



पेयजल एवं स्वच्छता विभाग
जल शक्ति मंत्रालय
भारत सरकार

DEPARTMENT OF DRINKING WATER AND SANITATION
MINISTRY OF JAL SHAKTI
GOVERNMENT OF INDIA

75
Azadi Ka
Amrit Mahotsav



Swachh Bharat Mission Grameen - Phase II

Cleanliness through ODF sustainability and
effective management of solid and liquid waste



“ But now the question is – whatever we have achieved, is that enough? The answer is simple and clear. What we have achieved is just one stage only one level. Our journey towards clean India continues unabated. ”

Prime Minister Narendra Modi
2 October 2019



मुझे यह बताया गया है कि सन् 2014 में, स्वच्छ भारत मिशन ग्रामीण की शुरुआत से अब तक, ग्यारह करोड़ से अधिक शौचालयों का निर्माण हुआ है, और लगभग 60 करोड़ लोगों ने खुले में शौच जाने की अपनी आदत को बदला है। यह खुशी की बात है कि, इस मिशन के द्वारा, भारत ने वर्ष 2015 में, संयुक्त राष्ट्र द्वारा निर्धारित, **Sustainable Development Goals** को 2030 की समय सीमा से, ग्यारह वर्ष पूर्व ही प्राप्त कर लिया है।

माननीय राष्ट्रपति श्रीमती द्रौपदी मुर्मू
02 अक्टूबर, 2022, स्वच्छ भारत दिवस



मेरे कार्यकाल के दौरान दो अत्यंत महत्वपूर्ण ऐतिहासिक आयोजन किए गए। राष्ट्रपिता महात्मा गाँधी की 150 वीं जयंती के उपलक्ष्य में अनेक यादगार समारोह पूरे देश में आयोजित किए गए। इस सन्दर्भ में, मैं स्वच्छ भारत अभियान की परिवर्तनकारी उपलब्धियों का उल्लेख करना चाहूँगा। यह कहा जा सकता है कि स्वच्छता का यह राष्ट्रीय अभियान सरकार और देशवासियों की ओर से महात्मा गाँधी के प्रति सच्ची श्रद्धांजलि रहा है। हमने घर-घर में टॉयलेट भी बनवा रखे हैं जो एक स्वच्छ और स्वस्थ भारत के निर्माण की नींव डाल रहे हैं

माननीय पूर्व राष्ट्रपति श्री राम नाथ कोविंद
24 जुलाई, 2022



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Introduction to Swachh Bharat Mission Grameen - Phase II

Swachh Bharat Mission was a revolution which mobilized a force of over a billion people – the largest mass movement and behavioural change programme in independent India – for a cleaner, safer, healthier and prosperous future for its citizens. Swachh Bharat Mission Grameen (SBM-G), a flagship programme of the Government of India was launched on 2nd October 2014 by the Hon'ble Prime Minister of India. It is the world's largest sanitation drive that led to the construction of over 100 million individual household toilets over a five-year period, taking sanitation coverage from 39 per cent in 2014 to 100 per cent in 2019. More than 6 lakh villages declared themselves open defecation free (ODF) by 2nd October 2019. This was also the nation's tribute to Mahatma Gandhi on his 150th birth anniversary. This also led to the achievement of target 6.2 (sanitation & hygiene) of SDG 6, 11 years ahead of the stipulated timelines.

Having achieved the outcome of ODF, SBM-G Phase II was launched w.e.f 2020-21 with the objective of achieving total sanitation, i.e., sustaining the ODF status and managing solid and liquid waste by 2024-25 and transforming all the villages from ODF to ODF Plus. To achieve the goal of ODF Plus villages, the focus is given to the following interventions under the programme:



Providing access to toilets to any left-out households and newly emerged households by construction of IHHLs and CSCs.



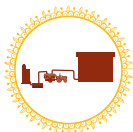
Biodegradable waste management through composting and biogas plants.



Collection, segregation and storage facilities and setting up of plastic waste management units/material recovery centres for plastic waste management.



Construction of soak pits, waste stabilization ponds, DEWATS, etc. for greywater management.



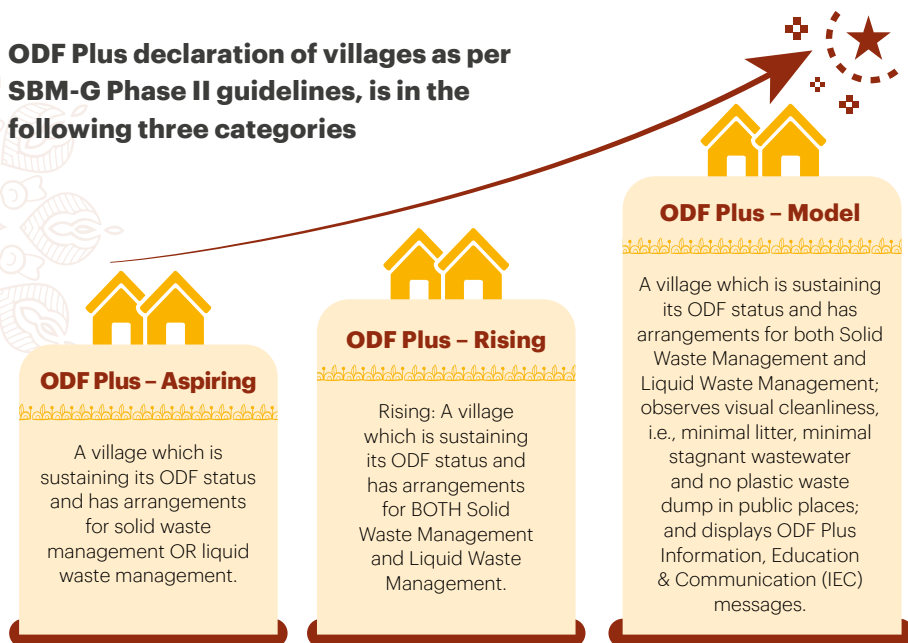
Faecal sludge management through co-treatment in existing sewage treatment plants/faecal sludge treatment plants (STPs/FSTPs) in nearby urban areas and setting up of FSTPs under the programme.



Decentralized operation and maintenance of community sanitation assets in rural areas by Gram Panchayats.



