

# National Cleanliness Day

**30<sup>TH</sup> JAN 2023**



*Theme: "Waste to Wealth"*

## **Introduction**

National Cleanliness Day is celebrated every year on 30th January. This day was first observed on 2014 with the aim to maintain cleanliness, as it is an essential part of healthy living and also to highlight and maintain high standard of cleanliness in all places be it a workplace, home or other public places.

## **Importance of Cleanliness**

- Cleanliness is an absence of dirt, including dust, stains, bad smell and garbage.
- Sanitation and neatness play an important role in our day-to-day routine.
- Cleanliness promotes mental clarity.
- Keeping surrounding clean can help in preventing insects and rodents from breeding.
- Cleanliness can help in preventing diseases and allergies like dengue fever, swine flu, malaria, chicken pox etc.
- Cleanliness is not only about environment but also personal hygiene especially crucial to health.

## **Schemes:**

### **Swachh Bharat Abhiyan**

Narendra Modi government launched Swachh Bharat Abhiyan on 2nd October 2014. The aim of this movement was to solve sanitation problem and waste management in India and for healthier and cleaner environment.

# **Impact of Swachh Bharat in India**

**1. Clean Cities:** Under the Swachh Bharat initiative, massive door to door garbage collection and disposable activities were initiated. Through this activity Indore was selected as the cleanest city in India for the fifth time in a row. The nationwide month-long Clean India Drive, organised by the Ministry of Youth Affairs and Sports in October 2021, aimed at collecting 75 lakh kgs of plastic and waste.

At present, according to Swachh Bharat portal, the mission has seen participation from 51344 people. The impact of the Abhiyan has been manifold- social, economic and environment.

**2. Free of open defecation:** According to the Ministry of Shakti, under Swachh Bharat Mission (Grameen) [SBM (G)], all the villages in the country has declared themselves Open Defecation Free (ODF) as of Oct 2, 2019. For this, over 100 million toilets were constructed in rural India.

**3. Toilets in every household:** Under SBM(G), 10.24 crore individual household latrines were constructed from October 2, 2014- to December 31, 2019. The focus on ODF sustainability is done by providing access to toilets facilities by providing access to toilets facilities to the newly emerging rural households.

**4. Social Upliftment:** Apart from cleaning and hygiene, the mission has also empowered and brought respect to the people involved in the process. In Pradeep, Odisha transgenders and rag pickers have been actively involved in the waste management system.

**Did you know?**



**Cleanliness may ward off depression as it helps to reduce stress and anxiety while offering a sense of accomplishment.**

## **Zub Zub Cleaning Service in Nagaland**

**Zub Zub is a cleaning service in Nagaland started by Pelenuo Yhome on November 2020, it focused on cleaning, sanitizing and beautifying the environment. Currently there are about 30 employees within the age group of 18-30 years.**

**Zub Zub provides six days a week customized, knowledge, based services to residential, corporate and public clients. Their service includes cleaning events, construction spaces, disposing construction debris, cleaning drainage and housekeeping. Aside from residential and office cleaning, they are also involved in street cleaning initiative called 'Zub Zub Your City'. Their team came up with this initiative in order to create awareness and to sanitize the public about the environment and to take care of one's own city/ town.**

## **Cleanest District in Nagaland**

**Longleng district in Nagaland was ranked the cleanest district in 2022. The district scored the highest among the Urban Local Bodies (ULBs) in Nagaland, it was ranked 3953 out of 4354 town and cities assessed in the 2022 cleanliness survey. The performance of Longleng was shown the biggest improvement as compared to 2021.**

**Tuensang and Pfutsero were ranked second and third respectively. Tuensang maintained a consistent improvement to better its ranking from 6th in 2021 to Nagaland second cleanest town in 2022.**

**In 2021, Pfutsero was ranked 13th with 802.38 points but in 2022 the district showed a remarkable improvement with a score of 1187.10 grabbing third position as the cleanest town in Nagaland.**

Phek, Zunheboto and Tuli districts also showed improvement but despite the improvement in 6 UBLs, the rest district showed a fall in their scoring including the State's three municipalities Kohima, Dimapur and Mokokchung.

Due to the decline in performance of the most UBLs in Nagaland, the state witnessed a decline in ranking. Nagaland's rank slipped from 6th in 2021 to 12th in 2022. As per the score in 2021 Nagaland was ranked the cleanest in North-Eastern State but in 2022, the State was in the lowest 3

In North-East, Jiribam district in Manipur won the 'Clean City' award under Swachh Survekshan 2022 in the category of cities in North East India. This is the third time Jiribam district in Manipur has been declared as the cleanest small city in North East India.

## **List of 5 Cleanest Cities in India**

1. Indore, Madhya Pradesh
2. Surat, Gujarat
3. Navi Mumbai, Maharashtra
4. Vishakapatnam, Andhra Pradesh
5. Vijaywada, Andhra Pradesh



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**Nagaland Pollution Control Board**  
(State Nodal Agency, NGC Eco Club)

