

## Fwd: Swachhata Hi Seva 2019 and Massive community mobilization for Plastic Waste Shramdaan and curbing of Single Use Plastic (SUPs) on 02nd October, 2019- reg.

NSSRC\_DELHI <nssrcdelhi@gmail.com>

Mon, Sep 30, 2019 at 4:20 PM

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----- Forwarded message -----

From: NATIONAL SERVICE SCHEME DIRECTORATE OF NSS <pacnss@gmail.com>

Date: Mon, Sep 30, 2019 at 2:20 PM

Subject: Swachhata Hi Seva 2019 and Massive community mobilization for Plastic Waste Shramdaan and curbing of Single Use Plastic (SUPs) on 02nd October, 2019- reg.

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To

1. All the Regional Directors
2. All State NSS Officers

Sub: Swachhata Hi Seva 2019 and Massive community mobilization for Plastic Waste Shramdaan and curbing of Single Use Plastic (SUPs) on 02nd October, 2019- reg.

Sir/Madam,

Kindly see the attached information (Swachhata Hi Seva Flyer and Concept Note) received from the Swachh Bharat Mission for wide publicity among NSS units under your jurisdiction. It is also requested to give necessary directions to all the NSS Units under your jurisdiction to carry out the following programmes on 02nd October, 2019 in order to generate awareness on SUPs.

1. Massive Information, Education and Communications (IEC) campaign for awareness generation
2. Dedicated IEC campaign on Plastic Waste Management
3. Interpersonal Communication (IPC) in villages by NSS volunteers.
4. Outdoor awareness activities like wall painting, slogan writing and mobilization of children/youth through rallies etc.
5. In Urban areas – NSS activities to be undertaken in collaboration with the Municipal Corporations/Municipalities
6. In adopted villages, NSS to carry out Plastic awareness programmes such as door to door campaigns, street plays and public/community meetings, etc.
7. The collected plastic waste to be accumulated in a central location in collaboration with municipalities/corporations/panchayats.
8. District authorities to devise plans for collection and effective disposal of the plastic waste

**The necessary directions in this regard to be sent to all NSS Units to carry out the above mentioned activities on 02nd October, 2019 and send consolidated reports and action photos on Swachhata Hi Seva (11th September, 2019 to 27th October, 2019) after completion of the programme to NSS Directorate.**

**Enclosed: As Above**

With warm regards,  
Directorate of NSS  
12/11 Jamnagar House,  
New Delhi-110011

Sir/Madam,

Kindly see the forwarded mail on the subject cited above. In this regard you are requested to kindly take the appropriate action at your end. You are also requested to send consolidated reports and action photos on Swachhata Hi Seva (11th September, 2019 to 27th October, 2019) after completion of the programme to this office for onward submission to NSS Directorate/Ministry.

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Regards

(Dr. Kamal Kumar Kar)  
Regional Director,  
Regional Directorate of NSS  
Ministry of Youth Affairs & Sports, Government of India  
15/11, Jamnagar House  
New Delhi- 110011  
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## 2 attachments

 SHSPlasticFlyer\_updated.pdf  
1109K

 HelpSwachhataHiSeva.pptx  
5933K



## PM's call to the nation

Five years ago, the Prime Minister made a clarion call for Swachh Bharat, which started a Jan Andolan like no other. The launch of the Swachh Bharat Mission on 2<sup>nd</sup> October 2014 has transformed rural sanitation coverage from 39% in 2014 to almost 100% as of September 2019. India is on the verge of becoming Open Defecation Free by 2<sup>nd</sup> October 2019, a befitting tribute to Mahatma Gandhi on his 150<sup>th</sup> birth anniversary.

This Independence Day, the Prime Minister made another clarion call to the nation - to achieve a plastic waste free India.