ODF Plus declaration of villages as per SBM-G Phase II guidelines, is in the following three categories



GoI has approved a total outlay of Rs. 1.40 lakh crores to facilitate the transformation of villages from ODF to ODF Plus.




ODF Plus Dashboard:


<https://sbm.gov.in/odfplusdashboard/phasell/nationdashboard.aspx>

Challenges Towards Achieving ODF Plus Rural India


- ✿ Having achieved ODF, the challenge now is to sustain the usage of toilets as well as make all the villages visibly clean by establishing systems to manage solid and liquid waste.
- ✿ For SBM-G Phase II, both individuals and the communities have to work alongside the State machinery to achieve the goals. It needs behaviour change and requires communities to adapt to the practice of source segregation, composting, channelling greywater into kitchen gardens or soak pits and curbing the use of plastics, on a day-to-day basis.
- ✿ The journey from ODF to ODF Plus requires the strengthening of capacities of field-level functionaries at District, Block and Gram Panchayat levels as also of front-line workers such as swachhagrahis and self-help groups (SHGs). They need to be trained and provided with technical know-how. Further, the objective calls for intensive IEC, BCC and IPC activities to generate awareness, and engage the community in swachhata activities.



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आज़ादी का
अमृत महोत्सव




स्वच्छ भारत मिशन

“

भारत सरकार, वर्तमान में, स्वच्छ भारत मिशन ग्रामीण के द्वितीय चरण को कार्यान्वित कर रही है, जिसका लक्ष्य है, देश के सभी छह लाख गावों को, ODF Plus बनाना। खुले में शौच के विरुद्ध सफलता पाने के बाद, अब हमे ठोस और तरल कचरे के प्रबंधन, जैसी अधिक जटिल और तकनीकी समस्याओं का समाधान करना है।

”



**माननीय राष्ट्रपति
श्रीमती द्रौपदी मुर्मू**
02 अक्टूबर, 2022
स्वच्छ भारत दिवस

Biodegradable Waste Management

Biodegradable waste such as cattle dung, kitchen waste, poultry droppings, pig excreta, crop residues, etc. can be converted to organic manure and biogas through aerobic and anaerobic digestion. In rural areas, 60–80% of the generated waste is biodegradable in nature. Incorrect disposal practices of solid waste may lead to serious problems such as causing water-borne and vector-borne diseases like diarrhoea, malaria, dengue, cholera and typhoid. It may also lead to environmental pollution and contamination of water bodies.

Biodegradable waste management is an important component of SBM-G Phase II. As per the operational guidelines of SBM-G Phase II, biodegradable waste can be managed at household/community level. As far as possible, solid waste should be managed at the household level. Only in areas where household-level treatment is not feasible, a village can adopt community-level treatment.

In community-level treatment system, household waste should be segregated into dry and wet at the source itself. The segregated waste should be collected from households and transported to a village storage shed/ segregation shed/solid waste



processing centre for further treatment. Biodegradable waste can be converted into compost by simple composting methods. Whereas, non-biodegradable waste can be sold to the recyclers/kabadiwala.



Manual: Biodegradable Waste Management:

swachhbharatmission.gov.in/SBMCMS/writereaddata/Portal/Images/pdf/Biodegradable_Waste_Management_Manual_English.pdf

GOBAR-Dhan

GOBAR-Dhan is an important component of solid waste management under Phase II of Swachh Bharat Mission (Grameen). Its objective is to ensure cleanliness in villages by converting biodegradable waste, especially animal waste, kitchen leftovers, crop residue and market waste into biogas and bioslurry to improve the lives of villagers.

Financial assistance of Rs. 50 Lakh per District is available for setting up community or cluster-level biogas plants at village/Block/District level.

DDWS is also coordinating the implementation of GOBAR-Dhan mission involving various Departments/Ministries to promote biogas/ CBG and bioslurry. A Unified GOBAR-Dhan portal, (launched on 3rd Feb 2021) for reporting & monitoring the progress/achievements of stakeholder Ministries/Departments has been made available by Department of Drinking Water and Sanitation (DDWS). It captures the details of biogas/ bio-CNG/ CBG plants installed/supported under GOBAR-Dhan scheme of DDWS, SATAT of Ministry of Petroleum and Natural Gas (MoPNG), Waste to Energy scheme of Ministry of New and Renewal Energy (MNRE) and various activities of other stakeholders.

Unified Portal of GOBAR-Dhan:

<https://sbm.gov.in/gbdw20/>



Plastic Waste Management (PWM)

Swachh Bharat Mission (Grameen) supports Gram Panchayats (GPs) to create awareness on curbing the use of single-use plastic and effective management of plastic waste. As per the 4 R's, the first three R's – refuse, reduce and reuse – are the responsibility of the households; for the fourth R-recycle, the recyclable plastic needs to be handed over to scrap dealers for further recycling while non-recyclable waste after being shredded should be sent to cement factories for use in road construction.

The broad elements of plastic waste management for rural India, as advised to States/UTs are the following:

- ✿ Creating awareness of the harmful impacts of single-use plastic
- ✿ Shunning the use of single-use plastics (SUP) and adoption of non-plastic products that are environment friendly
- ✿ Door-to-door collection of plastic waste, segregation of plastic waste as far as feasible
- ✿ Creation of plastic waste management units at District/Block level
- ✿ Selling to recyclers/transportation to plastic waste management units
- ✿ Processing (baling or shredding) at plastic waste management units
- ✿ Selling to recyclers/ forward linkages to cement factory or use for road construction



Each village is required to prepare a Village Action Plan led by the Sarpanch/Panchayat Secretary and supported by the Village Water and Sanitation Committee (VWSC) for implementation of Solid and Liquid Waste Management (SLWM). It should also be included in the Gram Panchayat Development Plan (GPDP). Plastic waste management should be a component of the Block or District plan.

Plastic waste collected from households by the GP is transported to the village segregation shed. The GP would coordinate with District/Block officials to ensure timely transportation of the collected plastic waste from the village-level shed to the plastic waste management unit.

Plastic waste management unit/material recovery facility is a specialized plant that receives and segregates recyclable materials which may be marked to end-user manufactures. Plastic waste management unit should have storage facilities for plastic received from GPs, the unit shall have a dust remover, a shredding machine and a bailing machine, among necessary items. For plastic waste management unit (Block/District level) up to Rs. 16 lakh per unit has been provisioned.



