

CHAPTER-9

Swachh Bharat Mission-2018





SWACHH BHARAT MISSION

SWACHH BHARAT MISSION-2018

Shri Narendra Modi, the Hon'ble Prime Minister, Government of India launched the Swachh Bharat Mission (SBM) on 2nd October, 2014 to accelerate the efforts to achieve universal sanitation coverage and to put focus and spread awareness on safe sanitation and cleanliness. Swachh Bharat Abhiyan is one of the important flagship programme of the Government of India to fulfill Mahatma Gandhi's dream of clean and hygienic India. DSIR organized various activities within the office premises with active participation of DSIR officers and staff under DSIR-Swachhta Action plan:

1. Pursuant to the Hon'ble Prime Minister's call on "Swachh Bharat" campaign and directive from the Ministry of Drinking Water and Sanitation, following activities were undertaken as a part of observance of "Swachhta Pakhwada fortnight 1-15th May, 2018":
 - (i) Swachhta Pakhwada was inaugurated on 1st May, 2018 with pledge ceremony. Swachhta Banners/Flexes on Swachh Bharat Abhiyaan

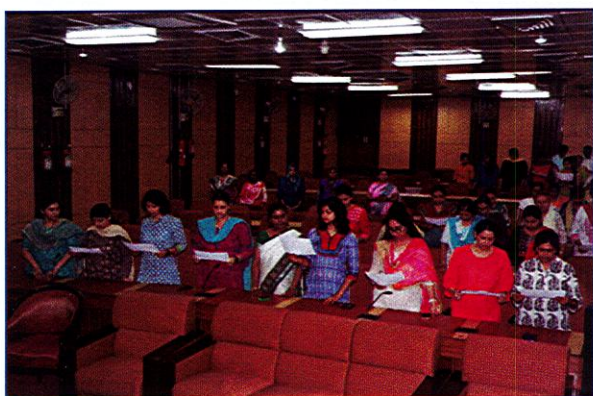


Fig. 1 Officials taking Swachhta Pledge on opening ceremony of Swachhta Pakhwada, 2018



Fig. 2 Swachhta Poster and slogan entries displayed on notice board in DSIR office premises

were displayed in office premises. All officials of DSIR participated in Shramdan and an intensive cleanliness work was undertaken to weed out unwanted files and records, cleaning of workstations and office premises. DSIR officials participated in poster and slogan competition on Swachhta. Poster and slogans entries were displayed on notice board in office premises

- (ii) **Release of Compendium:** Under the Swachhta pakhwada initiative Secretary, DSIR released a "Compendium of Technologies and Products towards Swachh Bharat Mission" which brings together endeavours of DSIR recognized industries, research organizations and CSIR laboratories towards cleaner technological solutions. It compiles technologies holding potential to be scaled up facilitating Swachhta Abhiyan.



Fig. 3 Secretary, DSIR releasing Swachhta Compendium during Concluding Ceremony of Swachhta Pakhwada fortnight



Fig. 5 School children participating in waste to wealth Awareness campaign

(III) Seminars were organized during “Swachhta Pakhwada Concluding ceremony”, where Scientists shared novel processes and green technologies to achieve the goals of waste management and better environment.



Fig. 4 A participant delivering a lecture during technical session during “Swachhta Pakhwada Concluding ceremony”



Fig. 6 Demonstration of Bio-composting to school Children during Swachhta Pakhwada fortnight

(IV) Waste to wealth Awareness campaign: DSIR officials worked with a team of experts to demonstrate bio-composting to school children and its role in improving the quality of garden soil. A mini bio-composting plant was established on the premises of Kendriya Vidhalaya, NCERT with the help of M/s Excel Crop Care Ltd., New Delhi.

(V) Painting competition on Swachhta theme was organized in school that saw active participation of school students. An innovative anti-plastic campaign was also organized in the school. School Children were sensitized to reduce, reuse and recycle plastic materials and increase their participation in cleanliness drive in schools and the localities.



Fig. 7 School students participating in poster competition on Swachhta Theme

(vi) DSIR stakeholders were engaged to observe 'Swachhta Pakhwada' fortnight from 1-15th May 2018. Call for participation was displayed on DSIR website. Many DSIR recognized R&D units of Industry and SIRO observed Swachhta Pakhwada fortnight by organizing Swachhta workshops & seminars, tree plantation drives and cleanliness drives in office and neighboring areas. They also conducted interactive awareness campaigns on personal hygiene and cleanliness in neighboring localities, villages and Schools.



Fig. 8 (a)



Fig. 8 (b)



Fig. 8 (c)



Fig. 8 (d)

Fig. 8 DSIR stakeholders conducting various Swachhta activities during Swachhta Pakhwada fortnight

(viii) ITeG division contributed in the swachhta activities by undertaking following activities as part of Swachhta Pakhwada in DSIR:

- Updation of Anti Virus
- Inspection and cleaning of temporary files and folders
- Inspection and cleaning of files and folders under Prefetch
- Inspection and cleaning of files and folders under Recycled Bin

- Thus restoring more than 32900 MB of Physical space in the 42 computers physically inspected and updated.

2. DSIR observed "Swachhta Hi Seva" (SHS)-2018 fortnight w.e.f 15th September, 2018 to 2nd October, 2018 by conducting a range of activities that included shramdan, weeding of old/obsolete files/records, mass cleaning of rooms/halls and surrounding areas etc. A rally by DSIR officers and staff was organized to a nearby locality and local market to spread awareness on the issue.



Fig. 9 DSIR official and staff interacting with locals and spreading message of Swachhta Hi Seva



Fig. 10 DSIR Officer's & Staff Members participating in the Swachhta Hi Seva rally