Azadi Ka Amrit Mahotsav

सतीश कुमार
SATISH KUMAR

सत्यमेव जयते

अध्यक्ष एवं मुख्य कार्यकारी अधिकारी,
रेलवे बोर्ड
पदेन प्रमुख सचिव, भारत सरकार
रेल मंत्रालय,
CHAIRMAN & CHIEF EXECUTIVE OFFICER,
RAILWAY BOARD
EX OFFICIO PRINCIPAL SECRETARY
GOVERNMENT OF INDIA
MINISTRY OF RAILWAYS

DO. No. 2024/EnHM/08/01/SHS **11th September, 2024**

My dear General Manager,

Sub: Swachhata Hi Seva Campaign (SHS – 2024) from 14th September to 01st October, 2024 over Indian Railways.

Ref: (i) CRB & CEO's D.O. letters of even number dated 30.08.2024 & 05.09.2024;
(ii) This office's letter of even number dated 10.09.2024 (copies enclosed).

Kindly connect to CRB & CEO's letter dated 30.08.2024 vide which detailed guidelines were circulated which are to be followed by Railway Units during Swachhata Hi Seva (SHS) – 2024. This was followed by letter dated 05.09.2024 enclosing copy of Cabinet Secretary's D.O letter stressing on the importance of SHS – 2024. Day-to-day activities to be followed in SHS – 2024 which have also been circulated vide letter dated 10.09.2024.

2. Zonal Railways have also been advised to give more emphasis on plantation under campaign #एक पेड़ मां के नाम and #Plant4Mother campaign (copy enclosed). Further, DRMs have been advised to monitor 05 identified stations and a few trains with a view to improve cleanliness (copy enclosed).

3. To emphasize the importance of SHS – 2024, a VC on 04.09.2024, was chaired by undersigned with all Zonal Railways detailing the activities to be undertaken by field units during SHS-2024. All these steps are an effort to improve cleanliness and make a significant contribution by Railways in saving/improving environment.

4. SHS – 2024 campaign is being monitored at the highest level. To review progress, a VC under the chairmanship of Cabinet Secretary with the heads of the Ministries/Departments was held on 10.09.2024 wherein it was emphasized that Swachhata Hi Seva campaign should be given utmost importance and closely monitored at all levels. It was also emphasized in the meeting that in addition to other activities as per guidelines, focus on cleaning of track and surrounding areas alongside track particularly in urban & semi urban areas and cleaning of toilets in stations/colonies/ railway buildings/ offices & trains be also given.

Contd.../-

Rail Bhawan, Raisina Road, New Delhi-110 001.
Tel.: 011-23384010, Fax : 011-23381453, Email : crb@rb.railnet.gov.in

5. I would request your personal involvement for monitoring/leading the activities being undertaken during the campaign and making Swachhata Hi Seva (SHS-2024) a mega success.

With best wishes,

Yours sincerely,

DA: As above.

(Satish Kumar)

The General Managers,
All Zonal Railways & PUs,
CMDs & MDs of all PSUs,
DGs of RDSO and NAIR,
PCAO/COFMOW,
Directors of all CTIs.

Copy to: Secretary/Railway Board for information and launch of SHS – 2024 in Rail Bhawan.

भारत सरकार/GOVERNMENT OF INDIA
रेल मंत्रालय /MINISTRY OF RAILWAYS
रेलवे बोर्ड/(RAILWAY BOARD)

No.2024/EnHM/08/01/SHS **New Delhi, dated. 10.09.2024**

The General Managers,
All Zonal Railways & PUs,
CMDs & MDs of all PSUs,
DGs of RDSO and NAIR,
Directors of all CTIs.

Sub: Swachhata Hi Seva Campaign (SHS – 2024) from 14th September to 01st October, 2024 over Indian Railways.

Ref: (i) CRB & CEO's D.O. letters of even number dt. 30.08.2024 & 05.09.2024.
(ii) This office's letter of even number dated 06.09.2024.

Kindly connect to letters under reference vide which detailed guidelines were circulated which are to be followed by Railway Units during Swachhata Hi Sewa (SHS) – 2024.

2. An indicative day to day activity programme for SHS – 2024 is enclosed herewith for ready reference. Railways may make changes/inclusions in their programme, keeping SHS detailed guidelines circulated earlier into consideration, as per need ensuring that these activities are to be included, as far as possible, while observing SHS campaign.

Encl: As above (02 pages)

(Shailendra Singh)
Principal Executive Director/ ME(EnHM & Proj.)
Railway Board

Copy to: Secretary/Railway Board for information and necessary action please.

Activity calendar for SHS – 2024 (from 17th September to 02nd October, 2024)

Daily Activities:

Guidelines have been circulated regarding activities to be followed during SHS – 2024 which should be strictly followed. Transformation of identified CTUs, cleaning of stations/tracks/coaches/depots/other railway establishments/public awareness campaigns/announcements etc may be done **on daily basis** during whole of the campaign. In addition, special items of focus (Day –wise) for Swachhata Hi Seva – 2024 are as below:

1. **Day – 1 : Date - 17.09.2024 (Tuesday)**
   - Swachhata Pledges
   - Public awareness workshops

2. **Day – 2 : Date - 18.09.2024 (Wednesday)**
   - Organisation of Safai Mitra Suraksha Shivirs, health camps by Railway Units under jurisdiction (railway stations, colonies etc.), providing of safety PPEs & equipments etc.

3. **Day – 3 : Date - 19.09.2024 (Thursday)**
   - Marathons, Cyclothons & walkathon

4. **Day – 4 : Date - 20.09.2024 (Friday)**
   - SBM Sports Leagues

5. **Day – 5 : Date - 21.09.2024 (Saturday)**
   - Plantation drive

6. **Day – 6 : Date - 22.09.2024 (Sunday)**
   - Reduce, Reuse, Recycle (RRR) Activities,
   - Waste to Art

7. **Day – 7 : Date - 23.09.2024 (Monday)**
   - sale of recycled products

8. **Day – 8 : Date - 24.09.2024 (Tuesday)**
   - Door to door awareness

9. **Day – 9 : Date - 25.09.2024 (Wednesday)**
   - Competitions for Swachh Bharat Mission

10. Day – 10 : Date - 26.09.2024 (Thursday)

- Swachh Food Initiative

11. Day – 11 : Date - 27.09.2024 (Friday)

- Swachh Bharat Cultural Fests

12. Day – 12 : Date - 28.09.2024 (Saturday)

- Youth Connect
- Cleaning & upgradation of Public Toilets at station & trains

13. Day – 13 : Date - 29.09.2024 (Sunday)

- Cleaning of base kitchens/Restaurants/food stalls/pantry cars

14. Day – 14 : Date - 30.09.2024 (Monday)

Mass Scale Cleanliness Drives on followings

- Offices, institutional buildings, Railway schools etc
- Railway tracks & stations and trains
- Water bodies (rivers, lakes, ponds, drains etc) in Railway premises

15. Day – 15 : Date - 01.10.2024 (Tuesday)

- Human Chains
- Swachhata competitions

16. Day – 16 : Date - 02.10.2024 (Wednesday)

- Celebration of Swachh Bharat Diwas (02nd October).
- Combined shramdaan in Railway premises & nearby locality with engagement of local celebrities.
- Cooperation of passengers in keeping the coach clean through PA system.
- Organize seminar on Sanitation and upkeep of railway Colonies.
- Cleanliness awareness campaign on use of bio-toilets.
- Administration of Swachhata pledge to passengers through pamphlets.
- Feedback from travelling public regarding cleanliness

*****

Azadi Ka Amrit Mahotsav

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अध्यक्ष एवं मुख्य कार्यकारी अधिकारी,
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पदेन प्रमुख सचिव, भारत सरकार
रेल मंत्रालय,
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EX OFFICIO PRINCIPAL SECRETARY
GOVERNMENT OF INDIA
MINISTRY OF RAILWAYS

No. 2024/EnHM/10/02 **5th September, 2024**

My dear General Manager,

Sub: #Plant4Mother campaign.
Ref: CRB & CEO's DO letter of even number dated 04.07.2024. (Copy enclosed)

As you are aware that on the occasion of World Environment Day – 2024, Hon'ble Prime Minister planted a sapling of peepal tree at Buddha Jayanti Park, New Delhi and launched #एक पेड़ मां के नाम and #Plant4Mother campaign under which it is proposed to plant 80 crore trees by September 2024 and 140 crore trees by March, 2025, following a "Whole of Government" and "Whole of Society Approach".

2. Accordingly, vide DO letter under reference, a drive for tree plantation over Indian Railways was launched under #Plant4Mother campaign. It was also advised that plantation drive should be done on mass scale with focus on planting on the vacant land under the Railway and also alongside the railway tracks.

3. In view of above, I would like to request that every effort may be made for proper implementation of **#Plant4Mother campaign** and to achieve the plantation targets.

4. Necessary actions, like proper watering of plants and timely checkups, may also be taken to ensure survival of planted trees. Further, IEC technology may be used to raise awareness/participation among the railway personnel and passengers in **#Plant4Mother campaign**.

5. I look forward to your invaluable contribution in the aforesaid campaign and positive response towards sustainability and environment conservation. Through collective efforts, we can create a greener and healthier environment for future generations.

With best wishes,

Yours sincerely,

DA: As above.