The dry waste brought to the PWMU will be first sorted and segregated into various categories. The different types of dry waste will then be either bailed or shredded depending upon their recycling process. For example, PET bottles can be bailed to be transported to the



authorized recyclers for further processing, similarly, vinyl materials and PVC pipes, etc. can be shredded to be used for various other purposes.

Forward linkage options

- ❁ Sending to the recyclers
- ❁ For bitumen road construction – mixing waste plastic with heated bitumen
- ❁ Disposed of in the cement kilns as supplementary fuel



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स्वच्छ
भारत
THE SWACHH BHARAT MISSION

“ हमने देखा है त्योहारों पर packing और packaging के लिए polythene bags का भी बहुत इस्तेमाल होता रहा है। स्वच्छता के पर्वों पर polythene का नुकसानकारक कचरा, ये भी हमारे पर्वों की भावना के खिलाफ है। इसलिए, हम स्थानीय स्तर पर बने हुए non-plastic bags का ही इस्तेमाल करें। हमारे यहाँ जूट के, सूत के, केले के, ऐसे कितने ही पारंपरिक bag का चलन एक बार फिर से बढ़ रहा है। ये हमारी जिम्मेदारी है कि हम त्योहारों के अवसर पर इनको बढ़ावा दें, और स्वच्छता के साथ अपने और पर्यावरण के स्वास्थ्य का भी ख्याल रखें। ”

माननीय प्रधानमंत्री
श्री नरेंद्र मोदी

25 सितम्बर, 2022, मन की बात



Manual: Plastic Waste Management:

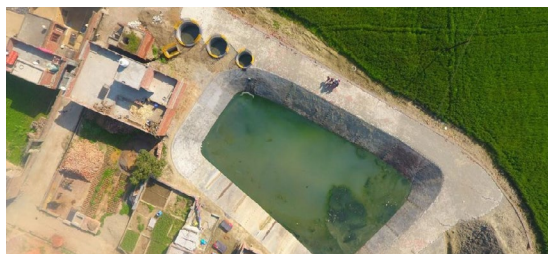
https://swachhbharatmission.gov.in/SBMCMS/writereaddata/Portal/Images/pdf/PWM_Manual_Hindi.pdf

Greywater Management (GWM)

In SBM-G Phase II, special priority has been given to greywater management, which is one of the criteria to achieve ODF Plus status. It seeks to address the unsafe disposal of greywater that can lead to stagnation, overflow onto the village paths or pollute water bodies, all of which have serious implications on human health through various vector-borne diseases. If the greywater generated is not treated properly, it can lead to contamination of surface water sources.

SBM-G Phase II prioritizes the management of greywater preferably by simple techniques and on-site management, i.e., near the source itself, using sustainable and economical technologies, such as soak pit, leach pit, magic pit or kitchen garden. In situations where space is not available near the household, community-level or village-level greywater management, such as WSP, CW, DEWATs, Phytoid, etc. are preferred.

Greywater management (GWM) in villages should follow the principle of 3R's (reduce, reuse and recharge). Greywater from households, institutions, water points and drainage discharge points should be treated at the nearest point possible to prevent stagnation of water. The GWM interventions are to be undertaken in convergence with the implementation of Jal Jeevan Mission (JJM) in villages saturated with FHTCs on the principles of 3R's.



Manual: Greywater Management:

https://swachhbharatmission.gov.in/SBMCMS/writereaddata/Portal/Images/pdf/Greywater_Management_Manual_English.pdf

Faecal Sludge Management (FSM)

Faecal Sludge Management (FSM) is one of the key components to be implemented under SBM-G Phase II.

The overflow from filled-up septic tanks and indiscriminate disposal of faecal sludge to open areas, water bodies, irrigation fields, open drains, areas outside the village, etc. has a negative impact on public health and the environment.

With a view for ensuring effective management of faecal sludge, Districts are required to strengthen mechanized desludging of on-site sanitation systems and establish treatment units for the safe disposal of faecal matter. There is provisioning of Rs. 230 per capita for implementation of FSM at District or Block level. Additional funding, if required, can be dovetailed from other sources – 15th Finance Commission, MPLAD / MLALAD / Corporate Social Responsibility (CSR) funds, etc. and other schemes of State/Central Government.

In addition, the provisions of retrofitting of toilets into twin-pit toilets (or similar systems) have been provisioned to reduce the need for FSM in rural areas. In rural areas, FSM is carried out in one of the following ways:

- ✿ **In-situ treatment:** SBM-G promotes twin-pits toilets to ensure in-situ treatment requiring no mechanized emptying, transportation, or treatment. Twin-pit toilets convert the faecal sludge into manure which can be directly reused in agriculture.
- ✿ **Existing STPs/FSTPs:** Peri-urban areas or villages in proximity to urban areas should employ treatment of collected faecal sludge at STPs/FSTPs located in urban areas.
- ✿ **New FSTP:** May be adopted for a cluster of villages that cannot be linked to existing treatment systems.

Districts are responsible for the operation and maintenance of FSM systems. SHGs, entrepreneurs, and voluntary organizations are encouraged to participate and sustain the operation and maintenance of the FSTP assets.

Manual: Faecal Sludge Management:

https://swachhbharatmission.gov.in/SBMCMS/writereaddata/Portal/Images/pdf/Faecal_sludge_management_manual_English.pdf



2019 में प्रधानमंत्री जी ने देश को ODF डिक्लेयर करते हुए कहा था कि हमें इससे और आगे जाना है। हमें सम्पूर्ण स्वच्छता को प्राप्त करना है।

श्री गजेंद्र सिंह शेखावत
केंद्रीय मंत्री, जल शक्ति मंत्रालय
28 फरवरी 2022

Regional conference of States/ UTs on
Jal Jeevan Mission & Swachh Bharat Mission (Gramin)

दुनिया ने 2030 में हमसे जो करने की अपेक्षा की थी वो हमने 2019 में पूरा किया। फिर प्रधानमंत्री जी ने हमें ODF Plus का लक्ष्य दिया। अगर हम साथ मिलकर काम करेंगे तो यह जनांदोलन जरूर सफल होगा।

Date: 9th March, 2022
Venue: Conference Hall,
Vidhana Soudha, Bengaluru

श्री गजेंद्र सिंह शेखावत
केंद्रीय मंत्री, जल शक्ति मंत्रालय

Menstrual Hygiene Management (MHM)

The SBM-G programme, in addition to improving the overall sanitation coverage in rural areas of India, aims to promote the dignity of women and children and maintain sustainable health and hygiene benefits. SBM-G has been contributing to the agenda of Menstrual Hygiene Management (MHM) through its IEC interventions, and supporting the installation of incinerators as part of the programme.



