



सत्यमेव जयते
Ministry of Housing and Urban Affairs
Government of India



‘Swachh Diwali Shubh Diwali’ Campaign

6th– 12th November 2023

Diwali, the festival of lights, is a time of joy, celebration, and togetherness. Most importantly, it is a festival of swachhata. Swachh Bharat Mission under the aegis of the Ministry of Housing and Urban Affairs, is set to launch the **‘Swachh Diwali Shubh Diwali’** campaign from 6th - 12th November 2023. The campaign aims at invoking the cultural significance of Diwali with the journey of Swachh Bharat and the principles of Lifestyle for Environment (Mission LiFE). It is designed to engage with public to prioritize cleanliness of not just homes but also of their neighborhoods, practice source segregation of waste to convert waste to wealth, abstain from Single Use Plastics (SUP) to ecofriendly materials and promote ‘Vocal for Local’ so as to have clean and eco-friendly celebrations.

The campaign components are:

a) Swachh Diwali Signature Campaign

Citizens are encouraged to sign for clean, green, SUP free Diwali in the Signature Campaign on MyGov portal. Their commitment can be demonstrated by joining the Signature Campaign.

b) Swachh Diwali Video Reels

Citizens will be encouraged to showcase unique ways of their Swachh Diwali celebrations by making short video reels (30-60 seconds) and sharing the same on social media platforms.

Campaign Operationalization

Central Ministries, State Govt, UTs, all Govt. offices, District administration, and local bodies are requested to connect with the below mentioned stakeholders to popularize the Signature Campaign and the Reels Initiative.

The following citizen stakeholders must be invited to discuss the same:

- All relevant field offices
- Market Associations
- Trade Associations, Business bodies
- Resident Welfare Associations
- Ward Committees
- Self Help Groups
- NGOs and CSOs
- Youth Clubs
- Various Citizen groups

Local bodies will facilitate participation of citizens via the MyGov platform for the Signature Campaign to pledge their resolve to celebrate a clean, green, SUP free Diwali, while championing the cause of 'Vocal for Local'. Additionally, social media platforms such as Facebook, Instagram, Twitter, & YouTube will be leveraged by citizens to share their plans on social media, in the form of 30 second long videos, for a clean and green Diwali.

Local bodies are encouraged to leverage mid media methods for popularizing the 'Swachh Diwali Shubh Diwali' campaign such as social media platforms, radio, influencer outreach, as well as community engagement initiatives.

Calendar of Activities

| Sr. No. | Date | Activity |
|----------------|--|--|
| 1 | 6 th Nov | Roll out of 'Swachh Diwali Shubh Diwali' campaign. |
| 2 | 7 th - 12 th Nov | Local bodies to utilize social media, community groups, influencer networks, RWAs as well as SHGs to popularize the campaign and spread awareness regarding clean, green and Single Use Plastic free Diwali. |
| 3 | 13 th Nov | Special cleanliness drives across local bodies |

Amplification Details (to be shared by MoHUA)

1. 'Swachh Diwali Shubh Diwali' banner – to be used as display on relevant websites, on social media pages and display in high footfall public places
2. 'Swachh Diwali Shubh Diwali' standee designs – to be used at all Govt. offices, district offices, all field units and high footfall prominent locations
3. AV on 'Swachh Diwali Shubh Diwali' – to be amplified on websites, social media, as well as used on LED screens across relevant public places
4. Audio spot – to be disseminated via radio channels

Measurable Outcomes

The campaign will have the following two measurable outcomes:

- Total number of citizen signatures via MyGov platform
- Social media impressions of the #SwachhDiwali hashtag & overall social media outreach of the 'Swachh Diwali Shubh Diwali' campaign.