



सां/No. : 5-1(17)/2008-PD

दिनांक/Dated: 19.09.2019

प्रेषक / From: संयुक्त सचिव (प्रशासन)  
Joint Secretary (Admn.)

सेवा में / To : सी.एस.आई.आर के सभी राष्ट्रीय प्रयोगशालों/संस्थाओं/इकाईयों के निदेशक/प्रमुख  
The Directors/Heads of all National Labs./Instts./Units of CSIR

विषय: स्वच्छता ही सेवा, 2019 का पालन के बारे में.

Sub.: Observance of Swachhata hi Sewa, 2019 - reg

महोदय/Sir,

I am directed to forward herewith the D. O. letter No. 2/2/S(DWS)/2019 dated 31.08.2019 of Secretary, Ministry of Drinking Water & Sanitation regarding observance of "Swachhata hi Sewa - 2019" for information, guidance and compliance.

All CSIR labs/ Instts. / Hqrs. / Units are requested to send a Report of the activities undertaken by the Labs./Instts. related to "Swachhata hi Sewa -2019" to Dr. Pramod Bhushan, Chief Scientist, CSIR-Hqrs. and Nodal Officer at pbhushan@csir.res.in.

Hindi Version will follow.

भवदीय/Yours faithfully,

(सिद्धार्थ दे /Siddhartha Dey)  
अवर सचिव (नीति प्रभाग) / US(PD)

संलग्न/Encl. : यथोपरि/As above

प्रतिलिपि/Copy to:

- 1) प्रमुख, आईटी डिवीजन - इस सर्कुलर पत्र को वेबसाइट और नीति रिपोजिटरी पर उपलब्ध कराने के अनुरोध के साथ / Head, IT Division with the request to make this circular letter available on the website & Policy Repository.
- 2) Dr. Pramod Bhushan, Chief Scientist, CSIR- Hqrs. and Nodal officer "Swachhata hi Sewa" – for necessary action
- 3) कार्यालय प्रति / Office copy

परमेश्वरन अय्यर

Parameswaran Iyer



भारत सरकार  
पेयनल एवं स्वच्छता विभाग  
जल शक्ति मंत्रालय  
Secretary  
Government of India  
Department of Drinking Water & Sanitation  
Ministry of Jal Shakti  
4<sup>th</sup> Floor, Pt Dindayal Antodaya Bhawan,  
N D-110003  
Tel: 24361011, 24362715.  
e-Mail: [param.iyer@gov.in](mailto:param.iyer@gov.in)  
D.O. No. 2/2/S(DWS)/19  
31<sup>st</sup> August 2019

Dear Shri Mande

As you may be aware, India is on track to be declared Open Defecation Free (ODF) this 2nd October, 2019, a befitting tribute to Mahatma Gandhi on his 150th birth anniversary. The Swachh Bharat Mission – Grameen (SBM-G), thus, is increasing its focus on sustaining the gains made under SBM-G and solid and liquid waste management (SLWM), to maintain universal sanitation coverage and ensure holistic cleanliness in the villages.

2. Responding to the Prime Minister's appeal for citizens participation in swachhata movement, Swachhata Hi Seva (SHS) campaign has been celebrated annually since 2017 mobilizing millions of people in creating awareness on the access to safe sanitation, toilets usage, triggering behaviour change on cleanliness and shramdaan at public places. Around 10 crore people in SHS 2017 and approximately 20 crore individuals in SHS 2018 came together for Swachhata, including political leaders, government officials, sports person, actors, school children, youth from NYKS/NCC/NSS and faith leaders, alike.

3. During his Independence Day speech on 15th August 2019, and then during his Mann Ki Baat later in the month, the Prime Minister made a call to action towards focused plastic waste management and towards the effective ban of Single Use Plastic (SUP). Hence, the theme of this year's SHS is Plastic Waste Management. The SHS 2019 will run from 11th September to 2nd October, Swachh Bharat Diwas - which will be focal point of the campaign with massive shramdaan for plastic waste collection to be organised in all villages and towns across the country.

4. Following this, from 3rd October till 27th October (Diwali), the collected plastic waste must be recycled and/or effectively disposed. A presentation in this regard was also made before the Council of Ministers. The PPT is being shared through e-mail.

5. It is requested that SHS 2019 activities including shramdaan may be undertaken in your Ministry/Department and all the subordinate offices in a big way during the campaign. Your Ministry is also encouraged to lead awareness campaigns and initiate innovative programs to ensure maximum activities undertaken. An action plan and a report on this may subsequently be shared with this Ministry.