As per the SBM-G Phase II guideline, the States, District and Gram Panchayats are to spread awareness about menstrual health management among young girls and women under various programmes of the Health and Women and Child Departments. To support this, IEC funds for SBM Phase II may also be used to generate awareness about Menstrual Waste Management. Campaigns are to be conducted to make adolescent girls and women aware of ways to reduce menstrual waste, using products like menstrual cups, reusable sanitary pads, etc.

In SBM-G MHM is being addressed on two fronts:



IEC for menstrual hygiene education and awareness



Menstrual waste management with safe disposal facilities

The available funding mechanism for MHM activities can be fulfilled as follows:

1. SBM-Grameen Phase II has earmarked funding for IEC purposes, which is being used to generate awareness about MHM. This funding is being used to support MHM communication and capacity building activities at the State, District, Gram Panchayat and village levels.
2. Disposal of menstrual waste including incineration, etc. is supported at the Gram Panchayat level using 15th Finance Commission tied grants on sanitation.
3. Also as per the joint advisory issued, funding under the Department of School Education and Literacy, the Ministry of Education, can be utilized for the purchase of sanitary vending machines and incinerators for schools.



IEC and Special Campaigns

For a behaviour change focused programme, and to augment the 'jan andolan', Information, Education & Communication (IEC) forms one of the core component of SBM-G 2.0. Thereby, IEC comprises gamut of activities to generate awareness and community mobilization towards complete sanitation. Most of the IEC activities are woven into the campaigns for various components of SBM-G, e.g., Sujlam 1.0 and 2.0 campaign, retrofit to twin-fit campaign, Swachh Survekshan Grameen 2022; this serves the dual purpose of awareness generation as well as achieving targets of the mission. A 360-degree approach engaging all the undermentioned communication channels is being utilized.

Mass media channel comprises live relay of all important events of SBM-G Phase II on all national channels, i.e., DD, DD News, AIR and Prasar Bharti. The most recent event has been the Swachh Bharat Diwas 2022, which was presided by the President of India. In addition, panel discussions on SBM-G Phase II led by Secretary DDWS and other WASH experts are also conducted on DD and Lok Sabha TV, etc. Department has also produced long and short films on all the verticals of ODF Plus. Radio is used to disseminate SBM-G messages through various jingles and PSAs. The print media is utilized through regular press notes and articles on SBM Phase II by Hon'ble Minister of Jal Shakti and Secretary, DDWS are also published for special occasions to advocate about the second phase of the Mission.

In terms of mid-media, a monthly newsletter 'Swachhata Samachar' is published by SBM-G Phase II. This newsletter comprises best practices, innovations and other sanitation success stories and events from across rural India. Also, as part of campaigns, outdoor publicity through hoardings and wall paintings of programme achievements, new launches, etc. is also done.

At the village level, inter-personal communication (IPC) is the preferred channel of communication, as part of which the ground soldiers of SBM-G Phase II – the swachhagrahis have been trained on community approaches to sanitation (CAS) to create awareness as well as generate demand for SBM-G Phase II and its various components. To do so, they have been equipped with various tool kits and manuals on all the verticals of SLWM, e.g., flipbooks, booklets, posters, videos, etc.

The most popular communication channel of the current times is the digital media and SBM-G Phase II duly utilizes the same. All popular social media platforms, i.e., Twitter, Koo, YouTube, Facebook and Instagram are used to provide information on latest programme launches, campaigns, achievements, events and such.

Further, MyGov platform is also used to engage the audience and currently the SBM-G Quiz and Swachhata Pledge are live on the platform.

Besides the conventional channels, the predominant and most effective campaign of SBM-G, which is purely based on peoples' participation, is its annual cleanliness fortnight – the Swachhata Pakhwada titled Swachhata Hi Seva (SHS). Since 2014, the fortnight from September 15th till 2nd October each year is celebrated as a dedicated participative cleanliness drive across the country. SHS participation has been overwhelming in 2022, with more than 46 crore people participating in various activities of SHS. Another recent activity has been the setting up of working model displays of the JJM and SBM-G at the National Centre for Drinking Water, Sanitation and Quality (NCDWS&Q), Kolkata. This activity is towards awareness generation and capacity building through visual depiction of the various programme components of DDWS flagship programmes – JJM & SBM-G.

Manual: IEC:

https://swachhbharatmission.gov.in/SBMCMS/writereaddata/Portal/Images/pdf/IEC_Manual_English.pdf



575.3K Followers of SBM-G on Twitter	220K Followers of SBM-G on Facebook	6,037 Followers of SBM-G on Instagram	22.2K Followers of SBM-G on YouTube	6.1K Followers of SBM-G on KOO

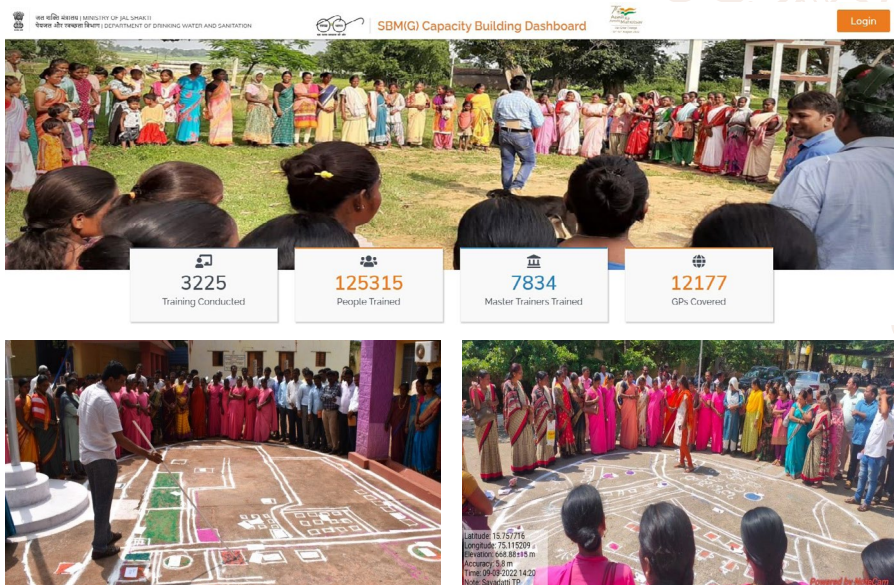
Twitter: <https://twitter.com/swachhbharat>
Facebook: <https://www.facebook.com/SBMGramin>
Instagram: <https://www.instagram.com/swachhbharatgrameen/>
KOO: https://www.kooapp.com/profile/swachh_bharat
YouTube: <https://www.youtube.com/c/SwachhBharatMissionGramin>