(Satish Kumar)

The General Managers,
All Zonal Railways & PUs,
CMDs & MDs of all PSUs,
DGs of RDSO and NAIR,
PCAO/COFMOW,
Directors of all CTIs.

Copy to: Secretary/Railway Board for kind information please.

Rail Bhawan, Raisina Road, New Delhi-110 001.
Tel.: 011-23384010, Fax : 011-23381453, Email : crb@rb.railnet.gov.in

Azadi Ka Amrit Mahotsav

जया वर्मा सिन्हा
JAYA VARMA SINHA

सत्यमेव जयते

अध्यक्ष एवं मुख्य कार्यकारी अधिकारी,
रेलवे बोर्ड
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EX OFFICIO PRINCIPAL SECRETARY
GOVERNMENT OF INDIA
MINISTRY OF RAILWAYS

D.O. No. 2024/EnHM/10/02

4th July, 2024

My dear General Manager,

Sub: #Plant4Mother campaign.

On the occasion of World Environment Day, Hon'ble Prime Minister planted a sapling of peepal tree at Buddha Jayanti Park, New Delhi and launched #एक पेड़ मां के नाम **and #Plant4Mother campaign.**

As you are aware, our planet is facing unprecedented environmental challenges, including climate change and biodiversity loss. Trees are not just a vital part of our ecosystem but also serve as the lungs of our planet, providing oxygen, absorbing carbon dioxide and supporting biodiversity. Tree planting is recognized as one of the most engaging, environmental-friendly activities that people can participate in to help the planet when done properly.

2. A campaign **"#एक पेड़ मां के नाम"** initiative has been launched by GoI to contribute positively towards sustainability and environment conservation. Under the afore-mentioned campaign, it is proposed to plant 80 crore trees by September 2024 and 140 crore trees by March, 2025, following a "Whole of Government" and "Whole of Society Approach".

3. The zone wise targets of plantation for the year 2024-25 has already been issued vide Railway Board's letter no. 2012/LML/2/6 dt. 11.06.2024 wherein 1.1 crore plantation target has been fixed by Indian Railway in year 2024-25. It is desired that 60 % of the target may be completed by Sept 2024 to be in sync with MoEFCC targets.

4. By joining hands, we can amplify our impact and inspire others to take proactive steps towards a greener future. A drive for tree plantation be launched and should have focus on followings:

- Plantation drive should be done on mass scale, focus should be on planting on the vacant land under the Railway and also alongside the railway tracks.
- Ensure survival of planted trees necessary action should be taken like proper watering of plants and timely checkup may be conducted.

Rail Bhawan, Raisina Road, New Delhi-110 001.
Tel.: 011-23384010, Fax : 011-23381453, Email : crb@rb.railnet.gov.in

- Raise awareness among the railway personnel and passenger that plantation could mitigate climate change and should be encouraged through IEC programmes to participate in #Plant4Mother campaign.

5. Together, we can make a significant difference and leave a lasting legacy for future generations. Your insights and expertise will be invaluable in ensuring the success of "#एक पेड़ मां के नाम". I look forward to your positive response and to embark on this journey towards a sustainable tomorrow.

6. It is also requested to please nominate a Nodal Officer for the campaign from your unit for coordination and the details of activities undertaken may be shared with PED/ME (EnHM & Proj.) on email id- advenhm@rb.railnet.gov.in

Looking forward to your support for making this campaign a grand success.

With best wishes,

Yours sincerely

(Jaya Varma Sinha)

The General Managers,
All Zonal Railways & PUs,

Copy to:

1. CMDs & MDs of all PSUs under M/o Railways
2. DGs of RDSO and NAIR,
3. PCAO/COFMOW

} for similar action please.

4. **Secretary/Railway Board** for kind information please.

Azadi Ka Amrit Mahotsav

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अध्यक्ष एवं मुख्य कार्यकारी अधिकारी,
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CHAIRMAN & CHIEF EXECUTIVE OFFICER,
RAILWAY BOARD
EX OFFICIO PRINCIPAL SECRETARY
GOVERNMENT OF INDIA
MINISTRY OF RAILWAYS

No. 2024/EnHM/06/07 **5th September, 2024**

My dear General Manager,

Sub: Monitoring of stations cleanliness activities in all Divisions/Zones of Indian Railways.

1. Indian Railway makes every endeavor to keep trains & stations in properly maintained and clean condition. In order to enhance the range, intensity and visibility of cleanliness at Railway stations, there is a need to monitor cleanliness activities at war-footing level. Cleaning efforts need to be reinvigorated.
2. Coaching directorate already have three WhatsApp group namely Swach-Coach, Swach-DEMU and Swach-MEMU and these group need to be effectively utilized for improving cleanliness during maintenance. DRMs have to play important role in steering these cleaning drives.
3. Further, DRMs are to select a few trains for improving them quickly and the same will be monitored by Board. DRMs to inform PED/EnHM/Railway Board such identified trains. CTS, OBHS etc. are also be closely monitored for enhancing passenger experience.
4. In addition, to monitor cleanliness activities at identified stations (list enclosed as Annexure), WhatsApp group i.e. "Station cleaning" has been created at Board level where Zonal Railways are advised to upload pictures on daily basis at different times.
5. Further, daily one/two stations on random basis, other than those listed in Annexure, will be advised to Zonal Railways to upload pictures. The idea is to improve cleanliness level across all railway stations.
6. For any queries pertaining to WhatsApp group "Station cleaning", Dir/EnHM, Shri Ajay Jha (M-9717646231) may be contacted. For Swach-Coach, Swach-DEMU and Swach-MEMU, JDME/Coaching, Shri Aishvarya Sachan (M- 9717698121) may be contacted.
7. I would request your personal intervention in the matter to ensure compliance of the aforesaid instructions by concerned Divisions of your Railway.

With best wishes,

Yours sincerely,

DA: **Annexure.**

(Satish Kumar)

General Managers,
All Indian Railways.

Copy to: DRMs/All Zonal Railways.

Rail Bhawan, Raisina Road, New Delhi-110 001.
Tel.: 011-23384010, Fax : 011-23381453, Email : crb@rb.railnet.gov.in

S.No.	Zonal Railway	Identified Stations				
1	CR	Chhtrapati Shivaji Maharaj Terminus (CSMT)	Lokmanya Tilak Terminus (LTT)	Pune (PA)	Nagpur (NGP)	Dadar (DDR)
2	ER	Howrah (HWH)	Sealdah (SDAH)	Jamalpur (JMP)	Asansol (ASN)	Kolkata (KOAA)
3	ECR	Deen Dayal Upadhayay Nagar (DDU)	Darbhanga (DBG)	Patna (PNBE)	Muzaffarpur Jn. (MFP)	Dhanbad Jn. (DHN)
4	ECoR	Bhubaneshwar (BBS)	Cuttack Jn. (CTC)	Puri (PURI)	Sambhalpur (SBP)	Visakhapatnam Jn.(VSKP)
5	NR	New Delhi (NDLS)	Anand Vihar Terminal (ANVT)	Varanasi Jn. (BSB)	Ayodhya Cantt (AYC)	Lucknow Charbagh (LKO)
6	NCR	Prayagraj (PRYJ)	Kanpur Central (CNB)	Jhansi Jn. (VGLJ)	Agra Fort (AF)	Gwalior (GWL)
7	NER	Banaras (BSBS)	Chappara (CPR)	Ghazipur City (GCT)	Gorakhpur Jn. (GKP)	Kathgodam (KGP)
8	NFR	Guwahati (GHY)	Dibrugarh(DBG)	New Jalpaiguri (NJP)	Katihar Jn. (KIR)	New Bongaigaon Jn. (NBQ)
9	NWR	Jaipur (JP)	Jodhpur (JU)	Ajmer (AII)	Lalgarh (LGH)	Udaipur City (UDZ)
10	SR	MGR Chennai Central (MAS)	Ernakulam Jn (ERN)	Tambaram (TBM)	Madurai (MDU)	Thiruvananthapuram Central (TVC)
11	SCR	Aurangabad (AWB)	Hyderabad (HYB)	Secunderabad (SC)	Vijayawada (BZA)	Tirupati (TPTY)
12	SER	Kharagpur (KGP)	Howrah (HWH)	Adra (ADRA)	Ranchi Jn. (RNC)	Rourkela (ROU)
13	SECR	Bilaspur (BSP)	Durg Jn. (DURG)	Raipur ®	Gondia (G)	NSCB Itwari Junction (NITR)
14	SWR	Bengaluru City Jn. (SBC)	SMVT Bengaluru (SMVB)	Yesvantpur (YPR)	Mysuru Jn. (MYS)	Hubballi Jn. (UBL)
15	WR	Indore Jn. (INDB)	Mumbai Central (MMCT)	Ahmedabad Jn. (ADI)	Rajkot Jn. (RJT)	Vadodara Jn. (BRC)
16	WCR	Bhopal (BPL)	Kota Jn. (Kota)	Jabalpur (JBP)	Gwalior (GWL)	VGL Jhansi Jn. (VGLJ)

Azadi Ka Amrit Mahotsav

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SATISH KUMAR

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अध्यक्ष एवं मुख्य कार्यकारी अधिकारी,
रेलवे बोर्ड
पदेन प्रमुख सचिव, भारत सरकार
रेल मंत्रालय,
CHAIRMAN & CHIEF EXECUTIVE OFFICER,
RAILWAY BOARD
EX OFFICIO PRINCIPAL SECRETARY
GOVERNMENT OF INDIA
MINISTRY OF RAILWAYS

No. 2024/EnHM/08/01/SHS **5th September, 2024**

My dear General Manager,

Sub: Swachhata Hi Seva Campaign (SHS – 2024) from 14th September to 01st October, 2024 over Indian Railways.