With Regards

Yours Sincerely

Parameswaran Iyer

Shri Shekhar C. Mande

Secretary

Department of Scientific and Industrial Research  
Ministry of Science & Technology,

# Structure of Presentation

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Context and the Task

ODF to ODF Plus

Swachhata Hi Seva 2019

- 11<sup>th</sup> September – 1<sup>st</sup> October: जन जागरुकता, तैयारी और श्रमदान
- 2<sup>nd</sup> October: व्यापक Plastic Waste श्रमदान
- 3<sup>rd</sup> October – 27<sup>th</sup> October: समुचित निपटान

Monitoring Progress



# एक क़दम Plastic Waste मुक्त भारत की ओर

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# What is SUP?

**Single-use plastics, or disposable plastics, are used only once**

- More than 90% of uncollected plastic waste is SUP
- Worldwide only 10-13% of plastic items are recycled
- The rest are choking the environment



# India's Plastic Waste Problem

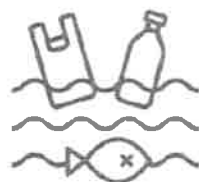
India generates

**95 lakh** tonnes  
of plastic waste per annum

**38 lakh** tonnes  
is uncollected (mainly SUP)

which ends up in  
dumps, rivers and  
even our animals

All this plastic comes back to each one of us -



600,000 tonnes enters sea  
annually in India



Micro plastic particles are found in  
bottled water, table salt



Open burning of plastic waste  
causes respiratory ailments

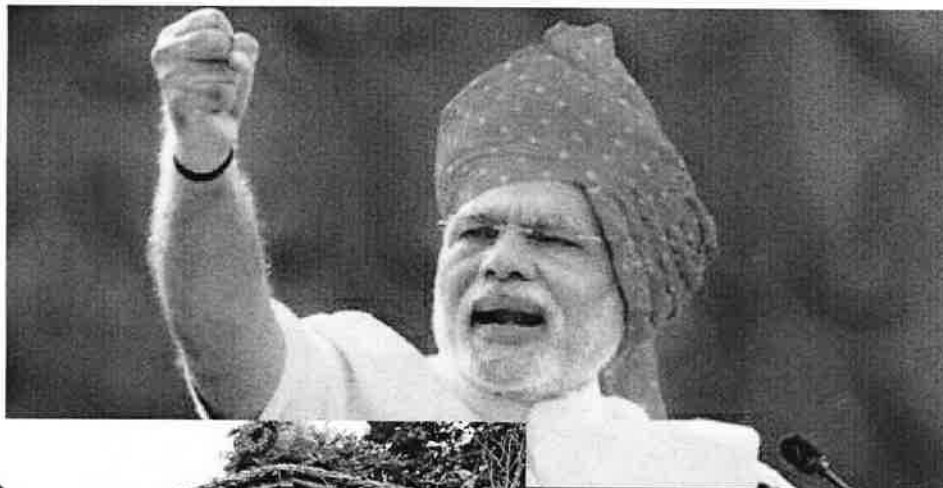
**Plastic consumption is to double by 2022, significantly increasing the waste**

# From ODF to ODF Plus

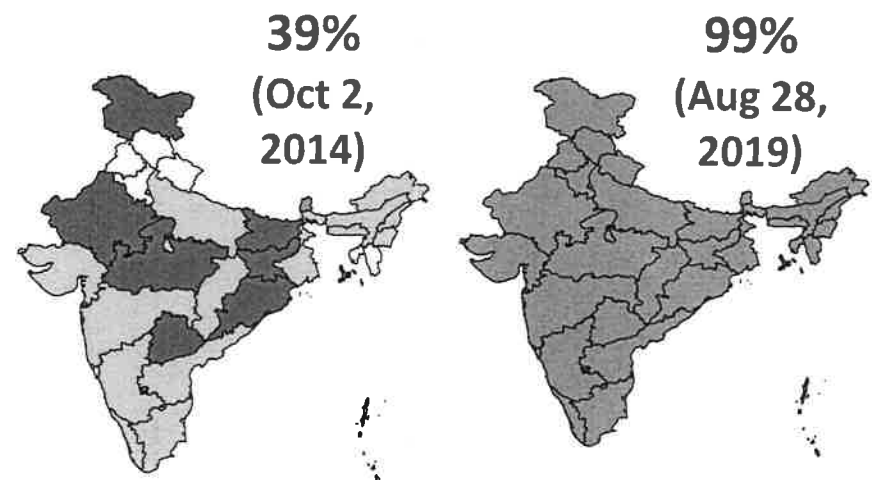


Five years ago, the Prime Minister's clarion call started a jan andolan like no other