Capacity Building Initiatives

- ❁ Virtual meetings called VIMARSH for handholding support and discussions regarding various aspects of ODF Plus, planning for roll-out of interventions, fund management, etc. were held with 28 States and 6 UTs.
- ❁ Capacity building roll-out plan was formally launched on 26th March, 2022 and presently training of master trainers is on in many States. Around 2,075 master trainers are trained in 23 States.
- ❁ Orientation of State/District/Block officials on 15th Finance Commission (FC) funds was held in 11 batches and around 19,000 officials were trained from 28 States. Orientation of all SPMUs (NIC, MoPR) was held in the month of June, 2022 in 4 sessions. SPMUs will further orient to DPMUs and subsequently, DPMUs will orient to Panchayat Secretaries and elected PRIs.
- ❁ Web-based capacity building dashboard has been launched on 26th March, 2022 followed by the orientation sessions for all States and UTs. Every Friday DDWS is conducting session on Q&A. Refresher training sessions are also in progress as and when States are demanding.
- ❁ SBM Academy is a mobile-based IVRS learning portal. The academy uses a toll free number wherein the field functionaries call the number to listen and learn from audio lessons. Around 48,000 field functionaries have completed the course.
- ❁ 18 Sarpanch Samvads and 3 Collector Samvads were held and participated by 227 PRIs from 17 States and 20 Collectors/CEOs from 8 States.
- ❁ Community approaches for sanitation for ODF Plus was conceptualized and a pilot is currently being rolled out to develop trigger tools and

approaches. Pilot is ongoing in 12 villages of the 2 Districts of UP (Bijnor and Kanpur) and 2 Districts of Rajasthan (Dausa and Jhalawad).

- ❁ A series of technical manuals/broachers /templates pertaining to key components of ODF Plus (greywater management, plastic waste management, faecal sludge management, biodegradable waste management, GOBAR-Dhan, IEC and convergence) were prepared to serve as ready reckoner for officials at various levels.
- ❁ A national workshop on capacity building (CB) was held on 12th July, 2022. Presentation on CB action plan were presented by 15 States. The workshop was attended by around 180 State Officials (ACSSs, PSs, MDs, Other officials and consultants), Development partners, SIRD/ATI faculties and DDWS officials. Open files of SBM Academy (English version) along with all manuals were distributed among the States for the translation in regional language.



SBM-G Capacity Building Dashboard:

<https://watersanitationlearning.gov.in/>

Swachhata Filmon ka Amrit Mahotsav 2.0

To promote mass awareness on the ODF Plus components aiming to accelerate the momentum for achieving ODF Plus goals, the DDWS launched Swachhata Filmon ka Amrit Mahotsav – a national-level film competition for GPs, from 15th December 2021 to 15th May, 2022.

The winners were felicitated on Swachh Bharat Diwas, 2022, i.e., 2nd Oct 2022 in 3 categories, i.e., Large/Plains States, Union Territories and Hilly States.

The mega-event was graced by the Hon'ble President of India Smt. Droupadi Murmu, Hon'ble Minister of Rural Development & Panchayati Raj Sh. Giriraj Singh, Hon'ble Minister of Jal Shakti Sh. Gajendra Singh Shekhawat, Hon'ble Minister of State for Jal Shakti & Food Processing Sh. Prahlad Singh Patel and Hon'ble Minister of State for Jal Shakti & Tribal Affairs Sh. Bishweswar Tudu,

A total of 32 films were received from 13 States. Out of which, Rajasthan, Telangana and West Bengal were felicitated as 1st, 2nd and 3rd in the category of Plain States while Uttarakhand and Himachal Pradesh were felicitated as 1st and 2nd in Hilly State Category.



The banner features a dark purple background with vertical pink and purple light streaks. At the top left is the logo of the Department of Drinking Water and Sanitation, Ministry of Jal Shakti. At the top right are logos for '75 Azadi Ka Amrit Mahotsav', 'ODF Plus', and 'myGov'. The central text reads 'SWACHHATA FILMON KA AMRIT MAHOTSAV 2.0' in a stylized font, with 'GRAM PANCHAYATS' below it. Further down, it says 'National Film Competition on ODF Plus'. The main body of text encourages participation: 'Capture your village's journey towards ODF Plus and contribute towards building an ODF Plus India'. At the bottom, a yellow button says 'Register Today!'.

Department of Drinking Water and Sanitation
MINISTRY OF JAL SHAKTI

75 Azadi Ka Amrit Mahotsav

ODF Plus

myGov

**SWACHHATA FILMON
KA AMRIT MAHOTSAV
2.0**

GRAM PANCHAYATS

National Film Competition on ODF Plus

Capture your village's journey towards
ODF Plus and contribute towards
building an ODF Plus India

Register Today!

Financial Resources

The Government of India, in February 2020, approved Phase II of the Swachh Bharat Mission (Grameen) (SBM-G) with a total outlay of Rs. 1,40,881 crores (USD 20 billion) to focus on the sustainability of ODF status and solid and liquid waste management (SLWM). SBM-G Phase II is planned to be a novel model of convergence between different verticals of financing and various schemes of Central and State Governments. Apart from budgetary allocations from the DDWS and the corresponding State share, remaining funds will be dovetailed from 15th FC grants to rural local bodies, Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGS), CSR funds, and revenue generation models, etc., particularly for SLWM.

15th Finance Commission Tied Grants

The main purpose of the 15th FC tied grant for water and sanitation is to enable RLBs/ GPs to shoulder the full responsibility for potable water supply to every household, schools, anganwadi centres, ashramshalas, PHCs/ CHCs, community centres, wellness centres, etc. on long-term and regular basis; greywater management; solid waste management; maintenance of ODF status and improved sanitation in villages.

