



Research Unit
Press Information Bureau
Government of India



Swachh Bharat Diwas

Celebrating 10 Years of Swachh Bharat Mission

Swachhta Hi Seva Campaign Wraps Up on Swachh Bharat Diwas

(Ministry of Information and Broadcasting)

October 1, 2024

“On the 2nd of October, the Swachh Bharat Mission is completing 10 years. This is an occasion to commend those who turned it into such a big mass movement in Indian history. It is also a befitting tribute to Mahatma Gandhi”

~ **PM Narendra Modi**

Introduction

In a small corner of a bustling town, a group of residents gathers at dawn, brooms in hand, determined to make a difference. This scene is now familiar across India as the *Swachhta hi Seva* (SHS) campaign spread through the nation. Launched under the theme *Swabhav Swachhata, Sanskaar Swachhata (4S)*, the 2024 campaign has brought people together, urging them to take charge of their surroundings and work towards a cleaner, healthier country.



On the occasion of the 155th Gandhi Jayanti on 2nd October 2024, the Swachh Bharat Diwas will mark the conclusion of the Swachhata Hi Seva (SHS) 2024 campaign. To commemorate this, Union Minister for Jal Shakti, Shri C.R. Patil, has urged citizens to participate in 'Shramdaan for Swachhata' between 9 and 10 am on 2nd October, contributing to the cleanliness efforts under the SHS campaign.

The SHS campaign, running from September 17 to October 2, 2024, focused on three key pillars: reviving neglected areas, encouraging public participation, and improving the welfare of sanitation workers. It culminates in the celebration of *Swachh Bharat Diwas* on Mahatma Gandhi's birth anniversary. From streets and markets to parks and waterways, communities are coming together to clean, restore, and embrace the spirit of collective action. Through small yet meaningful steps, the SHS campaign reminds us all that cleanliness is not just a task but a shared duty, a way of life that impacts the health and dignity of everyone.

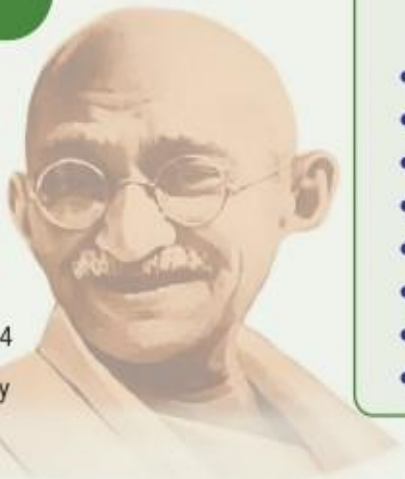
Swachh Bharat Diwas 2024

On October 2, 2024, marking the completion of 10 years since the launch of one of the most significant mass movements for cleanliness—the Swachh Bharat Mission—Prime Minister Shri Narendra Modi will participate in the Swachh Bharat Diwas 2024 program at Vigyan Bhawan, New Delhi, at around 10 AM, coinciding with the 155th Gandhi Jayanti.

Swachh Bharat Diwas 2nd October 2024

Key Activities

- Special Gram Sabhas for Swachhata
- Celebration of transformed CTU sites
- Felicitation of SafaiMitras and 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 Bhaagidaari'
- 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

During the program, the Prime Minister will launch and lay the foundation stone for several projects related to sanitation and cleanliness, with a total worth exceeding Rs 9,600 crore. This includes over Rs 6,800 crore aimed at enhancing urban water and sewage systems under the Atal Mission for Rejuvenation and Urban Transformation (AMRUT) and AMRUT 2.0. Additionally, there will be 10 projects worth over Rs 1,550 crore focused on improving water quality and waste management in Ganga basin areas under the National Mission for Clean Ganga. Furthermore, 15 Compressed Biogas (CBG) Plant projects worth over Rs 1,332 crore will be initiated under the GOBARdhan Scheme.

On the same day, several special initiatives will also take place, including special Gram Sabhas for Swachhata, celebrations of transformed Community Toilet Units (CTUs), and the felicitation of Safai Mitras and other state champions. Awards will be presented to the best performers of the Swachhta Hi Seva 2024 campaign, along with the inauguration and foundation of community toilets, public toilets, solid waste management projects, sewage treatment plants, faecal sludge treatment plants, and other related initiatives.

Campaign Overview

On August 15, 2014, Prime Minister Shri Narendra Modi delivered a powerful message from the ramparts of the Red Fort, calling for cleanliness to become a national priority and urging citizens to join in this mission. This led to the launch of the Swachh Bharat Mission on 2nd October 2014, which embraced a ‘whole-of-government’ approach to make sanitation the responsibility of all. The nation united to create the world's largest movement for cleanliness.

