

# Sujalam 2.0 campaign

March 26, 2022

**In news**– Union Minister of Jal Shakti has launched the Sujalam 2.0 campaign for greywater management at a virtual event of the World Water Day, 2022.

## **About the campaign-**

- In order to sustain the achievement made under the **Swachh Bharat Mission – Gramin (SBM-G) Phase I and ensure holistic cleanliness in villages** by having arrangements for solid and liquid waste management, Sujlam 2.0 campaign has been launched.
- **The campaign would focus on the creation of institutional level greywater management assets** in Panchayat Ghar, healthcare facilities, schools, anganwadi centres (AWCs), community centres and other government institutions.
- Creation of individual and community greywater management assets will be encouraged.
- **The funds to execute the activities for greywater management is sourced from the SBM-G Phase II** or through 15th Finance Commission tied-grants or MGNREGS or through convergence of all.
- This campaign will see people undertake collective situation assessment, plan and implement greywater management activities.
- As part of the Sujlam 2.0 campaign, **schools have a key role to play, not only in creation and maintenance of greywater management assets**, but also serve as hubs for generating awareness and promoting behavior change among children and youth by serving as ambassadors for sustainable water and sanitation.
- **With active participation from all States and local communities' great success was achieved under the Sujlam 1.0 campaign** which was started in August 2021.

- More than 1 million soak pits were built at household and community level across the country.
- Grey water is basically the water used for domestic purposes like kitchen, bathing & washing areas, etc.
- It is free from faecal contamination and doesn't include black water from toilets.

### **The Swachh Bharat Mission – Gramin (SBM-G)-**

- The Swachh Bharat Mission – Gramin (SBM-G) programme, under the Ministry of Drinking Water and Sanitation, is **a flagship programme of the Government of India**, a part of SBM launched in 2014.
- **The phase -1 concluded in October 2019** with the grand declaration of the Nation as Open Defecation Free.
- The phase -2 of SBM was announced by the Prime Minister in February, 2020 that emphasizes upon the sustainability of achievements under phase -1 and to provide adequate facilities for Solid/Liquid & plastic waste management in rural India.
- The aim of phase II is to ensure the open defecation free behaviours are sustained.

**Further reading:**  
**<https://journalsofindia.com/swachh-bharat-mission-a-study-by-unicef/>**