



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



Swachhata Hi Seva

15 September - 2 October 2023

Garbage Free India

Meeting with Principal Secretary to Prime Minister
25th Sept 2023, 12:30 pm

Background



Celebrate 9 years of Swachh Bharat Mission
Visibly higher order of cleanliness through shramdaan & jan bhagidari

Timelines		
S.No	Activities	Date
1	Launch of Swachhata Pakhwada 2023	15 th Sept
2	Indian Swachhata League 2.0	17 th Sept
3	SafaiMitra Suraksha Shivar	17 th – 20 th Sept
4	Swachhata Diwas Celebration	1 st - 2 nd Oct



All Ministries,
States/UTs, ULBs & GPs



Theme: Garbage Free
India



15th Sept – 2nd Oct 2023


- ✓ Actual cleaning drive
- ✓ By people
- ✓ Across the nation
- ✓ For at least 1 hour
- ✓ At 10.00 am
- ✓ Resulting in visible cleanliness

DD NEWS

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1 अक्टूबर यानि रविवार को सुबह 10 बजे स्वच्छता पर एक बड़ा आयोजन होने जा रहा है। आप भी अपना वक्त निकालकर **स्वच्छता से जुड़े इस अभियान में** अपना हाथ बटाएं। आप अपनी गली, आस-पड़ोस, पार्क, नदी, सरोवर या फिर किसी दूसरे सार्वजनिक स्थल पर इस **स्वच्छता अभियान** से जुड़ सकते हैं

मन की बात
24 September, 2023



नरेंद्र मोदी

- Identification of field units for implementation
- Creation of events on <https://swachhatahiseva.com/>
- Planning for smooth execution of event
- Dissemination of messages
- Review and monitoring




**Swachhata
Hi Seva**
15 September - 2 October 2023

1 अक्टूबर को सुबह 10 बजे
एक साथ
1 घंटे
स्वच्छता के लिए
श्रमदान करें



Creation of Events on Citizen Portal (1/2)



- ULBs will be field units for urban areas
- Districts will be field units for rural areas or share login credentials with blocks to act as field units
- Similarly, Ministries to identify field units for implementation
- Each field unit will be required to identify site(s) where cleanliness drives will be taken up
- Each of these site(s) will have to be created as a unique event on the 'Swachhata Hi Seva' portal (<https://swachhatahiseva.com/>)

Creation of Events on Citizen Portal (2/2)



- All these created events will be available on a map which citizens can view and join the event of their choice
- Created events should be widely publicised by Ministries/ States/ Districts/ ULBs and Field Units through local communication platforms
- After completion of the activity, the creator of the event will be required to close the event on the portal. Time for closure of all events is 4 pm on 1st Oct '23

i. Planning of each event

- a. Date of event - 1st Oct 23
- b. Timing - 10 am
- c. Location
 - a) Ward as unit urban areas
 - b) Village as unit for rural areas
 - c) Location details with coordinates on map
- d. Expected number of participants
- e. Contact details of event in-charge
- f. Two sites per ward in ULBs & one site per GP as per population; for wards with higher population, more events can be created, for wards with lesser population, clustering can be done

ii. Nature of cleaning

- a. Material planning like brooms, cutters, thailas, containers etc. (special instructions for the event to be specified)
- b. Tie-up for transportation of the collected garbage to the designated points for solid waste management
- c. No site should create a garbage dump after the activity
- d. All activities to be SUP free and zero waste events
- e. Volunteers to carry their own water bottles

This must be an actual cleaning drive resulting in visible cleanliness

This is not a photo-op event with many people with brooms sweeping a small area

Event sites can be either in urban or rural areas

- Garbage Vulnerable Points (GVPs)
- Railway tracks and Stations
- Airports and surrounding areas
- Roadsides (NH, SH, local)
- Waterbodies
- Ghats
- Slums
- Under bridges
- Market spaces
- Backlanes
- Places of worship
- Areas surrounding public & private offices

- Tourist locations
- Bus Stands, toll plaza
- Zoos and wildlife areas
- Gaushalas
- Hills
- Beaches
- Port areas
- Residential areas
- Health institutions and adjacent areas
- Areas surrounding Anganwadis
- Areas surrounding schools and colleges
- Any other

Details of Cleanliness Events to be organized

MHA & MoD

- All CAPF & Defense Units to engage in cleanliness events
- Inter-face with civilians
- Cantts functioning as other ULBs

Civil Aviation

- Around Airports

Railways

- Around Railways Tracks

MoRTH/NHAI

- Around all Toll Plazas

Women and Child Education

- ICDS offices across the country engaging SHGs

School Education

- All Navodya Vidyalayas , KVs, other institutes of Central Govt.