Ref: (i) CRB & CEO D.O. Letter No. 2024/EnHM/08/01/SHS dt. 30.08.2024. (Copy enclosed)
(ii) Cabinet Secretary D.O. Letter No. 561/1/1/2017-CA.V dt. 04.09.2024. (Copy enclosed)

2nd October is observed as Swachh Bharat Diwas as a tribute to the Father of the Nation, on his Jayanti.

2. Detailed guidelines to be followed by Railway Units during Swachhata hi Seva (SHS) have already been circulated vide D.O. letter under reference dt. 30.08.2024. Further, Cabinet Secretary D.O. Letter No. 561/1/1/2017-CA.V dt. 04.09.2024 is also enclosed for action to be taken for SHS-2024.

3. As you are aware, I have personally chaired a VC today in the matter emphasizing on the successful planning, monitoring & completion of SHS drive. I sincerely hope for your enthusiastic cooperation in implementation and monitoring of the Swachhata hi Seva campaign over Railway units.

With best wishes,

DA: As above.

Yours sincerely,

(Satish Kumar)

The General Managers,
All Zonal Railways & PUs,
CMDs & MDs of all PSUs,
DGs of RDSO and NAIR.
PCAO/COFMOW,
Directors of all CTIs.

Copy to: Secretary/Railway Board for information and launch of SHS – 2024 in Rail Bhawan.

Rail Bhawan, Raisina Road, New Delhi-110 001.
Tel.: 011-23384010, Fax : 011-23381453, Email : crb@rb.railnet.gov.in

डॉ. टी.वी. सोमनाथन
Dr. T.V. Somanathan

सत्यमेव जयते

स्वच्छ भारत
एक कदम स्वच्छता की ओर

मंत्रिमंडल सचिव
भारत सरकार
CABINET SECRETARY
GOVERNMENT OF INDIA

D.O. No. 561/1/1/2017-CA.V **Dated, the 4th September, 2024**

Dear Secretary,

As you are aware, every year the fortnight of 'Swachhata Hi Seva' activities has been observed since 2017 to strengthen voluntarism and collective action in Swachhata. This year, we also commemorate the 10th anniversary of the launch of the Swachh Bharat Mission (SBM). Accordingly, Swachhata Hi Seva, 2024 (SHS, 2024) campaign will be observed from 17th September to 1st October with the theme of **'Swabhav Swachhata - Sanskaar Swachhata' (स्वभाव स्वच्छता - संस्कार स्वच्छता)** and thereafter Swachh Bharat Diwas (SBD) will be celebrated on the 2nd of October, 2024.

2. This campaign will be carried out in a **'Whole of Society Approach'** with its emphasis on people's participation making 'Sanitation everyone's business' and will be jointly organized by SBM-Grameen & SBM-Urban. I am sure you have received the detailed guidelines for the conduct of the campaign and are making preparations in earnest. This year, apart from the Shramdaan and Advocacy efforts, special focus will be the organization of **SafaiMitra Suraksha Shivirs and the transformation of identified Cleanliness Target Units (CTUs)** - areas which are generally neglected garbage points, difficult to clean as part of regular cleaning operations and pose environmental, health and hygiene risk.

3. Apart from cleanliness drives to be undertaken in the ecosystem of the Ministry, field formations of the Ministries should take special care in taking responsibility of transforming the identified CTUs by 1st October, 2024. I shall also be happy if you could prioritize Swachata rankings of key infrastructure in the Ministry's domain. Please also ensure that civil society organizations, industries/corporates, foundations, NGOs etc associated with your Ministry take

Contd...2/-

Cabinet Secretariat, Rashtrapati Bhavan, New Delhi-110004
Tel.: 011-23016696, 23011241 Fax : 011-23018638 E-mail : cabinetsy@nic.in

part in the SHS campaign. Special efforts should go into the planning of the SHS Action plan of the Ministry including its PSUs and other entities.

4. I look forward to your enthusiastic cooperation in the planning, implementation and monitoring of the Swachhata Hi Seva campaign and Swachh Bharat Diwas, 2024.

With regards,

Yours sincerely,

Sd/-
(Dr. T. V. Somanathan)

To,

All Secretaries to Govt. of India

Copy to:

Ms. Vini Mahajan, Secretary, D/o Drinking Water & Sanitation

(Dr. T. V. Somanathan)

Azadi Ka Amrit Mahotsav

जया वर्मा सिन्हा
JAYA VARMA SINHA

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अध्यक्ष एवं मुख्य कार्यकारी अधिकारी,
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GOVERNMENT OF INDIA
MINISTRY OF RAILWAYS

DO No. 2024/EnHM/08/01/SHS **30th August, 2024**

Dear General Manager,

Sub: Swachhata Hi Sewa Campaign (SHS – 2024) from 14th September to 01st October, 2024 over Indian Railways.

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, to commemorate the 10th anniversary of the launch of Swachh Bharat Mission, SHS-2024 campaign will be observed from 14th September to 01st 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 Sampoorna Swachhata. As advised by Ministry of Housing & Urban Affairs and Department of Drinking Water & Sanitation, the SHS 2024 campaign will have following 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 organized. Events would include engagement of influencers and brand ambassadors to drive the campaign message, etc.

- **Sampoorna Swachhata through Shramdaan including including Swachhata Lakshit Ekayi** - Mega cleanliness drives with peoples' shramdaan focusing 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 initiative this year, emphasis will be given for time bound 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.

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Tel.: 011-23384010, Fax : 011-23381453, Email : crb@rb.railnet.gov.in

3. In view of the above, it is requested to celebrate SHS 2024 majorly by:

i. **planning for intensive cleanliness drives through Shramdaan during SHS 2024,**
ii. **conducting Swachh Bharat Cultural Fest**
iii. **identification and mapping and eventual transformation of 'Cleanliness Target Units' by 1st October 2024,**
iv. **mobilizing partnerships** subordinate organizations, NGOs, CSOs, CSR funds, philanthropies etc. for SHS 2024
v. **planning innovative advocacy activities to promote स्वभाव स्वच्छता संस्कार स्वच्छता**

4. National launch of SHS 2024 will be on the 14th September, 2024 with participation of Hon'ble Union Minsters of Housing and Urban Affairs, Jal Shakti and Panchayati Raj in a hybrid mode with States, districts, partner organizations etc. Detailed guidelines for SHS, as received from Department of Drinking Water & Sanitation and Ministry of Housing and Urban Affairs for SHS – 2024, are also enclosed with this letter, these should be followed by Railway Field Units in true spirit. 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.

5. It is also requested to assign a nodal officer of the rank of Selection Grade (SG) and equivalent to coordinate efforts of your Unit. 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) under intimation to this office (on email id: advenhm@rb.railnet.gov.in). Shri Shailendra Singh, Principal Executive Director/ME (EnHM & Project)/Railway Board is nominated on behalf of Railway Board.

6. As every year, Indian Railway is also observing Swacchata Pakhwada, as per Cabinet Secretariat guidelines from 01st October, 2024 to 15th October, 2024. For 01st and 2nd October, 2024, where both the campaigns are to be observed, it is suggested that activities for both SHS – 2024 and SP – 2024 to be taken into account.

With regards.

Yours sincerely

DA: As above (23 pages)

(Jaya Verma Sinha)

The General Managers,
All Zonal Railways & PUs,
CMDs & MDs of all PSUs,
DGs of RDSO and NAIR,
PCAO/COFMOW,
Directors of all CTIs.

Copy to: Secretary/Railway Board for information and launch of SHS – 2024 in Rail Bhawan.

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

स्वच्छ भारत
एक कदम स्वच्छता की ओर

पेयजल एवं स्वच्छता विभाग
जल शक्ति मंत्रालय
भारत सरकार
DEPARTMENT OF DRINKING WATER AND SANITATION
MINISTRY OF JAL SHAKTI
GOVERNMENT OF INDIA
सत्यमेव जयते

Swachhata Hi Seva 2024 | स्वच्छता ही सेवा 2024

Swabhav Swachhata - Sanskaar Swachhata | स्वभाव स्वच्छता - संस्कार स्वच्छता

I. Background

On 15th August 2014, speaking from the ramparts of the Red Fort, Hon'ble Prime Minister gave a clarion call for Swachhata to become a national priority and to achieve it through *jan bhagidaari*. Subsequently, the Swachh Bharat Mission was launched on 2nd October 2014 under a 'Whole of Government' approach, making sanitation 'everyone's business'. Thereafter, the whole world saw, as the nation came together and created what is known as the world's largest *jan andolan* for swachhata. Over the past decade, continuous efforts as part of Swachh Bharat Mission have led to improved dignity of women, better health outcomes, enhanced school attendance for girls, increase of small and micro entrepreneurs, and overall higher quality of life across the country in both rural and areas.

To offer tribute to the Mahatma on his Jayanti, 2nd October is observed as Swachh Bharat Diwas. As a prelude to that, to strengthen voluntarism and collective action for Swachh Bharat, a fortnight of '**Swachhata Hi Seva'** (SHS) has been observed since 2017.

