



*Department of Drinking Water and Sanitation
Ministry of Jal Shakti*

स्वच्छता ही सेवा (SHS) 2019



SHS 2017 & 2018: Mass community mobilization for **Swachhata Shramdaan**

SHS 2019:

Massive community mobilization for Plastic Waste Shramdaan and banning of Single Use Plastics (SUPs)

- Large scale campaigns for cleaning public and tourist places, markets, statues, hospitals, bus stands
- Ministries to initiate innovative programs to ensure maximum activities undertaken



CALENDAR: SHS 2019



**11th September
– 1st October**

**जन जागरूकता,
तैयारी और
स्वच्छता श्रमदान**

- **Awareness generation** across towns and villages
- **Preparations** for collection, disposal of plastic waste
- **Shramdaan** for general swachhata

2nd October

**व्यापक
Plastic Waste
श्रमदान**

- **Nationwide shramdaan** for plastic waste collection & segregation

**3rd October
– 27th October
(Diwali)**

**समुचित
निपटान**

- **Recycling and effective disposal** of the collected plastic waste

Key Features

जन जागरूकता और स्वच्छता श्रमदान (11th Sep – 1st Oct)

- Preparation for collection & disposal of all plastic waste, esp from railway, highways
- Campaign on replacing plastic bags with jute/cloth bags with mass production

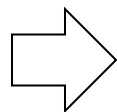
व्यापक Plastic Waste श्रमदान (2nd Oct)

- Massive plastic waste collection drives by all, across rural and urban areas
- 10,000 – 15,000 tonnes of estimated plastic waste to be collected

समुचित निपटान (3rd Oct – 27th Oct)

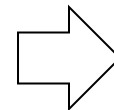
3rd – 7th October 2019

Transportation of collected waste from **78,000 wards/ 6 lakh villages** to City/District collection hubs



8th – 10th October 2019

Segregation into recyclables and non-recyclables



11th – 27th October 2019

Transportation to industries for recycling/disposal (Road construction, cement kilns, etc.)

Outcome Indicators

People's
participation for
plastic waste
shramdaan

Amount of
collected,
recycled/disposed
plastic waste

Steps towards the
curbing of SUPs

Replacement of
plastic bags with
cloth/jute bags

Plastic waste
management units
in all Blocks

Use of existing
plastic litter in
cement kilns and
road construction

*All Districts to report progress against indicators using SBM District login ID and password
sbm.gov.in/shs2019*

Next Steps for States

1

IEC and awareness
activities

Massive IEC and mass media campaign with wide range of activities as wall paintings, billboards, posters, social media material, **village gram sabhas** to educate people through IPC to shun use of Single Use Plastics and collection and disposal of plastic waste.

2

Plastic Shramdaan on
2nd October

- Mass participation of people during campaign
- Mass mobilization for **Plastic Shramdaan/Collection on 2nd October**

3

Plastic disposal
(3rd Oct- 27th Oct)

- Ensure plastic waste is being collected in each District at **central location**
- Transportation of waste from villages/blocks to central hub
- Coordination with **Cement industry, MORTH bodies** and local recyclers for disposal
- Appropriate disposal through recycling/ NHAI/cement plants

4

Update daily progress

Update daily progress of SHS activities by Districts on (sbm.gov.in/shs2019) portal



Swachh Bharat Diwas

2nd October 2019

*Department of Drinking Water and Sanitation
Ministry of Jal Shakti*

Swachh Bharat Diwas – 2nd October 2019

Objective

- Celebrate the achievement of ODF India
- 5th Anniversary of Swachh Bharat Mission

Participants

- 20,000 (Sarpanches, Swachhagrahis, SHG members etc.)
- 10,000 from Gujarat and 10,000 from other States (Statewise allocation of participants shared)

Venue

- Exposure visits to 3 Gandhi trails in Gujarat on 1st October
- Final event on 2nd October at Sabarmati riverfront, Gandhinagar

Key immediate asks from States

S No.	Activities to be completed	Deadline
1	Registration – (20,616 participants registered) <ul style="list-style-type: none"> • Approval of registered participants – (16,210 approved) • Formation of team leaders • Finalizing and uploading travel plans 	15 th Sep 2019
2	Nomination of awardees under following categories (Sarpanches and Swachhagrahis)	23 rd Sep 2019
3	Arrival/Departure of participants to be coordinated to States	Arrival - 30 th Sep evening Departure - 3 rd October morning

Thank You