In view of the above and to supplement resources of local governments to meet the broader objective of fulfilling National priorities, 15th FC recommends the following:

An allocation of Rs. 2,36,805 Crore to Rural Local Bodies/ Panchayat Raj Institutions (RLBs/ PRLs) for next five years, i.e., up to 2025-26, out of which, 40 per cent of the recommended grant is basic grant (untied) and the remaining 60 per cent is tied grant for drinking water supply and sanitation.

- ✿ 30 per cent for supply of drinking water, rainwater harvesting and water recycling; and

- ❁ 30 per cent for sanitation and maintenance of open defecation free (ODF) status.

Table 1: Detailed Year-Wise Grants for Rural Local Bodies (Rs. Crore)

Grants	2021-22	2022-23	2023-24	2024-25	2025-26	Total Grants
Total Grants	44901	46513	47018	49800	48573	236805
Untied (40%)	17961	18605	18806	19920	19429	94721
Tied (60%)	26940	27908	28212	29880	29144	142084
(a) Drinking water, rainwater harvesting and water recycling	13470	13954	14106	14940	14572	71042
(b) Sanitation and maintenance of ODF status	13470	13954	14106	14940	14572	71042

Eligibility Criteria for Rural Local Bodies to Avail Grants

- ❁ During award period (2021-22 and 2022-23), at least 25 per cent of the rural local bodies have both their provisional accounts for the previous year and audited accounts for the year before the previous, available online in the public domain.
- ❁ From the third year (2023-24) onwards, having both provisional accounts of the previous year and audited accounts for the year before previous and making these available online is mandatory.
- ❁ States having not constituted the due State Finance Commission (SFC) as per provisions of the Constitution and their recommendations implemented in a timely manner both in letter and spirit, must constitute SFCs, act upon their recommendations and lay the explanatory memorandum as to the action taken thereon before the State legislature on or before March, 2024. After March, 2024, no grants will be released to a State that has not complied with the Constitutional provisions in respect of the SFC and these conditions.
- ❁ 15th FC Grant is not available for UT.

The responsibility towards usage of 15th FC grants lies with the GPs. However, in view of the above and to facilitate the usage of 15th FC grants, a list of activities is communicated to the States and pre-populated in the e-Gram Swaraj (online software for preparation of Gram Panchayat Development Plan). It is advised to the GP preparing their Gram Panchayat Development Plan (GPDP) to adhere to the list of sanitation-related activities and used 30 per cent of 15th FC grant for planning their sanitation-related activities. Block Panchayat and District Panchayat are advised to use relevant modules of e-Gram Swaraj to plan for their sanitation-related activities.

Manual for Utilization of 15th FC Funds:

https://swachhbharatmission.gov.in/SBMCMS/writereaddata/portal/images/pdf/Manual_for_utilisation_of_15th_FC_tied_funds.pdf



Everyone's Responsibility

Hon'ble Prime Minister Sh. Narendra Modi has always held that large-scale impact was not the responsibility of a couple of Departments or only the Government. The Government of India calls upon all Ministries and Departments as well as the corporates to work together for achieving the goal of Swachhata. On the fervent appeal of Prime Minister, various initiatives like Swachhata Pakhwada, Swachhata Action Plan (SAP), Swachh Iconic Places (SIP) and Lighthouse Initiative were jointly implemented by Ministries, Departments and corporates.



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गांधी जी के किसी भी कार्य का समाज पर व्यापक असर होता था। स्वच्छता पर उनका आग्रह भी सामाजिक विकृति को दूर करने और नए भारत के निर्माण हेतु था। स्वच्छता, उनकी राजनीति भी थी, और अध्यात्म भी। एक स्वस्थ समाज की नींव, स्वच्छता के जरिये ही डाली जा सकती है।

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**माननीय राष्ट्रपति
श्रीमती द्रौपदी मुर्मू**
02 अक्टूबर, 2022
स्वच्छ भारत दिवस

https://swachhbharatmission.gov.in/SBMCMS/writereaddata/portal/images/pdf/Manual_for_utilisation_of_15th_FC_tied_funds.pdf

Swachhata Action Plan (SAP)

Swachhata Action Plan (SAP) is an interministerial collaborative approach to keep up the momentum of Swachh Bharat. It is multidimensional in nature and in realization of Hon'ble Prime Minister's vision of swachhata being everyone's business. He has directed that all Union Ministries/Departments should work for the same in a significant manner with appropriate budget provisions. SAP is an interministerial approach in nature.

SAP was formally launched on 1st April 2017 with the active participation of 72 Union Ministries and Departments of Government of India. Physical and financial progress of Ministries and Departments under SAP is constantly monitored and reviewed through a customized portal at DDWS. DEA, MoF has created new budget head No "96" and instructed all Ministries and Departments to book their SAP expenses under it. Several Ministries and Departments have shown innovation, great commitment and engagement to mainstream Swachhata in their schemes/programmes.


The Department of Drinking Water and Sanitation (DDWS), Ministry of Jal Shakti is the nodal Department for Swachh Bharat Mission (SBM) and SAP. It coordinates with all Ministries/Departments to finalize and collate their Swachhata Action Plans. It highlights the efforts proposed by SAP implementing Ministries/Departments.




Table 2: Year-Wise Progress of SAP

Sl. No.	Financial Year	Allocation in Crore	Utilization in Crore	%
1	2017-18	17779.55	12090.09	68
2	2018-19	19305.92	18257.36	95
3	2019-20	20101.44	18458.16	92
4	2020-21	28326.92	27416.10	97
5	2021-22	27417.39	26880.70	98
6	2022-23*	26574.52	13950.60	52






भारत सरकार
DEPARTMENT OF DRINKING WATER AND SANITATION
MINISTRY OF JAL SHAKTI



आजादी का
अमृत महोत्सव




स्वच्छ
भारत

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स्वच्छ भारत मिशन ग्रामीण व्यवहार परिवर्तन का एक आंदोलन है। कोरोना की वैश्विक महामारी के दौरान, सभी लोगों ने यह महसूस किया कि घर-घर बने शौचालय, साबुन से हाथ धोने की आदत और घर में नल के द्वारा जल की आपूर्ति की सुविधा ने इस विमति में एक रक्षा कवच का कार्य किया है।

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**माननीय राष्ट्रपति
श्रीमती द्रौपदी मुर्मू**
02 अक्टूबर, 2022
स्वच्छ भारत दिवस

Swachhata Pakhwada

The institution of Swachhata Pakhwada began in April 2016. Hon'ble Prime Minister envisaged participation of all sections of the society in Swachhata activities in the Swachh Bharat journey. Swachh Bharat Mission has become a jan andolan with the participation of all sections including all non-sanitation Government Ministries and Departments. Union Ministries and Departments are also encouraged to effectively participate in achieving Swachh Bharat. Swachhata Pakhwada is also Hon'ble Prime Minister's initiative to engage all Union Ministries and Departments for their active focus on Swachhata for 15 days.

