

SWACHHATA SAMACHAR

Incorporating Swachhata Pakhwada News
September and October 2019



Prime Minister Narendra Modi paid tribute to Mahatma Gandhi on 2nd October 2019 - Babu's 150th birth anniversary at the Swachh Bharat Diwas event in Ahmedabad, Gujarat.

Since the inception of the initiative on **Oct 2, 2014**



Swachh Bharat Diwas

2nd October 2019

With over 10 crore toilets built and 55 crore people having changed their behaviours towards safe sanitation, a grateful nation dedicated a Swachh Bharat to Bapu on his 150th birth anniversary at Ahmedabad, Gujarat. The event was attended by 20,000 Sarpanches and Swachhagrahis and addressed by the Prime Minister.



Swachhata Pakhwada Highlights

Launched in April 2016, this is an initiative under the Swachh Bharat Mission. Swachhata Pakhwada is inspired by the Hon'ble Prime Minister, Shri Narendra Modi's vision to engage all Union Ministries and Departments in Swachhata-related activities, thereby making Swachhata "everyone's business".

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[September 2019 Highlights](#)

[October 2019 Highlights](#)

Ministry of Rural Development (D/o Rural Development)

(1st - 15th October)

- Swachhata awareness and SLWM messages disseminated through Gram Sabhas and awareness camps
- "Plastic Waste Free village" campaign launched in villages across the country
- Construction of soak pits, vermicompost pits and plantation works in various communities and schools
- Distribution of paper bags at market places as an alternative to "Single Use Plastic"



Ministry of AYUSH
(16th - 31st October)



- Organised training on composting of dry leaves and food waste for making manure and its maintenance
- Organised Seminar and presentation on Swachhata activities
- Eco-friendly cloth bags were distributed to patients of Siddha Clinical Research Unit, Palayamkottai to discourage the use of single use plastic
- Swachhata awareness campaigns were organised by numerous unit, across the country



Ministry of Food Processing Industries

(16th - 31st October)

- Hon'ble MoS Food Processing Industries (FPI) along with Secretary, FPI released booklet on "Alternate Technology against single use plastic"
- All India Food Processors' Association, Delhi organised interactive session on Swachh Bharat Mission in Food Processing Sector
- National Institute of Food Technology Entrepreneurship and Management organised awareness campaign on Plastic Waste



Story Of The Month

Swachhata Hi Seva (SHS) 2019

On 11th September, the Hon'ble Prime Minister launched SHS 2019, a massive countrywide awareness and mobilisation campaign on Swachhata, with a special focus on 'plastic waste management'. The campaign saw massive participation by the public, industry, media and all sections of society, ending on October 27th 2019 (Diwali) with the samuchit niptaan of all collected plastic waste.