Aug 15, 2014



*To change the  
behaviour of 130  
crore people*



**Swachh Bharat Mission (Grameen)**

10 crore toilets

5,92,000 ODF villages

# And Now – a *jan andolan* for Plastic Waste



PM's call to the nation: 15<sup>th</sup> Aug 2019

“ इस 02 अक्टूबर को हम भारत  
को single use plastic, क्या इससे देश  
को मुक्ति दिला सकते हैं ”

(Independence Day, 15<sup>th</sup> Aug)

“ इस बार 2 अक्टूबर को जब बापू की  
150वीं जयंती मनायेंगे ... उस दिन पूरे देश  
में प्लास्टिक के खिलाफ एक नए जन-  
आंदोलन की नींव रखेंगे ”

(Mann Ki Baat, 25<sup>th</sup> Aug)



# एक क़दम Plastic Waste मुक्त भारत की ओर

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# स्वच्छता ही सेवा (SHS) 2019



SHS 2017 & 2018: Mass community mobilization for Swachhata Shramdaan

## SHS 2019:

**Massive community mobilization for Plastic Waste Shramdaan and banning of Single Use Plastics (SUPs)**

- Large scale campaigns for cleaning public and tourist places, markets, statues, hospitals, bus stands
- Ministries to initiate innovative programs to ensure maximum activities undertaken



## CALENDAR: SHS 2019



11<sup>th</sup> September  
– 1<sup>st</sup> October

जन जागरूकता,  
तैयारी और  
स्वच्छता श्रमदान

- **Awareness generation** across towns and villages
- **Preparations** for collection, disposal of plastic waste
- **Shramdaan** for general swachhata

2<sup>nd</sup> October

व्यापक  
Plastic Waste  
श्रमदान

- **Nationwide shramdaan** for plastic waste collection & segregation

3<sup>rd</sup> October  
– 27<sup>th</sup> October  
(Diwali)

समुचित  
निपटान

- **Recycling and effective disposal** of the collected plastic waste

# जन जागरुकता और स्वच्छता श्रमदान (11<sup>th</sup> Sep to 1<sup>st</sup> Oct)



**Swachhata shramdaan and awareness generation across all 6 lakh villages, 4000 towns**

Mass awareness generation activities across rural and urban areas

Nationwide shramdaan for swachhata, including schools and colleges

Identification of locations and logistics for plastic waste collection & segregation

Preparation for collection & disposal of all plastic waste, esp from railway and highways

Campaign on replacing plastic bags with jute/cloth bags with mass production

# व्यापक श्रमदान और समुचित निपटान

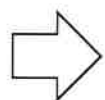


## व्यापक Plastic Waste श्रमदान on 2<sup>nd</sup> October

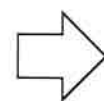
- Massive plastic waste collection drives by all, across rural and urban areas
- The remaining 12 States/UTs may announce State ban on Single Use Plastics (SUPs)
- 10,000 – 15,000 tonnes of estimated plastic waste to be collected on 2nd October\*

## समुचित निपटान on 3<sup>rd</sup> October to 27<sup>th</sup> October (दिवाली)

**3<sup>rd</sup> – 7<sup>th</sup> October 2019**  
Transportation of collected waste from **78,000 wards/ 6 lakh villages** to City/District collection hubs



**8<sup>th</sup> – 10<sup>th</sup> October 2019**  
Segregation into recyclables and non-recyclables



**11<sup>th</sup> – 27<sup>th</sup> October 2019**  
Transportation to industries for recycling/disposal (Road construction, cement kilns, etc.)

*\*Based on industry consultations* 11

# Social Media Campaign

Share a selfie with your alternatives  
for SUPs

Share your Plastic Waste Shramdaan  
story

Take the pledge for a Plastic Waste  
Free India

Share 1 minute videos on your efforts  
for a Plastic Waste Free India



# Outcome Indicators

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People mobilized

Activities undertaken

Plastic waste collected

Plastic waste recycled/effectively disposed

Hours of shramdaan

All Action Plans and outcomes may be uploaded on [sbm.gov.in/shs2019](http://sbm.gov.in/shs2019)

**Individuals may also share their contributions through MyGov**

**Thank You**