During his Mann Ki Baat address on 27th August 2017, the Hon'ble Prime Minister called for citizen participation and volunteerism for swachhata. Since then, the annual 'Swachhata Hi Seva' (SHS) campaign is held from 15th September to 2nd October (Swachh Bharat Diwas) to mobilize widespread citizen action & ownership for swachhata. The themes for SHS over the years have been the following:

S. No	Year	Theme
1	2017	Swachhata Hi Seva-Cleanliness is Service
2	2018	Swachhata
3	2019	Plastic Waste Management
4	*2020*	*Not organized due to COVID-19 Pandemic*
5	2021	Azadi Ka Amrit Mahotsav
6	2022	Visual Cleanliness
7	2023	Garbage-Free India

II. The Campaign - Swachhata Hi Seva 2024

This year, the **'Swachhata Hi Seva'** fortnight will be observed from 14th September to 1st October with the theme of **'Swabhav Swachhata - Sanskaar Swachhata' (स्वभाव स्वच्छता - संस्कार स्वच्छता) as a prelude to Swachh Bharat Diwas on 2nd October 2024.**

The objective of SHS 2024 is to facilitate large-scale advocacy and citizen participation for swachhata, mega cleanliness drives & 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 the future of sanitation and sustainable waste management in India. This year also marks the 10th anniversary of the launch of the Swachh Bharat Mission, making the campaign even more significant.

Note: 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.

III. National and State Launch of SHS 2024 – 14th September 2024

i. National Launch

The SHS 2024 National launch will take place in hybrid mode with participation of Union Ministers and Secretaries, National and State teams, industry leaders, think tanks, SafaiMitras/Sanitation workers, SHGs, CSOs, brand ambassadors and other organizations contributing to swachhata. Online participation will include:

- ✓ Chief Ministers, State Ministers of Urban, Rural, Panchayati Raj etc
- ✓ MPs, MLAs, Chairperson Zilla Parishad, CEO ZP/ CDO/DDC/ DDO
- ✓ Mayors, Sarpanches, all political leadership
- ✓ Ministry officials from other GOI Ministries and departments
- ✓ District Magistrates/Collectors and other officials at district level
- ✓ State teams from SBM-G and SBM-U
- ✓ Rural Wash Partners' Forum (RWPF), partner organizations, NGOs, eminent citizens, Brand Ambassadors & influencers

Details on the agenda and plan will be shared separately.

ii. State Launch

All States/UTs are requested to participate in the national launch virtually & thereafter carry forward respective launches of SHS 2024 on the same day. Suggested participants for the launch are:

- ✓ Hon'ble Chief Minister of the State/UT
- ✓ State/UT Ministers, Members of Parliament, Members of State/UT Legislative Assemblies & political leadership

- ✓ Senior officers of various Line Ministries - Rural Development, Panchayati Raj, Urban Development, Women & Child Development, DoSEL and Health
- ✓ District and ULB officials
- ✓ Panchayati Raj Institutions (PRI) members, Village Field Functionaries, SafaiMitras/ Sanitation Workers, eminent citizens/ volunteers, SHGs, RWPFs/ partner organizations, Development Partners, NGOs, and CSOs

Suggested State-level launch activities include:

1. Launch events may begin with voluntary shramdaan activities
2. Announcing SHS 2024 plans focusing on (i) Swachhata Ki Bhaagidari – Public participation, awareness & advocacy activities for Swachh Bharat (ii) Sampoorna Swachhata including Swachhata Lakshit Ekayi (स्वच्छता लक्षित इकाई) (iii) SafaiMitra Suraksha Shivirs
3. Activities like swachhata pledges, runs, rallies, human chains, Prabhat pheris, and waste collection vehicle flag-offs, etc
4. Highlighting the State's 10-year journey and achievements

IV. Key Activities

As part of SHS 2024, the following **three pillars of activities** are requested to be carried out by local bodies, districts, States/UTs, Ministries, line departments and PSUs:

Swachhata Ki Bhaagidari (स्वच्छता की भागीदारी)

Sampoorna Swachhata (सम्पूर्ण स्वच्छता) including Swachhata Lakshit Ekayi (स्वच्छता लक्षित इकाई)

SafaiMitra Suraksha Shivir (सफाईमित्र सुरक्षा शिविर)

A. Swachhata Ki Bhaagidari

Since the launch of Swachh Bharat Mission, the driving force behind its success has been the principle of collective responsibility and active participation from all citizens. At the core of this Mission is the belief that each individual must take ownership of their own waste and contribute to a cleaner environment, as the journey towards a cleaner India is a shared endeavor for which every person's involvement & ownership is crucial.

For Swachhata Hi Seva 2024, it is imperative that local bodies, PSUs, NGOs, CSOs, industries, associations and Central Ministries work together to ensure widespread engagement and participation from every citizen, community, and organization during the fortnight. The aim is to foster a sense of duty within all citizens & transform the way people perceive and engage with swachhata in their daily lives. For the same, advocacy activities should be strategically designed

to raise awareness, build understanding, and inspire both individuals and groups to actively contribute to cleanliness efforts. Suggested activities are as follows:

i. Public Participation, Awareness & Advocacy Activities for Swachh Bharat

Focus on core messages of 'Swabhav' (behaviour), 'Sanskar' (values), 'Zimmedari' (responsibility) & 'Bhaagidari' (collective participation): This can be done through door-to-door campaigns, competitions, youth ambassadors, focus group discussions, rallies, social media campaigns, awards and recognition to changemakers etc. Some indicative activities are as follows:

- ✓ **'Ek Ped Maa Ke Naam' plantation drives across local bodies alongside beautification**
- ✓ **Educational Public Demonstrations:** Interactive sessions and demonstrations for source segregation, recycling techniques, and composting for citizens.
- ✓ **Zero Waste Events:** Highlight and share events like zero waste initiatives at RRR (Reduce, Reuse, Recycle) Centers and tourist spots through digital platforms.
- ✓ **NGO and SHG Mobilization:** Engage NGOs, CSOs & SHGs to connect with RWAs, local communities for widespread awareness & participation in local swachhata events.
- ✓ **Outreach for swachhata:** Organize Swachhata samvads (dialogues), Swachhata rallies, human chains, Swachhata Chaupals (community meetings), special ward/GP meetings, and gram sabhas (village councils) to foster local engagement and spread the message.
- ✓ **Swachhata runs, cyclathons & marathons** to promote fitness and cleanliness simultaneously by encouraging broad community participation.
- ✓ **Swachh Ward / Swachh Gram Panchayat Competition:** Local bodies are encouraged to evaluate swachhata within their wards/Gram Panchayat including assessing innovative solutions, effectiveness of volunteer mobilization, and best practices. Categories such as "Best Overall Cleanliness," "Most Innovative Waste Management Solutions," & "Best Community Participation" can be used to recognize best performing wards/GPs, as per requirement.
- ✓ **Engagement with school children:** Poetry, essay, painting, and poster competitions in educational institutions/Schools/AWCs, and organize slogan writing, quizzes, and jingles related to SBM to engage younger audiences and spread awareness.
- ✓ **Wall painting & beautification** of parks and high footfall tourist points, roads and flyovers
- ✓ **Swachhata Pledges** in offices, educational institutions, public spaces & before events
- ✓ **Selfie Points installed at Strategic Locations**: Encouraging public engagement and pride in cleanliness through interactive photo opportunities.
- ✓ **Special Gram Sabha:** Community meetings focused on discussing and addressing local sanitation and cleanliness issues.
- ✓ **Human Chain:** Symbolic events where people join hands to raise awareness and demonstrate commitment to cleanliness and sanitation.
- ✓ **Swachhata Samvad:** Dialogues and discussions promoting awareness and community involvement in cleanliness initiatives
- ✓ **Street Plays/Nukkad Nataks:** Street plays may be performed in local areas to educate and entertain while promoting cleanliness and sanitation.
- ✓ **Waste to Art at Sanitation Parks/Selfie points at villages:** Creative initiatives transforming waste into art and promoting community pride.

- ✓ **SWM assets beautified with Wall Paintings:** Decorative murals enhancing waste management facilities and promoting community engagement.
- ✓ **Slogan Writing/Poems/Essay/Paintings/Poster competition on SBM at schools**: Encouraging students to creatively express their thoughts on cleanliness and sanitation.
- ✓ **Swachhata Quizzes at Schools:** Interactive competitions testing students' knowledge and awareness about cleanliness and sanitation.
- ✓ **Swachhata Class/Swachhata Ki Pathshaala at schools:** Educational sessions and workshops teaching students about cleanliness, sanitation, and hygiene practices.
- ✓ **'Reduce, Reuse, Recycle' activities aligned to Mission LiFE (Lifestyle for Environment)**

ii. <u>Cultural Activities for Swachhata</u>

- ✓ **Swachh Bharat Cultural Fests:** All local bodies are encouraged to organize cultural festivals from 14th September till 1st October, as a prelude to Swachh Bharat Diwas on 2nd October. This will take place across chosen high footfall public place such as popular mela grounds, city townhalls, food streets, central parks, market areas etc for the cultural fest. The focus of the Fest is as follows:

  - To spread the message of swachhata through art and culture via regional music, local art and dance forms as well as performances.
  - Daily discussion of work being done as part of SHS 2024
  - Waste to Art Exhibition & sales at the site for citizens to avail various eco-friendly products

  Important stakeholders, SafaiMitra/Sanitation workers, Village Water Sanitation Committees, SHGs who are into the activities of swachhata must also be encouraged to showcase their talent and participate in various 'Waste to Art' activities. **These fests must be strictly based on local cultural taste and should be zero waste events and should be organized in collaboration with Zonal Cultural Centres to plan daily events**. Refer to **Annex 1** for details.

