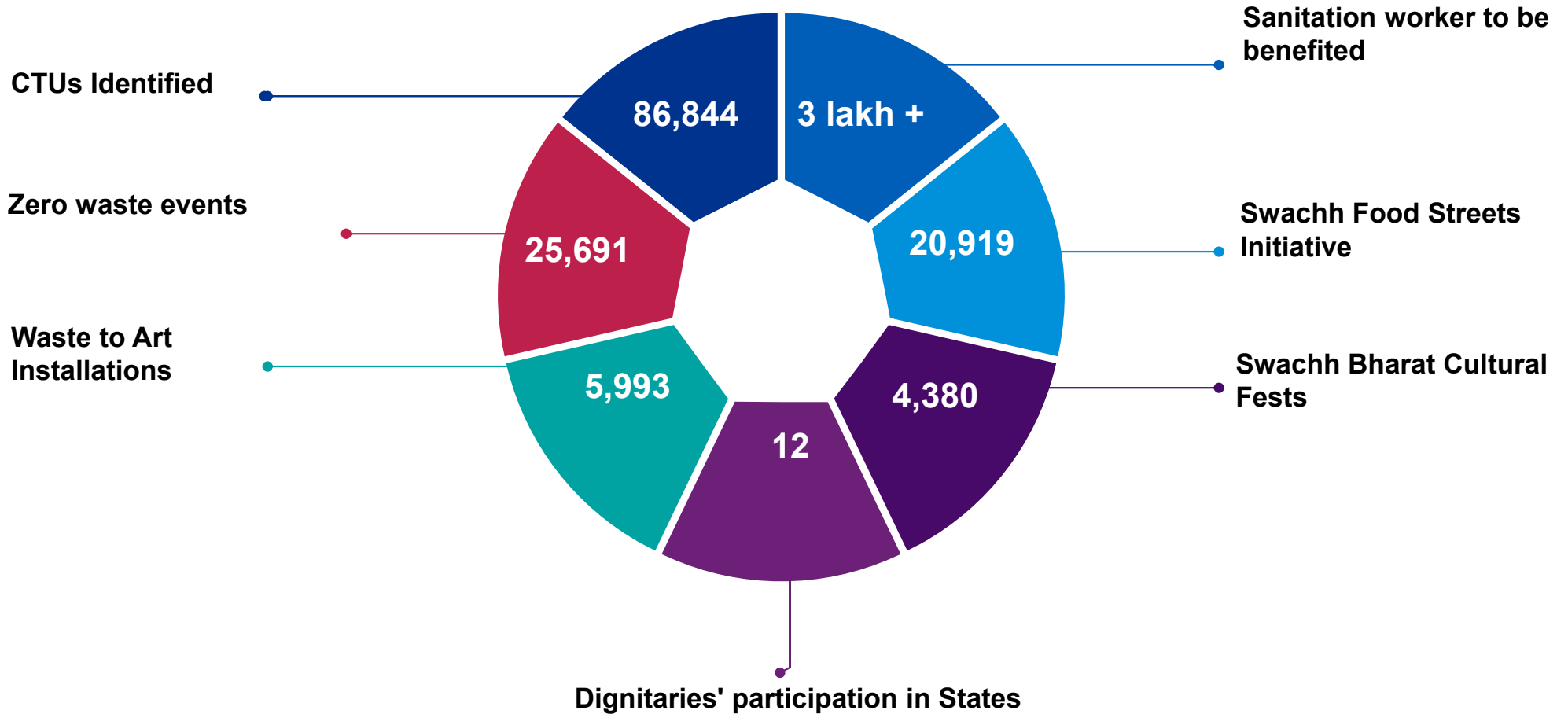
Event Launch by Hon'ble Deputy CM

03

Event Launch by Hon'ble Minister



Planned Key activities: State/UT level (as on 9th Sep)





Central Ministries Roll Out

- Nodal officers appointed by all Central Ministries
- Registration of Nodal Officers and mapping of subordinate formations on the IT portal in advanced stage of completion
- Departmental Secretaries have initiated holding of Ministry level review meetings on SHS
- Ministry level action plans being submitted to DDWS/MoHUA
- PSUs and important field offices have started identifying CTUs for transformation and modalities for holding SafaiMitra Suraksha Shivirs
- Tree plantations under “Ek Ped Maa Ke Naam” being prioritized
- Swachhata Rankings being initiated by key Ministries
- Innovative activities being planned by many Ministries



Partnerships

INDICATIVE COLLABORATION POINTS

- ✓ **Adoption** of CTUs
- ✓ **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**

OUR PARTNERS

Central Public Sector Undertakings

Development Partners

Industry Associations

Spiritual Organisations

NGOs & CSOs



Key Partners onboarded at State level

PSUs

- NMDC
- NTPC
- SECL
- GAIL
- ONGC

NGOs

- UNICEF
- Tata Trust
- CEE
- Round glass Foundation
- PRATHAM
- INREM Foundation
- PriMove
- Water for People

Corporates

- ACC
- JK Laxmi Cement
- Adani Power
- NICCO
- ITC Limited
- Trident Foundation
- PepsiCo Foundation
- Ultra Tech



Campaign Dashboard for SHS 2024

Activities to be reported on Campaign Dashboard

- ✓ Swachhata Ki Bhaagidari
- ✓ Sampurna Swachhata
- ✓ Swachhata Lakshit Ekayi
- ✓ SafaiMitra Suraksha Shivirs



All CTUs to be geo-located on the IT Portal by 12th September 2024



Media & Advocacy

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

- Highlight campaign activities & best practices
- Amplification of voices of citizens & beneficiaries
- Post updates, progress reports & achievements daily
- **Districts/ULBs/State to hold press conferences regularly to disseminate activities**
- **Ministries to hold atleast 2-3 press conferences during campaign period**

CAMPAIGN HASHTAGS

#SHS2024

#SwabhavSwachhata

Official Twitter handles to be tagged for wider reach

@SwachhBharatGov

@MoHUA_India

@SwachhBharat

@MoJSDDWS



Digital & Social Media to be mobilized for maximum amplification for SHS 2024



Logo Units



- ✓ Uniform & Common branding to be ensured during the campaign
- ✓ Editable common files of branding materials will be shared



Campaign Timelines

Dates	Key Asks
13 th Sep	Participation in Curtain Raiser
14 th - 16 th Sep	Pre-Rollout Activities – Press Conferences, meetings with key stakeholders at State and District level – PSU partners, Industry associations and corporates, reputed NGOs/CSOs, etc
17 th Sep	State launch of SHS activities – Launch by Hon CM / Union ministers/ State ministers and notable Swachhata Ambassadors – function to focus on transformation of CTUs
18 th Sep - 1 st Oct	SHS Campaign – CTU transformation, Shramdaan, Advocacy and SafaiMitra Suraksha Shivirs
2 nd October	Swachh Bharat Diwas functions



10 years of Swachh Bharat Mission

A. Individual impact stories & testimonials on the decade of swachhata

- Citizen voices
- Leadership testimonials

B. States/ Ministries / Departments journey of the decade- interventions, impact and road-ahead

- Documentation and highlighting
- Articles, independent assessments, discussions etc.

✓ **Use of various social media and other platforms along with SHS – 2024 Campaign Dashboard**



Thank You