Swachhata Hi Seva (SHS) is a pivotal campaign under the Swachh Bharat Mission (SBM), officially launched by Prime Minister Narendra Modi in 2017. This campaign is a significant annual event aimed at mobilizing the citizens of India towards enhanced cleanliness and sanitation. The initiative underscores the essence of civic participation in fostering a cleaner,



SHS Themes Over The Years

- 2017 | Swachhata Hi Seva
- 2018 | Swachhata
- 2019 | Plastic Waste Management
- 2020 | No SHS conducted due to COVID-19
- 2021 | Azadi Ka Amrit Mahotsav
- 2022 | Visual Cleanliness
- 2023 | Garbage Free India
- 2024 | Swabhav Swachhata - Sanskaar Swachhata

healthier environment across the nation. Conceptualized as a tribute to Mahatma Gandhi on the occasion of his 150th birth anniversary, SHS aims to galvanize widespread engagement in the Swachh Bharat Mission. Over the years, the campaign has evolved significantly, each year focusing on a specific theme to address various aspects of cleanliness and sanitation.

Since 2017, the Swachhata Hi Seva campaign has promoted volunteerism and collective action for cleanliness. This year is particularly significant as the Government of India marks the 10th anniversary of the Swachh Bharat Mission.

The Swachhata Hi Seva campaign 2024, observed from 17 September to 1 October, is themed “*Swabhav Swachhata, Sanskaar Swachhata,*” culminating in the celebration of Swachh Bharat Diwas on 2 October. The campaign emphasizes three core objectives: transforming neglected areas with health and hygiene risks, encouraging active public participation in cleanliness activities, and improving the welfare of sanitation workers. The campaign aims to foster a cleaner, healthier India for all through these initiatives.

Pillars of SHS 2024

Pillars of SHS 2024



Cleanliness Target Units (CTUs): A Cleanliness Target Unit (CTU) refers to severely neglected, high-risk areas like garbage points or dumpsites that pose significant environmental and health risks, often overlooked during routine cleanliness drives in various regions. The campaign aims to transform these target units in a time-bound manner, contributing to the broader goal of achieving overall cleanliness.

Safai Mitra Suraksha Shivirs: Single-window health and welfare camps for Safai Mitras for preventive health care treatment and linkages with various welfare schemes of Central and State Government

Swachhata Mein Jan Bhaagidari: Widespread engagement with citizens, communities, and organisations to raise awareness and trigger involvement through various activities.

Key Achievements

The Swachhta hi Seva campaign achieved remarkable milestones during its nationwide cleanliness drive, engaging millions of citizens in collective action. Focusing on transforming neglected areas and fostering public participation, the campaign saw extensive efforts across various sectors, from residential areas to market spaces and roadsides. These efforts were further complemented by environmental initiatives such as mass tree plantation and widespread Swachhata pledges, making the campaign a significant step toward a cleaner and healthier India.

Here is a breakdown of key achievements as of October 1, 2024:

- ❖ A total of 29.21 lakh events were planned, with 26.44 lakh successfully completed.
- ❖ Public participation reached an impressive 26.25 crore individuals.
- ❖ Transformation efforts focused on 3.10 Lakh residential areas across the country.
- ❖ 2.11 lakh areas along the roadside, including national highways, state highways, and local roads, were cleaned and revitalised.
- ❖ Market spaces saw the transformation of 56,526 locations.
- ❖ Surrounding public and private offices, 48,418 areas were improved as part of the campaign.
- ❖ Over 61 lakh trees were planted during the campaign period.
- ❖ Citizens took a total of 3.04 Lakh Swachhata pledges.
- ❖ A total of 15,710 Swachh Food Streets were established to promote hygiene in public eating spaces.

- ❖ Across the country, 76,837 Swachh Bharat Cultural Fests were organized to celebrate and raise awareness about cleanliness.



Conclusion

As India commemorates a decade of the Swachh Bharat Mission, the nationwide efforts under the Swachhta Hi Seva campaign, which concludes on October 2nd, Swachh Bharat Diwas, reflect the profound impact of collective action in fostering a cleaner and healthier environment. The accomplishments highlighted in this report demonstrate significant strides made through community engagement, volunteerism, and innovative projects aimed at improving sanitation and hygiene across the country. The upcoming Swachh Bharat Diwas 2024 not only marks a milestone in this monumental movement but also serves as a reminder of the ongoing commitment needed from every citizen to sustain and enhance these efforts. Together, through shared responsibility and dedication, India can continue to build on this legacy, ensuring that the dream of a cleaner and more sustainable future becomes a reality for all.

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