- ✓ **Swachh Food Streets:** Food streets are vibrant cultural hubs across local bodies that should champion the SHS 2024 theme of 'Swabhav Swachhata, Sanskaar Swachhata' & seamlessly integrate swachhata, culinary excellence, artistic expression, and cultural enrichment to not only enhance visible cleanliness, but go beyond that – towards scientific processing and citizen-driven sustainability. Refer to **Annex 2** for details.

- ✓ **Waste to Art Installations:** Local bodies are requested to collaborate with youth groups, design institutes, colleges, art clubs, and community organizations to transform waste materials into artistic creations, championing the principles of **'Waste to Wealth'.** This initiative not only aims to enhance the visual appeal of high footfall areas but also to foster environmental consciousness, community engagement, and showcase the artistic potential of recycled materials. The focus will be on creating a diverse range of art installations, including murals, sculptures, and decorative items such as recycled art furniture etc. Refer to **Annex 3** for details.

- ✓ Local bodies, States and Ministries are requested to align **SBM Ambassadors, citizen influencers, bloggers and vloggers** with each of their activities and encourage on-ground as well as digital participation during the SHS campaign. All influencer messaging to champion the SHS 2024 theme of 'Swabhav Swachhata, Sanskaar Swachhata'

Central Ministries to organize and lead the above-mentioned advocacy and community engagement activities throughout the fortnight with engagement from youth, NGOs, CSO, citizen groups, as well as partner organizations. Credible citizen influencers and Ambassadors may be engaged as well for amplification of activities.

It is also recommended that Swachh Bharat Cultural Fests, Swachh Food Streets initiatives as well as 'Waste to Art' installations are facilitated within their jurisdiction keeping the theme of SHS 2024 – Swabhav Swachhata, Sanskaar Swachhata at the centre of all works.

B. Sampoorna Swachhata including Swachhata Lakshit Ekayi (स्वच्छता लक्षित इकाई)

Every year, the fortnight of Swachhata Hi Seva brings with it the opportunity to carry out extensive post-monsoon cleanliness activities across all local bodies before the occasion of Swachh Bharat Diwas (स्वच्छ भारत दिवस) on 2nd October. As part of this, the following activities are envisioned:

i. Mega Cleanliness Drives with citizen participation and partner mobilization

ii. Timebound transformation of difficult and dirty spots (black spots)

i. Mega Cleanliness Drives with citizen participation & partner mobilization

By integrating citizen participation with partner mobilization, these Mega Cleanliness Drive aim to tackle general swachhata challenges across local bodies through active involvement of citizens and partners from various sectors. Indicative cleaning activities are as follows:

- ✓ Offices & institutional buildings
- ✓ Commercial and Market areas
- ✓ Educational institutions
- ✓ Public transport hubs, major roads & highways, railway tracks
- ✓ Sanctuaries, zoo areas, trekking and camping sites
- ✓ Water bodies and nallas
- ✓ Tourist spots, religious & spiritual places
- ✓ Legacy waste sites
- ✓ Cleaning and upgrading of Community and Public Toilets/Community Sanitation Complexes
- ✓ Refurbishment, repair, painting and maintenance of all SBM Assets such as waste collection vehicles, waste processing plant sites and surrounding areas etc
- ✓ Local needs as determined by local bodies

Preparedness Required:

- Identify & prepare sites for waste removal and beautification
- Engage local businesses, NGOs, and community groups for planning and logistics.
- Ensure availability of cleaning equipment, safety gear, and refurbishment materials.
- Plan logistics for waste collection, transportation, and disposal; **In no circumstance should SHS activities lead to build up of garbage points.**
- Recruit and train volunteers from schools, youth clubs, and local organizations.
- Establish natural fencing around waste processing sites.
- Connect with startups and recycling facilities for effective waste management.
- Coordinate with government departments, tourism bodies, and educational institutions for comprehensive participation

Central Ministries to carry forward regular cleanliness and beautification drives organized during SHS fortnight, as per tradition of SHS. It is required that citizen involvement and partner mobilization also be planned in advance for holistic participation in SHS 2024. It is recommended that, true to the spirit of this activity, any area/jurisdiction chosen for cleanliness should be 100% cleared and beautified, in coordination with local bodies, by the Ministry/Department teams on ground. All details to be uploaded in the SHS 2024 IT portal.

ii. Swachhata Lakshit Ekayi (स्वच्छता लक्षित इकाई) - Timebound transformation of difficult & dirty spots (black spots) with focus on partnerships

What is a black spot?

a) Generally neglected garbage points
b) Difficult to clean as part of regular swachhata / cleanliness drives
c) Posing environmental, health & hygiene risk



Step 1: Identification of black spots

As a first step, Rural & Urban local bodies, PSUs and Ministries/Departments are requested to identify dirtiest black spots. The success of this initiative will depend on the correct identification of sites to be cleared in a targeted and timebound manner. It is encouraged to choose only the most difficult and neglected garbage spots for timebound transformation.

The focus is to choose dirty spots across localities and near habitations. For small villages/ local bodies, it is recommended that atleast a black spot is chosen per ward/GP. For larger villages/local bodies, it is recommended to pick up as many difficult spots as possible on a challenge mode so that there is visible cleanliness.

Step 2: Mapping on SHS 2024 Portal

The SHS 2024 portal is specially curated to act as a one-stop interface for all Union Ministries, State Governments, Districts and local bodies to identify & map CTU sites. Once a black spot is identified, it is to be targeted for cleaning and is to be mapped as a '**Cleanliness Target Units**' (CTUs) or (स्वच्छता लक्षित इकाई) - on the IT portal.

All CTUs to be geo-located on the IT Portal by 10th September 2024

Step 3: Adoption of CTU sites

As part of SHS 2024, a district will be considered as a unit. To ensure the timely clearing of all mapped CTUs, it is crucial for local bodies & Ministries to establish partnerships with a diverse array of entities, including Public Sector Undertakings (PSUs), private sector companies, CSR groups, NGOs, RWPF partners, CSO, startups, technology firms, and other enterprises. These collaborations will provide the necessary technical expertise, comprehensive management of CTU sites, and effective removal of accumulated waste.

Step 4: CTU Site Preparedness

Alongside geo-tagging of identified CTU site, local bodies are requested to take on thorough preparatory activities to ensure 100% clearance of all CTU sites identified. For the same, it is required that:

- ✓ Assessing waste accumulation at each CTU
- ✓ Uploading relevant details to the IT portal
- ✓ Arranging logistics for collection, transportation, and disposal of waste
- ✓ Preparing and following a final disposal/processing plan
- ✓ Onboarding of partners (startups, tech companies etc) for site clearing
- ✓ Encouraging private organizations and PSUs to adopt CTU sites
- ✓ Providing safety gear, first aid kits, PPE, and drinking water for volunteers
- ✓ Ensuring volunteer safety at each CTU site

Step 5: Execution

For effective CTU clearing and timebound execution, the following points are to be considered:

- ✓ Detailed description of actual cleaning activities & processes being followed
- ✓ Upload 'Before-After' photos, daily progress reports, and evidence to the IT
- ✓ Submit details of manpower, machinery, and vehicles, and the daily debris clearing
- ✓ Encourage local ward /GP members and residents to participate in CTU transformation
- ✓ **Under no circumstance should CTU clearance lead to the creation of another local garbage points / dumpsites.**
- ✓ Additionally, All CTU sites undergoing transformation to reflect common branding during the period of operations (details in **Annex 3**)

Step 6: Declaration of Clearance by 1st October

All CTU sites must be cleared by 1st October 2024 & confirmed on the SHS portal

Once a CTU site is cleared, it is to be declared on the IT portal for public viewing. **'Certificate of Commendations'** will be made available for downloading for all volunteers & partner organizations attached to the CTU site directly from the portal after submission of declaration.

Step 7: Site Transformation & Maintenance

Once the CTU drive is successful, efforts must be taken to ensure the maintenance and upkeep of the site as a garbage accumulation-free site. The CTU site must become attractive, functional, and well-maintained spaces that enhance the quality of life for all local residents. For the same, while submitting the Declaration of Clearance, local bodies are to submit maintenance plans for the site to prevent garbage accumulation there.

Additionally, local bodies are to encourage innovative citizen-led beautification drives across reclaimed CTU spots. For the same, citizen-led tree plantation drives under 'Ek Ped Maa Ke Naam' campaign, site beautification including painting of walls/placement of twin bins etc & installation of 'Waste to Art' items is encouraged. Local artists, students from educational instutitions, and NGOs are to be encouraged to collaborate and beautify the reclaimed site by 1st October 2024. It is encouraged for the transformed CTU site to reflect local culture along with a message for swachhata. Refer to **Annex 3** for more details.

These transformed CTU sites will be celebrated on 2nd Oct 2024 as part of Swachh Bharat Diwas.

