



**GOVERNMENT OF INDIA
MINISTRY OF ENVIRONMENT, FOREST AND CLIMATE CHANGE
SWACHH AUR SWASTH BHARAT CELL**



**GUIDELINE FOR
IMPLEMENTATION OF
SWACHHTA ACTION PLAN 2021-
22**

"Everyone must be his own scavenger" - Mahatma Gandhi



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Abbreviations used:

1. DDWS: Department of Drinking Water and Sanitation
2. FY : Financial Year
3. NCT: National Capital Territory
4. SSB Cell: Swachh aur Swasth Bharat Cell
5. SAP: Swachhta Action Plan
6. MoEF&CC: Ministry of Environment, Forest and Climate Change
7. UT: Union Territory

Government of India
Ministry of Environment, Forest and Climate Change
Swachh aur Swasth Bharat Cell

GUIDELINE FOR IMPLEMENTATION OF SWACHHTA ACTION PLAN 2021-22

Background:

To accelerate the efforts to achieve universal sanitation coverage and to put focus on sanitation, the Prime Minister of India had launched the Swachh Bharat Mission on 2nd October 2014. The mission was implemented as nation-wide campaign/Jan andolan which aimed at eliminating open defecation in rural areas during the period 2014 to 2019 through mass scale behavior change, construction of household-owned and community-owned toilets and establishing mechanisms for monitoring toilet construction and usage. Department of Drinking Water and Sanitation, Ministry of Jal Shakti has been entrusted to build toilet and solid waste management facilities in rural areas and Ministry of Housing and Urban Affairs for urban areas.

Swachhta Action Plan (SAP) is an inter-Ministerial initiative of Government of India, it has been added as a sub-scheme under EEAT Scheme for the year 2021-26. SAP of this Ministry was initiated in the year 2017-18. A separate budget head was created for this scheme in the year 2017-18. Department of Drinking Water and Sanitation, Ministry of Jal Shakti is the nodal Ministry looking after SAP. Under SAP, Ministry carries out awareness programmes for general public/communities Single Use plastics and Air & Water Pollution through State/UT Nodal Agencies.

To oversee, execute and monitor the programmes under Swachhta Action Plan, the Swachh aur Swasth Bharat (SSB) Cell was established in the Ministry in the year 2017-18. The Ministry is providing funds to the State/UT Nodal agencies since 2018-19 to implement Swachhta Action Plan.

Mission

Since time immemorial India as a civilisation has learnt to co-exist with nature. We have been a civilisation wherein even rivers, trees, animals have been worshipped, taken care of, not only that our harmonious and symbiotic nature of living had been an example to follow for the world. Swachhta Action Plan is a step in that direction to rejuvenate the glorious past practices for a solution to modern problems. Our societies have played an important role in

teaching us to respect and nurture our environment. We have been taught to love, respect and take care of living as well as non-living things. The Swachh Bharat Movement launched by Hon'ble Prime Minister of India is one step forward in that direction only.

Swachhta Action Plan of this Ministry is helmed at making Swachhta a daily routine of people's life. The purpose is to bring convergence of contributions from individual, community, organization at one platform for bringing sustainable and visible change in the society by promoting use of toilets, garbage management, pollution free environment and better sanitation practices which will yield a neat and clean environment.

Aims & Objectives

SAP of the Ministry is aimed at raising awareness on following themes:-

- Awareness on curbing the Single Use Plastics (SUPs)
- Awareness on Air and Water Pollution

With above aim, a Swachhta Action Plan is formulated every year and shared with Department of Drinking Water and Sanitation, Ministry of Jal Shakti, the nodal Ministry for Swachh Bharat and circulated among State/UT Nodal Agencies. SAP of FY 2021-22 is given at **Annexure A**.

Administrative Set Up

SAP is implemented through Ministry designated State/UT nodal agencies (SNAs) across the country which were previously nominated by State/UT Governments for Environment Education Awareness Training Scheme. List of SNAs is enclosed at **Annexure B**.

Implementation Plan

The Swachhta Action Plan is implemented by State/UT Nodal Agencies. The action plan contains programmes on a defined theme which are key for comprehensive realization of Swachh Bharat.

