



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 all Central Ministries and Field Offices
23rd Sept 2023, 2:30 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 Shivir	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

- 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

**1 अक्टूबर को सुबह 10 बजे
1 घंटे का
स्वच्छता के लिए
श्रमदान करें**

Creation of Events on Citizen Portal (1/3)



- 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) in rural or urban areas 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 (2/3)

- This event creation will be done by:
 - ✓ ULBs in urban areas
 - ✓ District/ Blocks in rural areas
 - ✓ Central Ministry by itself or enabling the field unit to have login credentials

- User IDs will be provided for:
 - ✓ ULBs (same as Swachhatam portal)
 - ✓ Districts (same as IMIS – DDWS) which can be shared with Blocks
 - ✓ Ministries (same as DDWS - SHS portal) which can be shared with field units

Creation of Events on Citizen Portal (3/3)



- All these created events will be available on a map
- Citizens can view and choose the event they want to join
- 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 giving details of the participation, key highlights etc.
- Time for closure of all events on the portal 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

- 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 can 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' will be 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. Swachhanjali banners on all websites
- iii. Promote citizen participation on <https://swachhatahiseva.com/> through different platforms through messages from dignitaries political leadership, brand ambassadors, officers, local influencers, officers etc. along with adequate messaging from urban ULBs, Districts, GPs and all field units

- iv. There should be adequate social media posts from all handles
- 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 the event highlights are posted on social media handles of Ministers, MPs, MLAs, Mayors, Senior Govt. officers etc.
- vii. Cross tweeting between ministries
- viii. Re-tweet posts from important handles/brand ambassadors and influencers

Official Hashtag: #SwachhBharat , #SwachhataHiSeva
Official Handles to be tagged: @SwachhBharatGov, @swachhbharat

Dissemination Strategy Timelines (3/3)



23rd Sept	PIB release for 1 st Oct from GoI
24th – 26th Sept	<ul style="list-style-type: none"> i. Once action is finalized and events are created on the portal press releases from Ministries/ States on final plan for 'Ek Tareekh – Ek Ghanta' calling on public to join on 1st Oct at 10 am at the location of their choice through https://swachhatahiseva.com/ to offer 1 hour of Swachhata Shramdaan ii. Social media posts from all handles informing public about the initiative iii. Release of 'Ek Tareekh – Ek Ghanta' AV and creative from GoI and dissemination on all platforms as already described
26th Sept onwards	<ul style="list-style-type: none"> i. This is the time when excitement should be built up by engaging with eminent citizen, political leaders, leading journalists, cultural ambassadors, senior officers, etc. announcing on their respective social media handles regarding their participation on 1st Oct
29th – 30th Sept	<ul style="list-style-type: none"> i. Pre-event press release by Central Ministries/ States and Field Units etc. ii. High decibel dissemination on various platforms
1st Oct	<ul style="list-style-type: none"> i. At least 10 number of posts on various live activities (pictures, videos, testimonials) from various handles ii. Media to be invited to participate and cover various events iii. High quality photography and video documentation should be done for best practices iv. Post event press release
2nd Oct	<ul style="list-style-type: none"> i. Coverage of shradhaanjalis, felicitation etc.

Timelines

Date	Activity
23rd Sept	i. Online Meeting with Central Ministries, States/ UTs
24th Sept	i. Online training on the portal for all States/ UTs and field units
25th Sept	i. Online training on the portal for all Central Ministries and field units
By 26th Sept	i. Identification of field units for implementation ii. Meeting with field units by respective Ministries iii. The deliverables and planning for 1st Oct iv. Selection of appropriate nodal officer with team for overseeing the field arrangement, coordination, reporting, public engagement etc. v. Field units to finalize logistics for proper implementation of the events vi. Uploading of events on citizen portal
26th / 27th Sept	i. Review by respective Chief Secretaries and Secretaries to see finalized plans
30th Sept/ 1st Oct	i. Depute senior officers to field to oversee arrangements and participate in the activity on 1 st Oct



Thank You

Coordination for 1st Oct



Ministries & Field Offices:

Officer In-charge	Shri Binay Kumar Jha, Director, SBM (U), MoHUA Email: binay.jha@nic.in Mobile: +91 9958293615
Coordinators for IT Support	

States & Field Offices:

	Urban	Rural
Officer In-charge	Shri Shyam Lal Poonia, Dy.Secy, SBM(U), MoHUA Email: slp-mohua@gov.in Mobile: 7085481617	Shri Sanjay Sinha Director, SBM-G, DDWS Email: sanjay.sinha67@nic.in Mobile: 9811590877
	State Coordinators	

Coordinators for Ministries



#	Ministries	Name & Contact Number
1	MHA	Rahul Jha 9717622366
2	Defence	
3	Railways	
4	MoRTH	
5	Civil Aviation	Sirisha Darbha 9866320206
6	Tourism	
7	Youth and Sport Affairs	
8	MoPNG	
9	Higher Education	Vijaya V 9388710051
10	MoEFCC	
11	Earth Science & Ocean Development	
12	Department of Water Resources, River Development & Ganga Rejuvenation	
13	Corporate Affairs	Pooja Ravi 7409426643
14	Culture	
15	DFS	
16	MEA	