In line with the above, **Central Ministries** are urged to identify difficult, neglected, and dirty spots (black spots) for 100% transformation and geo-map them as Cleanliness Target Units (स्वच्छता लक्षित इकाई) on the IT portal. Planning for garbage clearance & transportation of collected garbage is to be done in partnership with local bodies & partner organizations. Post clearance, the site is to be beautified engaging local artists, design institutes, as well as citizens with tree plantation drives, installation of 'Waste to Art' items etc. The transformed site may also be adopted by the Ministry for future upkeep & maintenance. **All CTU sites are to be cleared & transformed by 1st October.** Reporting of the same on SHS portal.

C. SafaiMitra Suraksha Shivir

In the past ten years, sanitation workers across the country have emerged as everyday heroes who work tirelessly to ensure citizens enjoy their right to clean neighbourhoods.

Who is a SafaiMitra/ Sanitation Worker?

A worker who is either a direct employee, contracted, or outsourced by local bodies to carry out key swachhata functions such as road sweeping, door to door collection of waste from households, mechanical desludging of sewers and septic tanks etc.

To honour them and their efforts, it is envisaged that single-window camps will be set up across the country for the following:

1. **Preventive Health Checkups** are to be organized as part of the Shivirs/Camps to benefit sanitation workers & their families.
2. **Access to Health Facilities & Services** to ensure better quality of life for SafaiMitras/Sanitation workers and their dependants.
3. **Distribution of PPE Kits & safety gear** to safeguard the sanitation workers from occupational hazards, the sanitation workers are to be provided PPE kits and protective gear.
4. **Social welfare linkages** & registration of sanitation workers and their families to benefit them with various social schemes must be ensured by local bodies. This shall include but not be limited to the following:

S. No	Area of welfare	Name of scheme
1	Housing	**Pradhan Mantri Awas Yojana (PMAY)**
2	Household tap connection	**Atal Mission for Rejuvenation & Urban Transformation (AMRUT), Jal Jeevan Mission (JJM), any State scheme**
3	Toilet	**Swachh Bharat Mission**
4	Electricity	**PM Sahaj Bijli Har Ghar Yojana (Saubhagya)**
5	LPG	**PM Ujjwala Yojana**
6	Health cards & Health Insurance	**Ayushman Bharat**
7	Health Insurance	**PM Jan Arogya Yojana (PM-JAY)**
8	Immunisation	**Mission Indradhanush**
9	Credit access	**Swachhata Udyami Yojana (SUY) & bank financing linkage**
10	Banking	**PM Jan Dhan Yojana**
11	One Nation One Ration Card, MGNREGA Job Card, Pension Schemes, Aadhar Card – as required	

Coverage under state government-led welfare schemes must also be offered, as per entitlement

Preparedness Required: In order to effectively organize SafaiMitra Suraksha Shivirs during the SHS campaign, district authorities are requested to undertake the following preparatory activities:

i. Health Measures

- ✓ **Planning with Health Department, Healthcare Facilities & Service Providers**: District authorities are encouraged to establish collaborations with local healthcare facilities, hospitals, clinics, and medical associations to support health camps. These partnerships will provide essential medical services, screenings, and treatment for sanitation workers.
- ✓ **Year Round access to Healthcare services and facilities for SafaiMitras/sanitation workers and their dependants**
- ✓ **Sensitization of Doctors and Residents:** Sessions to sensitize doctors and medical residents about the roles and challenges faced by SafaiMitras/Sanitation workers to be organized to foster better understanding and support for the workers' health needs.
- ✓ **Due Diligence and Field Verification:** Thorough field verification and due diligence is to be carried out before presentation of welfare coverage to potential beneficiaries. This will ensure accurate identification and provision of health services to those in need.

ii. Welfare Measures

- ✓ **Linkage with Government Schemes:** District authorities to plan and coordinate the integration of SafaiMitras/Sanitation workers with key government welfare schemes. This can be done by organizing meetings with relevant government departments and officers to facilitate smooth operations and access to welfare benefits. (Refer to IV – Section C for list)
- ✓ **Beneficiary Mapping & Logistics Planning:** Comprehensive strategy for mapping beneficiaries and planning logistics to ensure full inclusion of all sanitation workers in welfare initiatives.
- ✓ **Schedule for Camps and Venue Finalization:** It is required for health camp schedules and locations to be finalized to ensure potential beneficiaries are made aware of this opportunity in advance.
- ✓ **Mass Dissemination of Key Information:** Dissemination of information regarding important dates and venues for health camps to be done in advance and thoroughly to ensure that all eligible SafaiMitras/Sanitation workers are aware and can participate. This will maximize impact of the Shivirs/Camps and ensure no worker is left out.

In addition, SafaiMitras and their families should be encouraged to participate in Swachh Bharat Cultural Fests, 'Waste to Art' installation etc. In case of requirement, local artists may also be involved to train SafaiMitras for these programmes.

For SafaiMitra Suraksha Shivirs, **Central Ministries** are to organize Shivir for sanitation workers and their dependents in their own jurisdiction (cantonments, railway stations, educational institutes, petrol pumps, airports etc), in convergence with trusted local healthcare service providers and practitioners. Details must be uploaded on the SHS 2024 portal.

V. IT Reporting

For SHS 2024, a dedicated IT portal - https://swachhatahiseva.gov.in/ is in place for appropriate data entry against all parameters by all concerned stakeholders.

1. SHS 2024 – Portal

- ✓ Swachhata Ki Bhaagidari activities
- ✓ Sampoorna Swachhata activities
- ✓ Reporting for Swachhata Lakshit Ekayi (स्वच्छता लक्षित इकाई) – CTU clearing across all local bodies
- ✓ SafaiMitra Suraksha Shivirs

IT portal details and login credentials will be shared in due course, followed by IT trainings for local bodies, PSUs and Central Ministries.

VI. SHS 2024 Branding

Editable files for common branding material for SHS 2024 will be shared for mass dissemination during the campaign. Indicative branding material is as follows:

i. SHS 2024 logo (Hindi and English, placed at **Annex 4**)
ii. Creatives, banners, hoardings, standees for SHS 2024 reflecting theme of 'Swabhav Swachhata, Sanskaar Swachhata'.
iii. SHS 2024 Anthem

Local bodies, Ministries & partners are requested to adapt these designs as per requirement and translate into local and regional languages for effective and maximum dissemination.

Branding for SHS 2024 is to be used as part of all fortnight activities, including updation of all official websites for Ministries and Departments, respective social media pages, and on display during in-person and virtual events taking place during SHS 2024

VII. Social and Digital Media

All local bodies, Ministries and PSUs are requested to adopt a **360-degree multi-media advocacy plan** for the following:

- Swachhata Ki Bhaagidari on-ground activities being carried out.
- Promoting on-going CTU transformation drives across local bodies.
- SafaiMitra Suraksha Shivirs
- Amplification of voices of citizens and beneficiaries highlighting impact of SBM
- Key achievements over the past decade of SBM

Digital and Social Media is to be mobilized for maximum amplification for SHS 2024.

Local bodies, PSUs, Central Ministries, PSUs, and partner organizations are requested to use platforms like Twitter, Facebook, Instagram, and LinkedIn to post updates, progress reports, and achievements using hashtags such as **#SHS2024 #SwachhataHiSeva2024 #SwabhavSwachhata #SanskaarSwachhata**. This will help share innovative on-ground activities, best practices, and impacts of cleanliness drives.

Official Twitter handles @SwachhBharatGov, @SwachhBharat, @MoHUA_India, and @MoJSDDWS must be tagged for wider reach.

VIII. Documentation of Best Practices

All Central Ministries, local bodies, PSUs, & partner organizations are requested to share well drafted impact stories & testimonials capturing 10 years of Swachh Bharat Mission for a national compilation. The stories should demonstrate impact on lives of citizens and be submitted on SHS IT portal https://swachhatahiseva.gov.in/ latest by 10th September 2024.

A template for the stories will be shared shortly.

IX. Institutional Mechanism

i. Nodal Officer Appointment

It is requested that all Ministries assign a nodal officer of at least Joint Secretary (JS) rank to coordinate efforts of the Ministry/Department, including its PSUs, subordinate and attached offices with MoHUA & DDWS. The contact details of the nodal officer should be communicated by 30th August 2024 to js-sbm@gov.in & js.sbm-mohua@gov.in.

At the **State level**, the State Mission Directors of SBM-U and SBM-G are designated as nodal officers to ensure effective planning for SHS 2024, overseeing of progress and also review of local bodies.

ii. Review & Monitoring

For SHS 2024, centralized planning and monitoring units should be established to oversee the conceptualization and implementation of SHS 2024 and its key activities including (but not limited to) the following - identification of CTUs, team formation, partnership mobilization, final transformation, and daily reporting on the respective SHS portals. For the same, the belowmentioned Committees are to organize regular review meetings to assess progress during SHS 2024.

- **National Steering Committee:** Chaired jointly by Secretary MOHUA and Secretary DDWS, the National Committee will regularly interact with States, Central Ministries, Districts, and key local bodies to discuss matters pertaining to SHS 2024.

— **State Steering Committee:** To be constituted under chairmanship of Chief Secretary with convenor being either Secretary, Urban Development /Rural Sanitation and members being representatives from relevant line departments such as Health, WCD, Social Welfare, Education, Panchayati Raj etc.