**“ इस 2 अक्टूबर पूज्य बापू की 150वीं जन्म-जयंती के अवसर पर, आइए हम सब मिलकर पूरे देश में प्लास्टिक के ख़िलाफ़ एक नए जन-आन्दोलन की नींव रखें। ”**

**(Mann Ki Baat, 25th Aug 2019)**



## 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

Ganga and Brahmaputra are among the 10 most plastic polluted rivers in the world

All this plastic comes back to each one of us



**6,00,000 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 expected to double by 2022, significantly increasing the waste**

\* Single Use Plastic  
Source: Central Pollution Control Board

To further intensify the Swachhata Jan Andolan, Swachhata Hi Seva (SHS) has been celebrated annually since 2017 in the run up to Gandhi Jayanti. The campaign has mobilized crores of people every year to create awareness for Swachhata.

Approximately 10 crore citizens came together for Swachhata in SHS 2017 and the numbers doubled to an estimated 20 crore individuals in SHS 2018. People from all walks of life, political leaders, government officials, sports persons, actors, corporates, school children, youth from NYKS/NCC/NSS and faith leaders, alike have joined the campaign these past few years.

## स्वच्छता ही सेवा (SHS) 2019

### Massive community mobilization for Plastic Waste Shramdaan and curbing of Single Use Plastic (SUPs)

SUPs, also often referred to as disposable plastics (use-and-throw items), are commonly used for plastic packaging and include items intended to be used only once, before they are thrown away or recycled. These products may include:



Plastic carry bags



Plastic cutlery including plates, plastic cups, straws, etc.



Cutlery and other decorative items made from Styrofoam (Thermocol)

## Calendar: SHS 2019

11 <sup>th</sup> Sep - 1 <sup>st</sup> Oct	2 <sup>nd</sup> Oct	3 <sup>rd</sup> Oct - 27 <sup>th</sup> Oct (Diwali)
जन जागरुकता, तैयारी और स्वच्छता श्रमदान	व्यापक Plastic Waste श्रमदान	समुचित निपटान
<p><b>Awareness generation</b> across towns and villages</p> <p><b>Preparation</b> for collection, disposal of plastic waste</p> <p><b>Shramdaan</b> for general swachhata</p>	<p><b>Nationwide shramdaan</b> for plastic waste collection &amp; Segregation</p>	<p><b>Recycling and effective disposal</b> of the collected plastic waste</p>

## Key Features of SHS 2019

### जन जागरूकता, तैयारी और स्वच्छता श्रमदान



Preparation for collection & disposal of all plastic waste, especially from the railways and highways



Campaign for replacing plastic bags with jute/cloth bags; mobilization for mass production

### व्यापक Plastic Waste श्रमदान



Massive plastic waste collection drives by all, across rural and urban areas



10,000 – 15,000 tonnes of estimated plastic waste to be collected

### समुचित निपटान

#### 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 of industries for recycling/disposal (Road construction, cement kilns, etc.)

## Route



ULBs and Aggregators  
(50% of plastic waste)



Road construction  
(25% of plastic waste)



Cement Kilns (25% of plastic waste)

\*Based on industry consultations

## Role of Key Stakeholders

A Jan Andolan, Swachhata Hi Seva 2019 is expected to be undertaken by all individuals across 6 lakh villages and 4000 towns

**Government of India** The Department of Drinking Water and Sanitation, Ministry of Jal Shakti, is the nodal Department for SHS 2019. All other Ministries to participate in Swachhata Hi Seva, while few will play key roles during the identified phases.

**State Governments** State Governments are responsible for end-to-end collection, segregation and effective disposal of plastic waste during the campaign with the help of key Ministries/Departments\*. States will coordinate with District administrations to ensure maximum people's participation and preparation for all the campaign phases.

**Private Sector** The private sector is encouraged to support the campaign by mobilizing shramdaan, offering means for effective disposal of collected plastic waste and fund operations and awareness generation media campaigns for SHS 2019.

**NGOs** NGOs may support District administrations for on ground support in generating awareness and ensuring maximum participation for shramdaan, especially on 2nd October 2019.

**Media** All national and regional media houses are encouraged to run campaigns for Swachhata Hi Seva 2019 and ensure maximum message to curb the use of SUPs and effective plastic waste management.