States/UTs are required to prepare and submit their proposal in accordance with the SAP of the Ministry. They are free to choose the geographic location in their respective States/UTs based on their assessment and need of intervention related to that theme. As for example, around 100 cities in 22 States across the country falls under the category of non-attainment city with respect to **Air Pollution**. Under, Swachhta Action Plan, SNA may choose the hotspot city wherein there is a need to initiate mass awareness on air pollution.

In the current financial year special focus may be given to raise awareness on **harmful effects of Single Use Plastics** thereby encouraging citizens to curb its use. Furthermore during every programme under SAP mask and sanitiser should be distributed among the participants and underprivileged sections of the society.

Increasing the reach of awareness programmes

SAP programmes should include participants in the ratio of 70:30 i.e 70 % general public/local communities and 30 % students. For holistic execution of SAP it becomes essential that the awareness programme reaches as many people as possible. Further, SNA may involve:

- i. School/College Students
- ii. Volunteers of Eco Clubs
- iii. Street Vendors
- iv. NSS, Scouts & Guides volunteers
- v. Retired and serving Government Officers
- vi. Civil Defense volunteers
- vii. Members of Resident Welfare Association
- viii. Scientists, Research Scholars of Universities/
Academic Institutions
- ix. Non-Governmental Organizations (NGOs) / Trust /
Registered societies/ Industries / hospitals / hotels etc.
- x. Members of Civil Society
- xi. General Public

While initiating any programme participants should take the Green pledge approved by the Ministry given as under:

Green Pledge

I shall do my best for protecting the Earth and its natural Environment.

I shall adopt such practices that minimize wastage.

I shall reuse whatever I can.

I shall take care to clean up the environment.

I shall reduce the waste we create.

I shall plant more trees.

I shall conserve energy and water.

I shall adopt Green Good Deeds.

Submission of Proposal and Budget

States/UTs are required to submit their proposal in accordance with Swachhta Action Plan 2021-22. As per the plan each State/UT will organize 12 programmes in a financial year under following themes:-

1. Awareness on curbing the Single Use Plastics (SUPs)
2. Awareness on Air and Water Pollution

Under each theme, total six programmes are to be organized. A suggested list of programmes are given in the Swachhta Action Plan 2021-22 which may be seen at **Annexure A**. Out of the suggested list "Swachhta Pakhwada" and "Swachhta Hi Seva" programmes are mandatory. States/UTs should submit their proposal in the prescribed format given at **Annexure C**. The budget of the Swachhta Action Plan has been kept at Rs 20 lakh (maximum) for each State/UT, this amount will be released in a single installment subject to due approval of competent authority.

Reporting

SAP of the Ministry is being monitored by Cabinet Secretariat. As per the advisory received from the DDWS, Ministry of Jal Shakti, the SAP reports are to be uploaded in the SAP website (<https://swachhataactionplan.gov.in>) with financial and physical progress. Accordingly, SNA shall submit their reports to the Ministry annually in the prescribed format given at Annexure **D**. Furthermore States/UTs are required to adhere the provisions of GFR 2017 in full letter and spirit.

Annexure A

Government of India
Ministry of Environment Forest and Climate Change Swachhta
Action Plan (SAP) 2021-22

S.No.	Theme	Suggested Awareness Programmes	Suggested Awareness tools
1	Awareness on curbing the Single Use Plastics (SUPs)	<ul style="list-style-type: none">• Awareness on curbing the Single Use Plastics• Swachhta Pakhwada 1- 15th June 2021 (mandatory)• Awareness on biomedical waste disposal• Swachhta Hi Seva 17th September -2nd October 2021 (mandatory)	<p>Rallies</p> <ul style="list-style-type: none">• Door-to- Door Campaigns• Knowledge Workshops• Cleanliness drives• Cleanliness drives at beaches, riverfronts, lakes, stagnant water• Swachhta Melas• Posters, banners, pamphlets, Radio Jingles• Videos• Nukkad Nataks etc Cultural programmes Sports tournaments• Social Media Campaign Webinar• Advertisement on bus panels Wall Paintings• Hoardings• Bill Boards <p>Note: State/UT may choose the above tools or may design their own tools.</p>
2	Awareness on Air and Water Pollution	<ul style="list-style-type: none">• Awareness on Air Pollution• Awareness on Water Pollution (cleanliness drives at riverfront, beaches, ponds, lakes, etc)• Awareness to prevent littering	
Budget		Rs 7.13 crores	
Nodal Officer		Ms. Rita Khanna, Adviser Swachh aur Swasth Bharat Cell Ministry of Environment, Forest and Climate Change Email: rita.khanna@nic.in Phone:-011-24695317	