— **District Steering Committee:** Chaired by the District Collector with PDDRDA/ CEO ZP/ ADM DODA as member convenor including representatives from line departments such as Urban Development, Panchayati Raj, Women & Child Development, DoSEL, Health, and any other departments deemed necessary by the District.

It is to be noted that district will be considered as a unit for SHS 2024

Central Ministries are requested to appoint nodal officers, as mentioned above. It is requested for regular progress meetings to be chaired by each Ministry with their respective line Departments and field offices for smooth execution as part of SHS 2024.

X. Swachh Bharat Diwas – 2nd October

i. Celebratory Events:

As part of the annual Swachh Bharat Diwas celebrations, **simultaneous celebration events** are proposed on 2nd October across villages and cities. The general guideline for the same is as follows:

At the local level

- ✓ Highlighting, showcasing and celebrating transformation of CTUs (स्वच्छता लक्षित इकाई)
- ✓ Felicitation of local sanitation workers citizen influencers to acknowledge their contribution to the Mission
- ✓ Distribution of welfare benefits to SafaiMitras/sanitation workers
- ✓ Celebrating achievements of SHS 2024 – Swachh Food Streets Initiative, SBM Cultural Fests etc
- ✓ Recognition to best performing volunteers/partners etc for SHS 2024
  Inauguration of waste management projects and key announcements
- ✓ On ground *shramdaan* and plogging drives can be carried out by citizens, political leadership, SBM Ambassadors, youth groups, NGOs, CSOs, partner organization representatives, influencers.
- ✓ **Swachhata Sabha at villages:** Conduct special Gram Sabhas where the village will be declared ODF Plus / ODF Plus Model

At the State level

- ✓ Voluntary shramdaan drive may be led by Hon'ble Chief Minister, State Minister
- ✓ Highlight State's transformative journey over 10 years of SBM
- ✓ Felicitation and Awards for SHS 2024 to partner organizations, volunteers and citizens for SHS 2024, especially CTU clearing at the State level (**Refer to IX- Section ii**)
- ✓ Felicitation of SafaiMitras/Sanitation workers and presentation of welfare benefits
- ✓ Interaction between Hon'ble Chief Minister and SBM beneficiaries to be organized
- ✓ Swachhata Exhibitions and local display of refurbished and beautified waste vehicles may be organized
- ✓ Vision statement for future of swachhata in the State may be presented

All activities that are usually organized during Gandhi Jayanti (2nd October) may be converged with the above mentioned, as required and deemed fit.

Central Ministries are requested to celebrate Swachh Bharat Diwas at transformed CTU sites across local bodies, and also within their own camps/educational institutes/jurisdictions of operations. Activities can be planned as mentioned above. Voluntary shramdaan drives, felicitation of best volunteers & performers for SHS 2024 as well as zero waste celebration of transformative work carried out during the fortnight may be planned.

ii. <u>Awards for SHS 2024:</u>

SHS 2024 awards are requested to be presented by VIPs to recognize outstanding contributions to swachhata during the fortnight. There are **two levels** of awards:

a) State level awards for best performing Districts/ULBs
b) District awards for best performing rural and urban local bodies may be given.

Some indicative categories are as follows:

S.No	Categories	Suggested Criteria
1	Swachhata Ki Bhaagidari	To recognize effective advocacy activities and initiatives that have been rolled out by Districts/Blocks/GPs/ Urban Local Bodies as part of SHS 2024
2	Swachhata Lakshit Ekayi (स्वच्छता लक्षित इकाई) – CTU Transformation	To be presented to Districts/ blocks/ GPs/Urban Local Bodies where 100% of the mapped CTUs have been cleared without creation of additional dumping zones, with effective convergence and support of partners, and large scale volunteer engagement
3	Swachh Foot Streets	To be presented to Districts/Blocks/Urban Local Bodies that have undertaken innovative activities as part of this initiative, integrating the

S.No	Categories	Suggested Criteria
		principles of swachhata & segregation across high footfall hubs.
4	Waste to Art	Recognition for most innovative 'Waste to Art' installations created by citizens, SafaiMitras, SHGs, local partners, educational colleges, art institutes etc
5	SafaiMitra Suraksha Shivirs	To be presented to Districts/Blocks/Urban Local Bodies that have organized one-stop and integrative health and welfare camps, including trainings for SafaiMitras/sanitation workers
6	Best Innovation under SBM Cultural Fests	To recognize the most unique and inspiring initiatives taken by local bodies to integrate citizens with swachhata, local art, music & culture
7	Public Advocacy for SHS 2024	To Districts/ Blocks/GPs/Urban Local Bodies that undertook the most unique citizen engagement and advocacy initiatives for SHS 2024
8	Partners for SHS 2024	To honour proactive partnerships that have resulted in visible on-ground change.
9	Special Mentions for best performing PRIs/ Industry Groups, Corporates, Spiritual Organizations, RWAs, BWGs, Individuals etc	

Jury & criteria for identification for awardees to be constituted at State & District levels

XI. Leadership Engagement

As part of SHS 2024, it is expected to engage Chief Ministers, State Minister Members of Parliament, Members of Legislative Assemblies, Mayors/Chairpersons, Corporators/Members of Panchayat Samiti/ Gram Panchayat, and other political leadership and VIP representatives across all local bodies in various events. Their involvement is crucial for the following:

1. **Participation in inaugural event for SHS 2024** on 14th September 2024
2. **Advocate for action through physical participation and social media messaging on the key themes of 'Swabhav' and 'Sanskar' for swachhata** such as source segregation, 'Reduce, Reuse, Recycle' by citizens, Waste to Wealth action for upcycling of items, cleanliness of high footfall places, management and upgradation of toilets, composting, youth mobilization for swachhata etc.
3. **Involvement in on-ground CTU transformation**
4. **Participation in Swachh Bharat Diwas celebrations on 2nd October 2024, as planned by the States/UTs**

XII. Timelines

S. No	Activities	Date
1	Nodal Officers from Central Ministries	30th August
1	Training for SHS IT portal	5th & 6th September
2	IT portal mapping of CTUs	10th September
3	National Launch of SHS & State roll out	14th September
4	On-Ground Action for SHS 2024 ✓ Swachhata Ki Bhaagidari advocacy activities ✓ Mega Cleanliness Activities ✓ Timely transformation of Cleanliness Target Units ✓ SafaiMitra Suraksha Shivirs	15th September – 1st October
5	Swachh Bharat Diwas 2024 ✓ Celebration of transformed CTU spots ✓ Felicitation of SafaiMitras/sanitation workers & presentation of benefits ✓ Felicitation of best performers of SHS 2024	2nd October

Note: The submission of 'Best Practices and Impact Stories' must be completed on the SHS IT portal by 10th September 2024

Annex 1

Swachh Bharat Cultural Fests

All local bodies are encouraged to organize Swachh Bharat Cultural Fests from 14th September till 1st October 2024. The Swachh Bharat Cultural Fest is envisioned to be a vibrant celebration that integrates the themes of swachhata with Swabhav (values), Zimmedari (responsibility), and Bhaagidari (participation) to create a cultural extravaganza. The events should spotlight on changemakers across local communities, with focus on the invaluable contributions of SafaiMitras/sanitation workers towars the Mission. The focus of the Fest is as follows:

- To spread the message of swachhata through art and culture via regional music, local art, and dance forms as well as performances.
- Daily discussion of the work being done as part of SHS 2024
- Waste to Art Exhibition & sales at the site for citizens to avail various eco-friendly products

Local bodies to collaborate with Zonal Cultural Centres for planning of Swachh Bharat Cultural Fests including calendar of daily events through the fortnight.

Core Themes

i. Swabhav Swachhata, Sanskar Swachhata

- ✓ These Cultural Fests offer a platform to reflect on how personal values (Swabhav) and cultural practices (Sanskar) shape our collective approach towards swachhata.
- ✓ Some indicative activities that can be organized for this theme are workshops that focus on developing personal habits and values that promote cleanliness, cultural seminars, citizen-led accountability panels to discuss future of waste management in local areas, interactive cultural workshops focusing on utilizing traditional art and craft skills to promote messages of swachhata, and also related art installations to illustrate how cultural practices contribute to a cleaner environment.
- ✓ Performances of local music, dance, and theatre that reflect the rich cultural heritage of the region and incorporate messages of swachhata are encouraged.

ii. Swachhata Ki Bhaagidari in Swachhata

- ✓ Swachh Bharat Cultural Fests must highlight the role played by both individuals and communities in maintaining swachhata.
- ✓ For the same, stories of change may be shared by Safai Mitras, Ambassadors, citizen influencers, startups and others to inspire responsibility and collaboration for swachhta. Additionally, interactive performances, group activities, and collaborative art projects that involve various community members can also be organized.
- ✓ Creation of art installations and exhibitions that convey the importance of swachhata and reflect community values.

iii. SafaiMitra Samman

- ✓ Talent Showcase: Organize dedicated segments where SafaiMitras/sanitation workers, their families, children and dependants can perform or display skills relating to local music, dance, or art. This will provide them with a platform to share their talents and contributions & will help integrate them with local communities.
- ✓ Storytelling Sessions: Feature stories from SafaiMitras/sanitation workers about their experiences and the importance of their work in maintaining cleanliness. This can be done through interviews, live storytelling, or dramatized performances at the Swachh Bharat Cultural Fest.
- ✓ Waste to Wealth workshops: To train SafaiMitras/sanitation workers on creating products made of upcycled materials to champion the principles of 'Reduce, Reuse, Recycle'

