



Ministry of Drinking Water and Sanitation (MDWS) - Year End Review, 2017

Swachh Bharat Mission (SBM)

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- **Objective** - SBM is intended at accelerating the efforts to achieve universal sanitation coverage.

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- It aims at achieving Open Defecation Free (ODF) nation and a Swachh Bharat (Clean India) by 2nd Oct, 2019, the 150th anniversary of Mahatma Gandhi.

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- **Implementation** - Behaviour change is the primary focus and fundamental tool for achievement of ODF outcomes.

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- This is carried out through the Ministry's focused Information, Education and Communication (IEC) programme.

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- It also promotes gender sensitive information, behaviour change guidelines and various mass education activities.

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- In this line, the Ministry issued the gender guidelines and Menstrual Management Guidelines.

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- **Freedom from Open Defecation (FOD) week** was organised from Aug 9 to Aug 15.

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- IEC activities Rallies, Marathons, Felicitation of Champions, competitions, mass mobilization of communities across the rural hinterland was carried out during the week.

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- **Swachh Sankalp se Swachh Siddhi Competition** is another major step towards making Swachhta (cleanliness) a people's movement.

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- Countrywide Film, Essay and Painting Competitions were organised as part of this.
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- **Swachhta Action Plan (SAP)** is in line with achieving a Clean India by making swachhata everyone's business.
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- SAP is a first of its kind inter-ministerial programme towards this end.
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- A separate budget head has been created for this by the Ministry of Finance.
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- This is to carry out the specific activities charted out by different ministries.
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- The sanitation ministry thus coordinates the works with all other Ministries, the state governments, local institutions, NGOs, media and the rest of stakeholders.
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- Besides, the ministry is also allocated the charge of SBM-Gramin (rural sanitation programme).
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Swachhata Pakhwada

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- The objective is to bringing a fortnight long cleanliness drive by engaging Central Ministries and Departments, in their jurisdiction.
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- An annual calendar is pre-circulated among the Ministries to help them plan for the Pakhwada activities.
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- The activities include 'mass pledge' by the employees, inspection and repair work of all sanitary facilities in office premises, disposal of old items, pest control, etc.
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NamamiGange

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- NamamiGange Programme is an initiative of the Ministry of Water Resources (MOWR).
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- It is intended at making villages on the bank of River Ganga ODF.
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- Hence, the interventions dealing with solid and liquid waste management are being implemented by MDWS.
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- Around 4500 villages located across Uttarakhand, Uttar Pradesh, Bihar, Jharkhand and West Bengal have been declared ODF with active help of state governments.
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- The Ministry has now taken up 24 villages on the bank of River Ganga to transform them as Ganga Grams.
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- The works include rural sanitation, development of water bodies and river ghats, construction/ modernization of crematoria, etc.
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- These works on Ganga Grams are done in coordination with NMCG (National Mission for Clean Ganga).
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Swachh Iconic Places (SIP)

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- This is a multi-stakeholder initiative that focuses on cleaning up 100 places across India that are “iconic” due to their heritage, religious and/or cultural significance.
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- It is done in partnership with Ministries of Urban Development, Tourism and Culture with MDWS being the nodal ministry.
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- Designated PSUs or corporates are roped in for financial and technical support.
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Swachh Shakti

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- This is an event organized on March 8th, 2017, International Women’s Day.
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- Swachhta Champions were honoured for their outstanding contribution towards making Swachh Bharat a reality in rural India.

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Darwaza Bandh Media Campaigns

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- This was an aggressive mass media campaign organised towards the objective of Behaviour Change.

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- It featured film star Amitabh Bachchan to promote continued toilet use, especially by men.

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Swachhata Hi Seva (SHS) (Sept 15 – Oct 2, 2017)

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- This is an initiative to involve people from various walks of life to take up the cleanliness drive as a service.

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- It may include NGOs, schools, colleges, social, cultural and political leaders, corporates, government officials, Collectors and sarpanches, etc.

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- It carries forward the message that Swachhata (cleanliness) is a collective responsibility of all citizens to keep the nation clean.

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Source: PIB

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