GRAM SAMRIDDHI & Swachhata Pakhwada

October 1 – 15 2017

Deendayal Antyodaya Yojna - National Rural Livelihoods Mission (DAY-NRLM)
SHG women are active in promoting a *Swachh Bharat*. Their contributions include:

- Mobilization for construction and use of toilets
  - As Trained Masons
  - As Entrepreneurs for Rural Sanitary Marts
  - Production and sale of hygiene products (soap, phenol, sanitary napkins)
  - Promotion of Hand Washing and other hygienic behaviour
Promoting Solid Waste Management

• Learning from Tamil Nadu, Solid Waste Management is now being promoted in the States of Bihar, Chhattisgarh, West Bengal, Madhya Pradesh, Uttar Pradesh and Gujarat

• SHG women work with Swachh Bharat Mission and MGNREGS

• The process is scientific, with complete protection for all involved
Combining livelihoods with Solid Waste Management

Chhattisgarh has evolved a unique model combining solid waste management with livelihoods. In the same area, segregation of recyclables is combined with:

- Raising of cows and goats
- Vegetable cultivation
- Raising of azolla, and
- Composting

A model spread across 135 clusters; with partnership between DAY-NRLM, MGNREGS and SBM.
Swachhata Pakhwada...beyond

One day during Swachhata Pakhwada will be celebrated as Aajeevika Swayam Sahayata Sangatan Diwas (SHG Day) – All SHGs/VOs will conduct some programmes in the following areas:

– Pledge on cleanliness, ban on use of plastics, keep the village clean, use of toilets/IHHL, maintain the cleanliness of the toilets, etc.
– Cleanliness drive – their own house and vicinity of house and immediate neighborhood.
– Swachhata flag hoisting at every households after the cleanliness drive during the entire Pakwada.
Swachhata Pakhwada

Take up awareness generation activities during the Swachhata Pakhwada:

– Awareness campaign with the support of ICT materials on:
  • Swachata, (clean safe villages; promotion of toilets, solid waste management and, Food Hygiene, Menstrual Hygiene etc.)
  • Swasthya, (participation, in VHNDs and ICDS Services )
  • Poshan (Production and consumption of diversified diets by women and children ),

– Play films on WASH and FNHW
– Anti-plastic campaign and promoting the use of cloth bags and its production as a livelihood activity
– Promotion of Health Insurance and Health Risk Savings
Let us make ‘healthy families’ and ‘clean villages’ a reality!