\*Key Ministries/Departments: M/o Jal Shakti; M/o Environment, Forest & Climate Change; M/o Housing and Urban Affairs; M/o Road Transport & Highways; D/o Promotion of Industry and Internal Trade; M/o Railways; M/o Rural Development; M/o Panchayati Raj; M/o Textiles; M/o Tourism; M/o Human Resources Development.

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

## Plastic Waste Shramdaan: roll out plan

- Massive Information, Education and Communications (IEC) campaign for awareness generation**
  - Dedicated IEC campaign on Plastic Waste Management from 9<sup>th</sup> September
  - Interpersonal Communication (IPC) in villages by trained Swachhagrahis
  - Outdoor IEC activities like wall painting, slogan writing and mobilization of children/youth through rallies etc.
  - Deployment of Swachhata Raths with focus on Plastic Waste Management Awareness
  - Felicitation of Swachhata Champions at the state and district level
- Overall coordination of the campaign**
  - Urban areas – to be undertaken by the Municipal Corporations/Municipalities
  - Rural areas - to be undertaken by the District Collectors
  - The collected plastic waste to be accumulated in a central location in every district
  - District authorities to devise plans for collection and effective disposal of the plastic waste

## Suggested IEC messaging

- स्वच्छ भारत का है ये नारा, प्लास्टिक कचरे से मुक्त हो देश हमारा ।
- प्लास्टिक छोड़ो, कपड़े और जूट के थैलों से नाता जोड़ो ।
- आज से संकल्प करें, प्लास्टिक थैलों का प्रयोग बंद करें ।
- प्लास्टिक कचरे को मिटाना है, स्वच्छ भारत बनाना है ।
- देश ने भरी हुंकार, प्लास्टिक कचरे का हो बहिष्कार ।



## Outcome Indicators



People  
mobilized



Activities  
undertaken



Plastic  
waste collected



Plastic waste  
recycled/effectively  
disposed



Hours of  
shramdaan



पेयजल एवं स्वच्छता विभाग  
जल शक्ति मंत्रालय  
भारत सरकार  
DEPARTMENT OF DRINKING WATER AND SANITATION  
MINISTRY OF JAL SHAKTI  
GOVERNMENT OF INDIA  
सत्यमेव जयते



Swachhata  
Hi Seva  
11<sup>th</sup> September to 2<sup>nd</sup> October 2019



एक कदम स्वच्छता की ओर


# स्वच्छता ही सेवा

11 सितम्बर से 2 अक्टूबर 2019

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*Department of Drinking Water and Sanitation*

*Ministry of Jal Shakti*



# Structure of Presentation

## 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





# 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**

# 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



# From ODF to ODF Plus

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

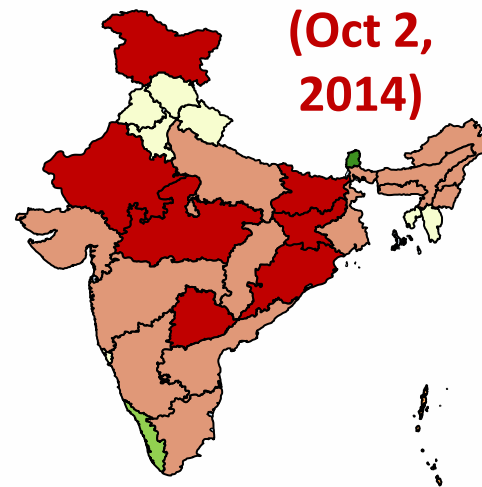
Aug 15, 2014



*To change the behaviour of 130 crore people*

39%

(Oct 2, 2014)



99%

(Aug 28, 2019)



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 जागरूकता 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

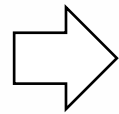
## व्यापक Plastic Waste श्रमदान on 2<sup>nd</sup> October

- 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)

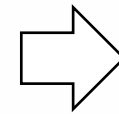
**3<sup>rd</sup> – 7<sup>th</sup> October 2019**

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.)

# 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

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**