Tourism

- At 2000+ tourist sites

Agriculture

- Around all Krishi Vigyan Kendras

MoEFCC

- At all Zoos, Sanctuaries, National Parks

NMCG

- At all Ganga Ghats

Ports Shipping and Waterways

- At Major & Minor ports

Culture

- At all ASI monuments

Details of Cleanliness Events to be organized

Ministry of External Affairs

- All Indian Missions abroad

Earth Science & Ocean Development

- At beaches

Fisheries

- At all fishing harbours and fish landing sites

Labour & Employment

- At all ESIC Hospitals & dispensaries and around all EPFO offices

Health and Family welfare

- Around all CHCs, Districts Hospitals, Medical Colleges Hospitals and Central Hospitals

Dept. of Financial Services

- All Banks at five sites in each city, events to be organized by insurance companies

Corporate Affairs

- Request all listed companies to organise events

PSUs of following Ministries & Departments to organize cleanliness drives across field units:

- | |
|--------------------|
| ■ Steel |
| ■ Mines |
| ■ PNG |
| ■ Railways |
| ■ Defence |
| ■ Fertilizers |
| ■ DoT |
| ■ MoP |
| ■ DoWR |
| ■ Heavy Industries |
| ■ Coal |

- Since the activities will be in urban and rural areas, district administration must facilitate with all line departments/ ministries field organizations
- Field Offices of Central Ministries conducting these activities should collaborate either with the local body or with the District Admin to ensure collection and transportation of waste to designated sites
- Any NGO/ RWA/ Pvt. organization etc. interested in organizing a cleaning event can apply online on the portal to the ULB/ district admin as the case may be. Upon approval they can also create events on the portal

- i. State/ Ministry/ Field Units can view the following progress on real time basis
 - a. Creation of event
 - b. Type of event created (for e.g. beach cleaning, park cleaning etc.)
 - c. Picture count uploaded by citizens
 - d. Status of events - Open/ Closed

All the above can be filtered and viewed at Village/GP/ULB/District/State/Ministry level

- i. AV of 'Ek Tareekh- Ek Ghanta' has been shared from national level. The same to be disseminated at Ministry/ State/ Field Level through social media, digital platforms, AV vans, local radio channels, door to door campaigns etc.
- ii. Creative of 'Ek Tareekh- Ek Ghanta' will be shared from national level. The same to be disseminated through posters, banners, billboards, hoardings, digital displays, railway platforms, bus stands, toll booths, public & pvt. offices, buses, metros, inside train compartments, high footfall areas etc.
- iii. Promote the anthem "Ek Kadam" which will be released just prior to the 1st oct event. The same to be disseminated through social and digital platforms, AV displays, and be the background song theme for all the activities.

- iv. Adequate social media posts from all handles on <https://swachhatahiseva.com/>)
- v. Focus of social media post should be on:
 - a. Actual cleaning
 - b. on scale of activity,
 - c. innovation,
 - d. people participation
 - e. pre and post situation pictures
- vi. Ensure key event highlights on social media handles of Ministers, MPs, MLAs, Mayors, Senior Govt. officers etc.
- vii. 1-2 videos will be shared by MoHUA every day which may be retweeted from Ministry handles
- viii. Ministries may also make similar videos on their activities and preparedness that can be cross tweeted
- ix. Re-tweet posts from important handles/brand ambassadors and influencers

Official Hashtag: #SwachhBharat

Official Handles to be tagged: @SwachhBharatGov, @swachhbharat , @PMOIndia

Timelines

Date	Activity
23 rd - 25 th Sept	i. Meeting with and training of all Central Ministries, States/ UTs
By 26 th Sept	<ul style="list-style-type: none">i. Creation of all events on the portal by the field unitsii. Review meeting by respective Ministries with field units on the proper planning and logistics tie-up for 1st Octiii. Once action is finalized and events are created, press releases from Ministries/ Statesiv. High-intensity digital and social media engagement as already described
30 th Sept/ 1 st Oct	i. Depute senior officers to field to oversee arrangements and participate in the activity on 1 st Oct



Thank You