The objective behind Swachhata Pakhwada is to engage everyone and mainstreaming Swachhata within the non-sanitation Ministries.




Swachhata Pakhwada in its current form has reached to a greater level, where all Senior officials, institutional heads along with all staff are actively involved and making meaningful contribution. There is a marked improvement in the engagement, quality and publicity of Pakhwada activities by various Ministries and Departments. The Ministries/Departments are taking


conscious steps to launch activities, which incorporate long-term results and pan-India coverage. Swachhata Pakhwada activities are monitored through online monitoring system.

The Pakhwada activities, rather than being confined to office premises, are now reaching to State and field offices of Ministries. Since 2016 as of date over 470 Swachhata Pakhwada (till Nov 2022) have been observed by the Union Ministries/ Departments as per the approved Swachhata Pakhwada calendar.






पेयजल एवं सार्वजनिक विभाग
आज सार्वजनिक विभाग
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MINISTRY OF JAL SHAKTI



आज़ादी का
अमृत महोत्सव




स्वच्छ
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ऐसे अनगिनत उदाहरण गांधी जी के जीवन में हैं, जिनसे स्वच्छता की नयी परिभाषा बनी। इसका एक उदाहरण उन्नीस सौ एक (1901) के कलकत्ता कांग्रेस अधिवेशन में देखने को मिला था, जब शिविर में सफाई की खराब हालत को देख कर उन्होंने झाड़ू उठाकर सारी गंदगी, स्वयं ही साफ कर डाली थी। एक कोट पैंट पहने व्यक्ति को, इस तरह सफाई करते हुए देख कर लोग आश्चर्य चकित रह गए थे।

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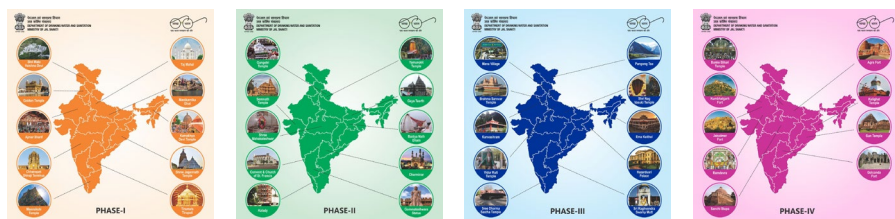
**माननीय राष्ट्रपति
श्रीमती द्रौपदी मुर्मू**
02 अक्टूबर, 2022
स्वच्छ भारत दिवस

Swachh Iconic Places (SIPs)

The Government of India, through its Swachh Bharat Mission started a multi-stakeholder initiative Swachh Iconic Places (SIPs), focusing on cleaning up of 100 places across the country that are “iconic” due to their history, heritage and religious and/or cultural significance with high visitor’s footfall. SIP, an interministry & interagency dimension of Swachh Bharat Mission, began in 2016. The objective is to achieve a distinctly higher level of sanitation/ cleanliness at these places, especially on the peripheries and in approach areas.

Given the scale of the task at SIPs its success lies in the active collaboration of Central, State/UTs and local stakeholders at all Government and private sector levels. To this end, the initiative is being coordinated by the Department of Drinking Water and Sanitation, Ministry of Jal Shakti in close coordination with partner Ministries – Housing and Urban Development, Tourism and Culture – as well as State/UT and municipal corporations and the selected sites’ trusts and committees.

In last four phases, 39 iconic places and heritage sites of historical, spiritual, and cultural significance have been selected. Since the inception of the project, public sector undertakings (PSUs) are financially supporting the SIP sites. Currently 29 SIP sites out of 39 SIP sites have been mapped with PSUs.



Swachh Survekshan Grameen 2023

DDWS has been conducting Swachh Survekshan Grameen (SSG) since 2018 onwards to rank the States and Districts on the basis of their performance attained on key quantitative and qualitative Swachh Bharat Mission (Grameen) (SBM-G) parameters and engaging rural community in improvement of their sanitation status through an intensive and holistic IEC campaign. SSG has proven to be not just a ranking exercise but also has been a vehicle for creating a jan andolan (people's movement) and ensuring prompt action for achievement of programme elements.

To further foster healthy competition among States, Districts and Panchayats and ascertain progress of SBM-G Phase II, DDWS is undertaking Swachh Survekshan Grameen (SSG) 2023 with an objective to make it more participatory by introducing Panchayat self-assessment on ODF Plus parameters. Some of the main objectives of SSG 2023 are:

- ✿ Generation of wide participation at village, GP, District and State levels, and focus on creating an enthusiasm around SBM-G Phase II and the ODF Plus initiative
- ✿ Participatory self-assessment by Panchayats and learning through peer verification
- ✿ Fostering of healthy competition among Panchayats, Districts, States for better performance
- ✿ Continued participation of the GPs throughout the year in the SBM-G programme through self-assessment and peer verification
- ✿ Rewards, awards and recognition at National, State and District levels

For the SSG 2023, a self-assessment module for GPs is proposed to ensure participation at the Gram Panchayat level. Using this process, over 2.5 lakhs GP will be reached out to, through their participation in SSG 2023. There will be a peer verification at the Block level. Villages shortlisted at Block level will be further assessed at District, State, and National level to identify the best panchayats in the country. Rankings of the Districts under SSG 2023 will be based on performance against ODF Plus indicators as reported in the self-assessment, ODF Plus progress reported under IMIS, field observation of households, public places, and village sanitation assets through third party verification. While arriving at the final District rankings, percentage of villages in the District participated in self-assessment and peer verified will also be considered. This framework will lead to District, State, and National-level awards for GPs, as well as awards for Districts and States.