#	Ministries	Name & Contact Number
17	Heavy Industries and Public Enterprises	Rahul Singh 9650010704
18	Ports Shipping and Waterways	
19	Steel	
20	Food & Public Distribution	
21	DPIIT	Manisha Reddy 7702354938
22	MoHFW	
23	MietY	
24	Power	
25	I&B	
26	All others	Amit Sethi (9810099406) Anjali Singhania (9560110282) Tarun Rajvanshi (8745964264) Vishal Verma (9711146339)

Coordinators for States/UTs - Urban



#	Name	States/UTs	Contact number
1	Anjali Singhania	Ladakh, Chandigarh, A&N Islands	9560110282
2	Amit Sethi	Uttarakhand, Meghalaya, Nagaland, Manipur	9810099406
3	Sirisha Darbha	Gujarat, Madhya Pradesh, Karnataka, J&K,	9866320206
4	Vishal Verma	Uttar Pradesh, Rajasthan, Jharkhand	9711146339
5	Kritika Kaushik	Bihar, Odisha, Chhattisgarh, Goa	9717234533
6	Sehrish Hazarika	Assam, West Bengal, Tripura	9903422641
7	Swagata Kainthola	Puducherry, DD and D&NH	7409426643
8	Pooja Ravi	Tamil Nadu, Maharashtra	8860932698
9	Tarun Rajvanshi	Himachal Pradesh, Sikkim	8745964264
10	Vijaya V	Kerala, Delhi	9388710051
11	Rahul Jha	Mizoram, Arunachal Pradesh	9717622366
12	Rahul Singh	Punjab, Haryana	9650010704
13	Manisha Reddy	Andhra Pradesh, Telangana	7702354938

Coordinators for States/UTs – Rural (1/2)



#	State Name	Area Officer		Consultant	
1	A & N Islands	Rajeev Jauhari, DS	8130598201	Vikram Aditya Singh	8054856136
2	Andhra Pradesh	Kapil Chaudhary, Dir	9425163478	Sakshi Srivastva	8585933909
3	Arunachal Pradesh	R.P. Shukla, DS	9891789170	Bharat Rao	9992666447
4	Assam	R.P. Shukla, DS	9891789170	Neeraj Tiwari	8979216117
5	Bihar	Karanjit Singh, Dir	8860898138	Vinay Tiwari	8860621083
6	Chhattisgarh	Sanjay Kr Sinha, Dir	9811590877	Pankaj Dargar	9250824475
7	DNH & DD	R.P. Shukla, DS	9891789170	Dr. Pooja Passi	8826379591
8	Goa	R.P. Shukla, DS	9891789170	Dr. Pooja Passi	8826379591
9	Gujarat	Karanjit Singh, Dir	8860898138	Uma Shankar Pandey	9999358083
10	Haryana	Rajeev Jauhari, DS	8130598201	Mahima Malik	9711244024
11	Himachal Pradesh	Sanjay Kr Sinha, Dir	9811590877	Uma Shankar Pandey	9999358083
12	Jammu & Kashmir	R.P. Shukla, DS	9891789170	Vinay Tiwari	8860621083
13	Jharkhand	Dr. Anupama, Dir	7044074272	Ravindra Bohra	9149169348
14	Karnataka	Dr. Anupama, Dir	7044074272	Shivani Sood	9816079138
15	Kerala	Sanjay Kr Sinha, Dir	9811590877	Pankaj Dargar	9250824475
16	Ladakh	R.P. Shukla, DS	9891789170	Vinay Tiwari	8860621083
17	Lakshadweep	Rajeev Jauhari, DS	8130598201	Dr. Pooja Passi	8826379591

Coordinators for States/UTs – Rural (2/2)



#	State Name	Area Officer		Consultant	
18	Madhya Pradesh	Kapil Chaudhary, Dir	9425163478	Uma Shankar Pandey	9999358083
19	Maharashtra	Dr. Anupama, Dir	7044074272	Ikshwaku Sharma	9560501922
20	Manipur	Rajeev Jauhari, DS	8130598201	Bharat Rao	9992666447
21	Meghalaya	Sanjay Kr Sinha, Dir	9811590877	Neeraj Tiwari	8979216117
22	Mizoram	Rajeev Jauhari, DS	8130598201		
23	Nagaland	Dr. Anupama, Dir	7044074272	Vikramaditya Singh	8054856136
24	Odisha	Sanjay Kr Sinha, Dir	9811590877	Asis Sadhu	9654114056
25	Puducherry	Dr. Anupama, Dir	7044074272	VikramAditya Singh	8054856136
26	Punjab	Kapil Chaudhary, Dir	9425163478	Rajnish Sharma	9873002709
27	Rajasthan	Dr. Anupama, Dir	7044074272	Ikshwaku Sharma	9560501922
28	Sikkim	Sanjay Kr Sinha, Dir	9811590877	Neeraj Tiwari	8979216117
29	Tamil Nadu	Kapil Chaudhary, Dir	9425163478	Shivani Sood	9816079138
30	Telangana	Sanjay Kr Sinha, Dir	9811590877	Sakshi Srivastva	8585933909
31	Tripura	R.P. Shukla, DS	9891789170	Pankaj Dargar	9250824475
32	Uttar Pradesh	Kapil Chaudhary, Dir	9425163478	Meeta Jaruhar	8809854073
33	Uttarakhand	Rajeev Jauhari, DS	8130598201	Ravindra Bohra	9149169348
34	West Bengal	Dr. Anupama, Dir	7044074272	Asis Sadhu	9654114056

