

SWACHHATA SAMACHAR

Incorporating Swachhata Pakhwada News

September 2019

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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October 2019 Highlights

September 2019 Highlights

Ministry of Human Resource Development

(D/o Higher Education & D/o School Education and Literacy)

(1st - 15th September)

- Swachhata Shapat Diwas was organised on 1-2 September 2019 and was observed by 8.54 crore students
- Handwashing day was organised across 7.89 Lakh Schools on 8-9 September 2019
- On 11th September, SHS 2019 was launched with the participation of 7.83 crore students
- On 13th September over 3.5 crore students participated in a letter writing competition themed "Letter to Bapu", across 6.65 Lakh schools



- The National Institute of Technical Teachers' Training and Research (NITTTR), Bhopal, organized a workshop on the waste created by single use plastic (SUP) products



Ministry of Chemical and Fertilizers

(D/o Fertilizers & D/o Pharmaceuticals)

(1st - 15th September)

- On 22nd August 2019 the Hon'ble Minister and Minister of State, Chemical and Fertilizers, made a mass appeal to all PSUs to participate in the SHS campaign
- The campaign was launched along with the running of swachhata raths, rallies, banners, and posters across the country
- The D/o Fertilizers organised technical paper presentations on recycling of plastic waste and minimizing the use of single use plastic
- Plastic waste collection and awareness generation drives were organised at various residential colonies
- Swachhata competitions and award distribution ceremonies were organised at numerous schools



Ministry of Railways

(16th - 30th September)

- Swachhata activities were carried out at all Zonal Railway HQs and Divisions, at various stations, participated by railwaymen, pensioners, NGOs/Charitable organizations and other stakeholders. More than 15 lakh people participated on 17th September
- Schools around various stations participated in painting competitions on the theme of "Swachhata"
- Nukkad Nataks were performed as a part of the awareness generation drives on the ill-effects of plastic waste on the environment and animals
- Digital museums were utilized to create awareness about use of bio-toilets,



hazards of plastic waste and benefits of cleanliness

- Massive plastic waste collection and awareness generation drives were organised across the country. Approximately 1 lakh people per day participated during the Pakhwada period



Ministry of Shipping

(16th - 30th September)

- Street plays were organised at various locations on generating awareness for swachhata and plastic waste management
- The Mormugao Port Trust, Goa organised a programme to discuss the challenges and opportunities of waste management
- A workshop was organised on curbing the use of single use plastic
- Awareness generation activities were organised such as a cycle rally and swachhata raths
- A special cleanliness drive was organised at various residential colonies



Ministry of Tourism

(16th - 30th September)

- Organised Swachhata drive at more than 200 tourist/pilgrim places all over the country
- All staff members of Transport Bhawan undertook cleanliness activities at Humayun's Tomb, Jama Masjid, Gandhi Smriti, Janpath market, Zoological Park and Safdarjung Tomb, Delhi
- The Ministry of Tourism also organised a prize distribution ceremony on 30th September, 2019 for the following:
 - Best maintained India Tourism Regional office
 - Best maintained India Tourism Domestic offices/Field offices
 - Best maintained Educational Institutions under the Ministry of Tourism