Suggested Agenda for Swachh Bharat Cultural Fests

- ✓ Daily programmes at fixed times to be organized with focus on cultural presentation by SafaiMitras and their dependants. All activities at the Cultural Fests to be planned in collaboration with Zonal Cultural Centres.
- ✓ Daily programmes to spread the message of swachhata through art and culture via regional music, local art and dance forms as well as performances
- ✓ Focus on SBM Exhibitions with SHGs and local startups on theme of SHS 2024 and pillars of the Mission
- ✓ Encourage citizens to adopt and purchase products from RRR Centres, 'Waste to Art' items as well as other eco-friendly products

A calendar for Swachh Bharat Cultural Fests may be prepared in the form of a catalogue and widely disseminatedc

Annex 2

Swachh Food Streets

As per the Guidance Document for 'Clean Street Food Hub' by FSSAI, a Clean Street Food Hub (CSFH) may be defined as – "a hub or cluster of 50 or more vendors/shops/ stalls selling popular street food representing local and regional cuisines and meets basic hygiene and sanitary requirements. It excludes fine dining"

The concept of Swachh Food Streets should exemplify the SHS 2024 theme of 'Swabhav Swachhata, Sanskaar Swachhata through messaging, branding, and activities. In order to execute the concept of 'Swachh Food Streets' the following key components can be considered:

a. Facility Strengthening

- ✓ Focus on public health and food safety protocols, including habit of handwashing, sanitized eating spaces, no pests/rodents in storage, cooking or consumption zones etc
- ✓ Dedicated waste bins to be installed with clearly labeled bins for segregating wet and dry waste at various points along the food street
- ✓ Seating arrangements is recommended to be made from waste/upcycled material
- ✓ Retrofitting of public and community toilets nearby to ensure 100% functionality
- ✓ Focus on area beautification with tree plantation, removal of nearby garbage zones

It is recommended that fully functional Aspirational Toilets (mobile or stationary) should be available for public usage in these zones. Regular cleaning and maintenance of the same to be ensured by the local body.

b. Vendor Sensitization for Overall cleanliness

- ✓ Dedicated sensitization to street vendors, restaurants & stall owners for systematic waste disposal into two bins, no littering, hygiene standards etc

c. Schedule for Collection and Processing

- ✓ A daily routine and timeline for the collection of segregated waste to be implemented to ensure timely removal and processing
- ✓ ULBs to partner with local facilities for composting organic waste & recycling materials

d. Operations and Maintenance by SHGs and SafaiMitras

- ✓ SHGs to be mobilized to oversee daily cleanliness, monitor waste segregation practices, and manage community engagement efforts. SHGs will also be responsible for periodic maintenance and community outreach activities.
- ✓ SafaiMitras to manage the operational aspects of waste collection, maintain sanitation equipment, and ensure that standards are upheld.

Waste to Art Installations

Local bodies are requested to collaborate with youth groups, design institutes, colleges, art clubs/schools, and community organizations to transform waste materials into artistic creations, championing the principles of **'Waste to Wealth'.** The same can be used at transformed CTU sites, in townhalls, high footfall tourist places, chaurahas and key roads, as well as at Swachh Bharat Cultural Fests.

This initiative not only aims to enhance the visual appeal of the targeted local areas but also to foster environmental consciousness, community engagement, and showcase the artistic potential of recycled materials. The focus will be on creating a diverse range of art installations, including murals, sculptures, and decorative items. For the same, a suitable place for display should be identified, along with suitable groups of people (citizen volunteers, SHGs, SafaiMitras/sanitation workers, artists etc) coming together for the creation of the same to create a sense of community engagement. To assist these citizen groups, experts from art colleges and design organizations can be tagged for collaboration. The following 'Waste to Art' installations are suggested:

i. Murals:

- ✓ Large-Scale Murals: Vibrant murals using recycled materials such as broken tiles, bottle caps, and plastic scraps can be created to depict themes related to local culture, the vibrancy of food street life, or swachhata messages.
- ✓ Interactive Murals: Interactive elements can be included into murals to engage viewers and encourage them to learn about recycling, 'Reduce, Reuse, Recycling', and swachhata.

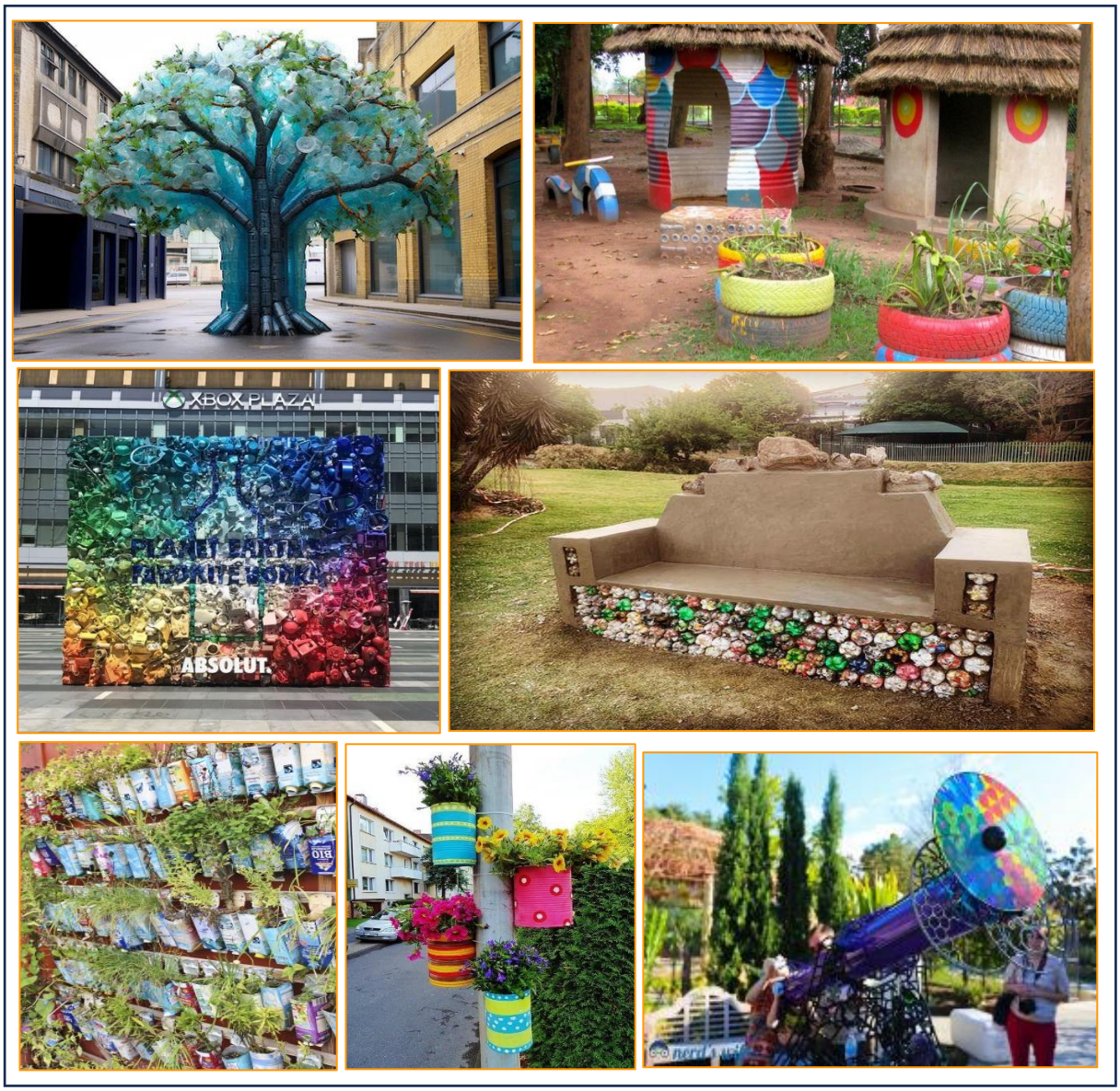
ii. Sculptures:

- ✓ Thematic Sculptures: Sculptures crafted from metal scraps, old machinery parts, or discarded plastics can be installed by placing them in strategically key points along the food street, serving as focal points that attract attention and stimulate conversation about the value of recycled materials.
- ✓ Functional Sculptures: It is encouraged that sculptures/ installations that double as functional elements, such as artful benches or informational signs are created to integrate utility with artistic expression.

iii. Decorative Items:

- ✓ Recycled Art Furniture: Artistic and functional furniture pieces such as lamp posts, benches, and planters can be made from recycled materials to enhance the aesthetics of the food street
- ✓ Seasonal Decorations: Seasonal or thematic decorations for events and festivals that use recycled materials can also be used to integrate swachhata and the habit of cleanliness into community celebrations.

Suggested 'Waste to Art' Installations are as follows:



- ✓ **These installations may be planned at CTU sites along with beautification, at Swachh Food Streets, at Swachh Bharat Cultural Fests, high footfall places etc.**
- ✓ **It is recommended that a plan for the maintenance and preservation of art installations must be created by each local body to ensure their longevity and continued impact. This includes regular cleaning, repairs, and updates as needed.**

Annex 4

SHS 2024 Logo