Training Calendar for Ministries & Field Units



#	Ministries	Training Schedule
1	MHA	<p>25th Sept. 2023</p> <p>Time 11:00 am to 12:30 pm</p> <p>https://swachhbharaturban.webex.com/swachhbharaturban/j.php?MTID=m6926e4ef46ac2797ea6193f72fdf1716</p> <p>Monday, September 25, 2023 11:00 AM 1 hour 30 minutes (UTC+05:30) Chennai, Kolkata, Mumbai, New Delhi Meeting number: 2512 056 4363 Password: 1234</p>
2	Defence	
3	Railways	
4	MoRTH	
5	Civil Aviation	
6	Tourism	
7	Youth and Sport Affairs	
8	MoPNG	
9	Higher Education	
10	MoEFCC	
11	Earth Science & Ocean Development	
12	Department of Water Resources, River Development & Ganga Rejuvenation	
13	Corporate Affairs	
14	Culture	

#	Ministries	Training Schedule
15	DFS	<p>25th Sept. 2023</p> <p>Time 12:30 pm to 2:00 pm</p> <p>https://swachhbharaturban.webex.com/swachhbharaturban/j.php?MTID=m1c129ec7cc1b2cf1ff7fd4cccc3654ba</p> <p>Monday, September 25, 2023 12:30 PM 1 hour 30 minutes (UTC+05:30) Chennai, Kolkata, Mumbai, New Delhi Meeting number: 2514 646 7582 Password: 1234</p>
16	MEA	
17	Heavy Industries and Public Enterprises	
18	Ports Shipping and Waterways	
19	Steel	
20	Food & Public Distribution	
21	DPIIT	
22	MoHFW	
23	MietY	
24	Power	
25	I&B	
26	All others	

Training Calendar for States & Field Units



#	States/ UTs	Training Schedule
1	A&N Islands	<p>Date: 24th Sept 23</p> <p>Time : 10:30 am – 12:00 pm</p> <p>https://swachhbharaturban.webex.com/swachhbharaturban/j.php?MTID=md908ffd206014efcf4b3ae51c103b2bd</p> <p>Sunday, September 24, 2023 10:30 AM 1 hour 30 minutes (UTC+05:30) Chennai, Kolkata, Mumbai, New Delhi</p> <p>Meeting number: 2515 031 7048</p> <p>Password: 1234</p>
2	Chandigarh	
3	D&NH and D&D	
4	Delhi	
5	Jammu and Kashmir	
6	Ladakh	
7	Puducherry	
8	Arunachal Pradesh	
9	Assam	
10	Manipur	
11	Meghalaya	
12	Mizoram	
13	Nagaland	
14	Sikkim	
15	Tripura	

Training Calendar for States & Field Units



#	States/ UTs	Training Schedule
16	Andhra Pradesh	<p>Date: 24th Sept 23 Time: 12:00 pm – 1:30 pm</p> <p>https://swachhbharaturban.webex.com/swachhbharaturban/j.php?MTID=mc1f735a2011d488c32997254491bb3d5</p> <p>Sunday, September 24, 2023 12:00 PM 1 hour 30 minutes (UTC+05:30) Chennai, Kolkata, Mumbai, New Delhi</p> <p>Meeting number: 2512 004 1405 Password: 1234</p>
17	Bihar	
18	Chhattisgarh	
19	Goa	
20	Gujarat	
21	Haryana	
22	Himachal Pradesh	
23	Jharkhand	
24	Karnataka	
25	Kerala	

#	States/ UTs	Training Schedule
26	Madhya Pradesh	<p>Date: 24th Sept 23 Time : 2:30 pm – 4:00 pm</p> <p>https://swachhbharaturban.webex.com/swachhbharaturban/j.php?MTID=m5592cb60074c24642ccbcd486cfe28c</p> <p>Sunday, September 24, 2023 2:30 PM 1 hour 30 minutes (UTC+05:30) Chennai, Kolkata, Mumbai, New Delhi</p> <p>Meeting number: 2513 724 2656 Password: 1234</p>
27	Maharashtra	
28	Odisha	
29	Punjab	
30	Rajasthan	
31	Tamil Nadu	
32	Telangana	
33	Uttar Pradesh	
34	Uttarakhand	
35	West Bengal	