A toolkit entailing the various stages of assessment under SSG 2023, has been developed detailing out the Panchayat and District-level assessment methodology and was released by Hon'ble Minister of Jal Shakti (MoJS) on 2nd November 2022 during India Water Week.

Simultaneously, SSG 2023 dashboard showing baseline rankings of the Panchayats and Districts based on the ODF Plus progress reported on SBM-G IMIS as on 1st October 2022 was launched by Hon'ble MoJS. Monthly and Quarterly progress of Districts and Panchayats will be updated periodically on SSG 2023 dashboard.



The baseline scores and rankings of Districts and Panchayats can be checked at <https://sbm.gov.in/SSG2023/ODFPlusRanking.aspx> for reference.

Swachhata Hi Seva

In the run-up to Swachh Bharat Diwas, Swachhata Hi Seva (SHS) campaign is organized during the fortnight of 15th September to 2nd October when communities engage in shramdaan to clean up their villages. This year too, in order to provide impetus to the implementation of Swachh Bharat Mission Grameen Phase II, to disseminate the importance of a Sampooran Swachh village; to reinforce the concept of sanitation as everyone's business; and to commemorate Swachh Bharat Diwas with nationwide participation, SHS was organized across the country.

The focus this year was to clean up legacy waste to bring about visual cleanliness of villages. In this regard, communities were involved in cleaning of garbage-vulnerable sites in the villages; construction of waste collection and segregation sheds/centres; door to door collection of non-biodegradable waste like plastics; cleaning of water bodies and planting of saplings around them; and purchase of waste collection vehicles such as tricycles/e-carts (battery operated vehicles). Additionally, various community awareness programmes were held to promote segregation of waste at source and the need to refrain from use of single-use plastics. While Gram Sabhas were held to pass resolutions banning SUPs, Sarpanch Samvads were organized on ODF Plus elements. Also slogan writing and Swachhata pledges were administered wherein people pledged to refrain from littering.

The SHS participation has been overwhelming, with participation of more than 46 crore people across 5.7 lakh villages participating. Other activity details are listed in the following page (as reported by States in SHS portal as on 2nd Oct 2022):

Another activity undertaken during Swachhata Hi Seva fortnight was the United India for Swachhata – a dedicated week long intensified campaign for complete cleanliness – ‘Sampoorna Swachhata’ in 9 States across the country. Activities comprised events across iconic sites, railways

stations, beaches, schools, AWCs, etc. to highlight the achievements of SBM during the last 8 years. Various events were organized by the States (UK, Goa, Assam, Sikkim, Maharashtra, MP, Telangana, Punjab, Jharkhand) Governments from 27th to 29th September 2022.



709 Districts participated



11,53,956 trees planted around water bodies



5,69,156 villages participated



1,59,306 GP resolutions passed for banning SUP



9,81,64,124 people participated in shramdaan and cleaning activities



1,68,293 Sarpanches participated in Sarpanch Samvads on ODF Plus elements



16,04,982 public places and institutional buildings cleaned



27,38,07,897 people participated in awareness activities



14,80,689 Legacy waste sites cleaned



Lighthouse Initiative

The DDWS has recognized the role of private sector in SBM-G. India Sanitation Coalition (ISC) at FICCI is a multi-stakeholder platform that brings out together multiple corporate partners to drive sustainable sanitation through a partnership model.



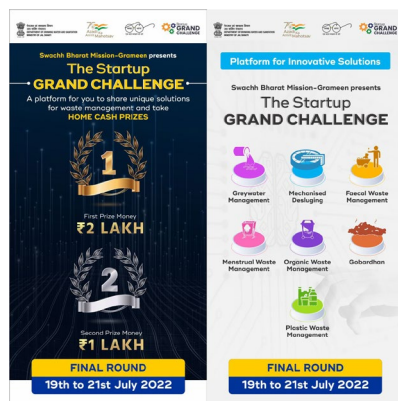
ISC is in collaboration with Department of Drinking Water and Sanitation (DDWS), Ministry of Jal Shakti in which corporate partners, development partners, ISC and Government would work together to achieve sustainable SLWM in villages of India and to create model or 'lighthouse' Gram Panchayats.

The objective of this collaboration is to provide overall supervision and technical and managerial support from corporates to the implementing agencies in the States for the implementation of ODF Plus components. DDWS/States would accordingly provide required necessary support for smooth implementation of the Lighthouse Initiative.

In the phase 1 of Lighthouse Initiative, Gram Panchayats across 15 States shall demonstrate effectiveness and efficiency in the implementation of SLWM arrangements that could then be scaled up across the country to achieve an ODF Plus Model by the close of the current phase of the Swachh Bharat Mission Grameen.

Startup Grand Challenge

DDWS, Ministry of Jal Shakti under its flagship Programme Swachh Bharat Mission Grameen has conducted Startup Grand Challenge to scout technologies that could support sustainable, affordable, scalable, and responsive solutions to the solid and liquid waste management challenges in rural areas. The Grand Challenge invited applications on seven focus areas, i.e., faecal sludge management, mechanized desludging, greywater management, menstrual waste management, organic waste management, plastic waste management and GOBAR-Dhan (biomethanation).



The final round of the Startup Grand Challenge was hosted physically from 19th July to 21st July 2022. Evaluation committee scored applicants on different parameters like novelty, environmental friendliness, affordability, etc. Winners of the Startup Grand Challenge were announced on occasion of Swachh Bharat Diwas 2nd October 2022.

Table 3: Winners of the Startup Grand Challenge

Sl. No.	Focus area	Winners Name	
1	Greywater management	CEO, Zila Parishad Bhiwani – First Prize	
2	Organic waste management	Agringenium Innovations Private Limited – First Prize	
3	GOBAR-Dhan	Carbon Loops Private Limited – First Prize	Clean energy Tech Solutions LLP – Second Prize
4	Plastic waste management	Saltech Design Labs Private Limited – First Prize	HVA Chemical Solution Private Limited – Second Prize



सत्यमेव जयते

पेयजल एवं स्वच्छता विभाग
जल शक्ति मंत्रालय
भारत सरकार

DEPARTMENT OF DRINKING WATER AND SANITATION
MINISTRY OF JAL SHAKTI
GOVERNMENT OF INDIA