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High Commission of India
Pretoria

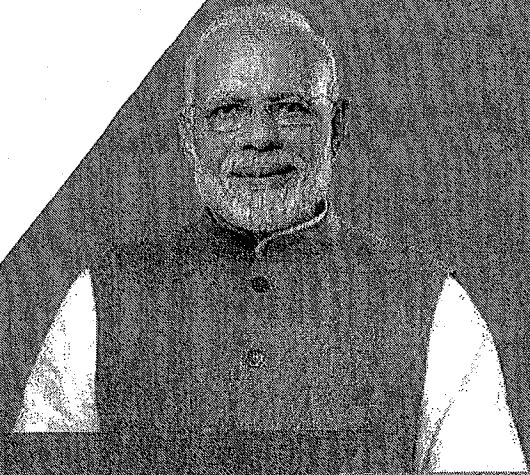
Dated 01 October 2019

On 15 August 2019, India's Independence Day, Hon'ble Prime Minister Shri Narendra Modi gave a clarion call to the citizens of India- to achieve a **plastic waste free India**. Accordingly, Swachhata Hi Sewa (SHS) 2019 campaign is being organized all across India from 11 September to 27 October 2019. The campaign involves:

11 September-1 October	जन जागरूकता, तैयारी और स्वच्छता श्रमदान	<ul style="list-style-type: none">• Awareness generation across towns and villages• Preparations for collection, disposal of plastic waste• Shramdaan for general swachhata
2 October	व्यापक Plastic Waste श्रमदान	<ul style="list-style-type: none">• Nationwide shramdaan for plastic waste collection & segregation
3 October-27 October (Diwali)	समुचित निपटान	<ul style="list-style-type: none">• Recycling and effective disposal of the collected plastic waste

2. An information brochure outlining the salient features of the campaign is enclosed.
3. The Indian Community is invited to express solidarity/contribute in its own way to this campaign by:
 - **Reducing** plastic waste
 - **Reusing** shopping bags and avoid using Single Use Plastic
 - **Refusing** straws, coffee stirrers, beverage tops
 - **Removing** the trash in neighborhood and when visiting parks and beaches
4. The Indian Community is also invited to share a selfie with alternatives for Single Use Plastics (SUPs) with the High Commission on the email: hoc.pretoria@mea.gov.in by 25 October 2019.


(Ranojit Chatterjee)
Head of Chancery



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 2nd 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 2nd October 2019, a befitting tribute to Mahatma Gandhi on his 150th 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 खिलाफ 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

* Single Use Plastic
Source: Central Pollution Control Board

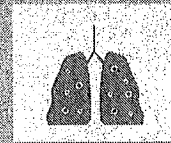
All this plastic comes back to each one of us



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

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

Key Features of SHS 2019

जन जागरुकता, 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
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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
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समुचित निपटान

3rd-7th October 2019

Transportation of collected waste from 78,000 wards/6 lakh villages to City/District collection hubs




8th-10th October 2019

Segregation into recyclables and non-recyclables

11th-27th 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)
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*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

Plastic Waste Shramdaan: roll out plan

- 1. Massive Information, Education and Communications (IEC) campaign for awareness generation**
 - Dedicated IEC campaign on Plastic Waste Management from 9th 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
- 2. 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



शुद्धता ही सेवा
जल शक्ति
भारत सरकार
DEPARTMENT OF DRINKING WATER AND SANITATION
MINISTRY OF JAL SHAKTI
GOVERNMENT OF INDIA



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