

GOVERNMENT OF INDIA
DEPARTMENT OF DRINKING WATER AND SANITATION
RAJYA SABHA
UNSTARRED QUESTION NO.2315
ANSWERED ON 16.12.2024

SWACHHTA HI SEVA 2024 CAMPAIGN

2315. SHRI JAGGESH :

Will the Minister of **JAL SHAKTI** be pleased to state:

- (a) whether it is a fact that Government has conducted specific activities during the Swachhta Hi Seva 2024 Campaign;
- (b) whether these initiatives contribute in promoting cleanliness and environmental responsibility;
- (c) whether Government has taken measures to ensure that the values of cleanliness and environmental conservation are sustained beyond the campaign period; and
- (d) if so, the details thereof and other steps by Government to promote cleanliness, the details thereof?

ANSWER

MINISTER OF STATE FOR JAL SHAKTI
(SHRI V. SOMANNA)

(a) to (b) Swachhata Hi Seva (SHS) 2024 campaign organized from 17th September to 2nd October, 2024. 4 broad pillars of activities were (i) Transformation of identified dirty spots (Cleanliness Target Units) (ii) Safai Mitra Suraksha Shivirs (iii) Shramdaan and Mass Mobilization/ Awareness activities on Swachhata (iv) Ek Ped Maa Ke Naam initiative. Key accomplishments include the transformation of more than 8.29 lakh Cleanliness Target Units (CTUs) and the successful conduct of nearly 1.6 lakh Safai Mitra Suraksha Shivirs, benefiting over 48 lakh sanitation workers. As part of the Ek Ped Maa Ke Naam initiative, over 71.28 lakh trees were planted, further aligning the cleanliness mission with environmental sustainability. 42 Union Ministers, 10 Governors/ Administrators, 20 Chief Ministers, 149 MPs, 188 State Ministers and 933 MLAs/MLCs have participated in Swachhata Hi Seva 2024. Also more than 90 celebrities took part in the campaign. Total 30.68 lakh events planned and 30.91 crore people participated.

(c) Efforts have been taken to ensure that the values of cleanliness and environmental conservation are sustained beyond the campaign period. Recently a campaign 'Hamara Shauchalaya-Hamara Samman' have been organized from 19th November, 2024 to 10th December, 2024.

Department is implementing Swachh Bharat Mission (Grameen) [SBM(G)] Phase-II during the period from 2020-21 to 2024-25 with the aim to sustain ODF status and Solid and Liquid Waste Management (SLWM). Greywater management is done through soak pits, wherever possible, or through other technologies such as Waste Stabilization Ponds, Constructed Wetlands, Decentralised Wastewater Treatment Systems (DEWATS), etc, to ensure that untreated wastewater is not mixed with water bodies. States/UTs have been advised to make arrangement for Solid Waste Management i.e.-Bio-degradable and non-biodegradable system for Household and for all public Places (including the primary schools, Panchayat Ghar and Anganwadi canter). SWM system includes Collection, Transportation, Segregation, Storage, and management of SWM.

(d) The following series of other campaigns are ongoing on MyGov platform to promote cleanliness :-

- Swachh Bharat Mission Grameen Phase-II Quiz
- Swachhta Pledge
- 7 Day Swachhta Challenge
- Reel Contest for 10 Years of Swachh Bharat Mission
- Swachhata Comic Story Contest
- Article Writing Contest for Swachh Bharat: 10 Year Journey of Change
