

## Concept Note-

### Swachta Hi Seva Initiative

(Urban Development Department, UDD and National Institute of Urban Affairs, NIUA)

Over the past decade, continuous efforts as part of Swachh Bharat Mission have led to improved dignity of women, better health outcomes, enhanced school attendance for girls, increase of small and micro entrepreneurs, and overall higher quality of life across the country in both rural and areas. As a prelude to that, to strengthen voluntarism and collective action for Swachh Bharat, a fortnight of 'Swachhaa Hi Seva' (SHS) has been observed since 2017.

Hon'ble Prime Minister called for citizen participation and volunteerism for swachhata. Since then, the annual 'Swachhata Hi Seva' (SHS) campaign is held from 15th September to 2nd October (Swachh Bharat Diwas) to mobilize widespread citizen action & ownership for swachhata.

### The Campaign - Swachhata Hi Seva' 2024

The objective of SHS 2024 is to facilitate large-scale advocacy and citizen participation for swachhata, mega cleanliness drives & clearing of dirty and difficult garbage spots (black spots), recognize the contribution of sanitation workers, celebrate the achievements over the past decade, and also reaffirm our commitment to the future of sanitation and sustainable waste management in India. This year also marks the 10th anniversary of the launch of the Swachh Bharat Mission, making the campaign even more significant.

Since 2019, NIUA has been engaged with the Urban Development Directorate (UDD) of Uttarakhand for scaling the agenda of faecal sludge and septage management (FSSM) across the state through an memorandum of understanding (MoU) and assists on three fronts – technical support, capacity building, and policy advisory.

Sanitation Capacity Building Platform, National Institute of urban Affairs with Urban Development directorate , Dehradun proposing a Swachta Hi Seva two day program on 23<sup>rd</sup> -24<sup>th</sup> '2024

### Program Activities

**Objective:** Educate students on cleanliness, sanitation, and the importance of solid waste management.

**Duration:** 3 hours

**Schedule:**

1. **Introduction and Icebreaker (30 minutes)**
  - **Activity:** Welcome keynote Address by UDD Senior Officer (1-2)
    1. Start with a brief on Swachh discussion on personal experiences related to cleanliness. Use an icebreaker to engage students.
  - **Materials:** None.
2. **Interactive Presentation on (30 minutes)**
  - **Activity:** Use a dynamic slideshow to explain types of waste, the importance of waste segregation, and the recycling process. Include real-world examples.
  - **Materials:** Projector, slides, and videos.
3. **Group Activity: (1 hour)**
  - **Activity:** In small groups,
  - **Materials:** Gloves, trash bags, clipboards, and worksheets.
4. **Swachta Dialogue (30 minutes)**
  - **Activity:** Open the floor for questions and discussions. Encourage students to share their thoughts and experiences.
  - **Materials:** None.
5. **Wrap-Up (30 minutes)**

- **Activity:** Assign students to track their waste at home for one day and identify areas for improvement. Prepare for sharing insights.
- **Materials:** Worksheets for notes.