Note: Six awareness programme are to be conducted under each theme.

Annexure B**State/UT with established Nodal Agency**

S.No	State/UT	State/UT Nodal Agency
1	Andhra Pradesh	Andhra Pradesh National Green Corps
2	Arunachal Pradesh	Department of Environment and Forests, Government of Arunachal Pradesh
3	Assam	Assam Science Technology and Environment Council
4	Bihar	Bihar State Pollution Control Board
5	Chattisgarh	Chattisgarh Environment Conservation Board
6	Goa	Goa State Council of Science and Technology
7	Gujarat	Gujarat Ecological Education and Research Foundation
8	Haryana	Environment and Climate Change, Government of Haryana
9	Himachal Pradesh	Himachal Pradesh Council for Science, Technology and Environment
10	Jharkhand	Jharkhand State Pollution Control Board
11	Karnataka	Environmental Management and Policy Research Institute
12	Kerala	Kerala State Council for Science, Technology and Environment
13	Madhya Pradesh	Environmental Planning and Coordination Organisation
14	Maharashtra	Maharashtra Ekatomik Padik Jamin Vikas Yantrana
15	Manipur	Manipur Pollution Control Board
16	Meghalaya	Department of Environment and Forest, Government of Meghalaya
17	Mizoram	Mizoram State Pollution Control Board
18	Nagaland	Nagaland Pollution Control Board
19	Odisha	Centre for Environmental Studies
20	Punjab	Punjab State Council for Science and Technology

21	Rajasthan	Rajasthan State Bharat Scouts and Guides
22	Sikkim	State Environment Agency Sikkim
23	Tamil Nadu	Environment Management Agency of Tamil Nadu
24	Telangana	Telangana National Green Corps
25	Tripura	Tripura State Pollution Control Board
26	Uttarakhand	Uttarkhand Sabhi K Liye Shiksha Parishad
27	Uttar Pradesh	Directorate of Environment, Government of Uttar Pradesh
28	West Bengal	West Bengal Pollution Control Board
29	Chandigarh	Department of Environment Chandigarh Administration
30	The Govt. of NCT of Delhi	Department of Environment, Government of NCT of Delhi
31	Jammu & Kashmir	Jammu and Kashmir Pollution Control Board
32	Puducherry	Puducherry Council for Science and Technology

UT without Nodal Agency

S.No	State/UT	Name of Agency
1	Andaman and Nicobar Islands	Not yet established
2	Ladakh	Not yet established
3	Lakshadweep	Not yet established
4	Dadra and Nagar Havelli and Daman & Diu	Not yet established

Annexure C

Application for Implementation of Swachhta Action Plan

S.No.	Theme	Proposed Awareness programme (6 no/theme)	Proposed Awareness tool	Proposed Location	Amount in rupees
1	Awareness on curbing the Single Use Plastics (SUPs)				
2	Awareness on Air and Water Pollution				
Total					

Signed and attested by
competent authority

Annexure D

Reporting format for Swachhta Action Plan for States/UTs

Name of State/UT Nodal Agency	
Nodal Officer	
Contact details Mobile: Tel No: Email id:	

S. No.	Theme	Number and Details of Awareness programme organized	Dates	Location	Target group	Number of Participants	Summary	Outcome	Expenditure Incurred
1	Awareness on curbing the Single Use Plastics								
2	Awareness on Air and Water Pollution								
Total									

Note: Send 10 high quality photographs and HD videos in a CD/DVD/Pen drive for each programme.

Signed and attested by competent authority