

'SUJALAM' Campaign

August 26, 2021

In news- Recently the Ministry of Jal Shakti began '**SUJALAM**', a '**100 days campaign**' as part of the Azadi Ka Amrit Mahotsav.

About SUJALAM campaign

- The campaign seeks to **undertake waste water management at village level** particularly through **creation of 1 million Soak-pits** and also **other Grey water management activities**.
- The effort of the campaign would be directed towards achieving the ODF plus status for villages across the country in an accelerated manner in a short time.
- The Campaign has started from today i.e. 25th August, 2021 and will continue to run for the next 100 days.
- The campaign will also **aid in sustainable management of water bodies**.
- The disposal of waste water and clogging of waterbodies in the villages or on the outskirts of the villages remain one of the major problems.
- The Campaign would help in management of the wastewater and in turn would help to revive the water bodies.
- The campaign would **boost the momentum of Swachh Bharat Mission(Gramin) phase II activities through community participation** and it will increase awareness about Open Defecation Free (ODF)-plus activities.
- The Campaign **would use the platform of awareness and behaviour change** achieved during the first phase of the SBMG and provide focus for sustaining the same along with achieving the visual cleanliness by the way of SLW Management.

The key activities of the campaign-

Following activities will be organised in the villages under this campaign:

- Organizing **Community consultations, Khuli Baithaks** and Gram Sabha meetings to analyze the current situation
- **Pass resolution to maintain ODF sustainability** and achieve needed number of soak pits to manage the grey water
- Develop a **100 days' plan to undertake sustainability and soak pit construction** related activities
- Construct requisite number of soak pits
- **Retrofit toilets** where needed through IEC and community mobilization and
- Ensure all newly emerging Households in the village have access to toilets.

Swachh Bharat Mission(Clean India Mission)

- It was launched on the birth anniversary of Mahatma Gandhi on October 2, 2014 in New Delhi.
- **The Urban Clean India mission** seeks to eradicate open defecation, convert insanitary toilets to flush toilets, eradicate manual scavenging and facilitate solid waste management.
- Covers 4041 statutory towns across India and aims to make the streets, roads and infrastructure clean by October 2, 2019 (Mahatma Gandhi's 150th birth anniversary).
- **The Rural mission, known as Swachh Bharat Gramin**, aims to make Village Panchayats open defecation free by October 2, 2019.
- The action plan for SBM is laid by the Ministry of Drinking Water and Sanitation (now Ministry of Jalshakti).

What is ODF plus?

- ODF plus village is defined as "a village which sustains

its Open Defecation Free (ODF) status, ensures solid and liquid waste management and is visually clean.”

- This includes ensuring that all households in a village, as well as the Primary School, Panchayat Ghar and Anganwadi Centre, have access to a toilet and that all public places and at least 80% of households effectively manage their solid and liquid waste and have a minimal litter and minimal stagnant water.