

## DDWS felicitates winners of Swachhata Filmon ka Amrit Mahotsav



Entries from Hooghly of West Bengal and East Khasi Hills of Meghalaya received awards for the National Level Film Competition on ODF Plus at a ceremony held in the national capital on November 18, 2021.

Congratulating the awardees of the 'Swachhata Filmon Ka Amrit Mahotsav' competition Shri Gajendra Singh Shekhawat, Union Minister of Jal Shakti called on people across the country to work together to take the cleanliness movement to new heights.

“Sanitation workers across the country have contributed immensely towards making the cleanliness movement successful. But we cannot stop with this, we have to make the country ODF Plus by working towards solid and liquid waste management, plastic waste management and Gobardhan,” the Minister said.

He reiterated the immense success achieved through jan andolan in SBM-G Phase I under the leadership of Prime Minister Shri Narendra Modi.

Of the Sustainable Development Goals which aimed to put an end of open defecation by 2030, India was able to achieve the goal in 5 years owing to strong leadership and public participation; thereby setting an example to the rest of the world, the Minister added.

Also speaking on the occasion, Shri Arun Baroka, Additional Secretary, Department of Drinking Water and Sanitation said that hundreds of attractive films came in as entries under the Amrit Mahotsav Competition organized by DDWS.



Shri Somnath Bag (32) from Hooghly of West Bengal bagged the award in the Gobardhan category. In his short film GOBRA, he has taken into account the personal experience of his family that at one time used wood as fuel for cooking. It generated so much smoke that it affected his family's health. The film reflects his emotional experience while promoting the need to produce and use the environment friendly biogas as a safer fuel. In future, he intends to continue raising awareness on various social issues through film.

In the Biodegradable Waste Management category, the winner was Shri Lumlang Warjri (33) a resident of Malki, Shillong in East Khasi Hills District of Meghalaya. Indiscriminate dumping of solid waste owing to rapid urbanisation had always been a matter of great concern for him. Hence, the short film in which he was assisted by Smt. Lareen Suting, highlights the importance of household waste segregation into biodegradable and non-biodegradable waste. It sheds light on ways to reuse non-biodegradable waste and

demonstrates simple methods of composting that when practiced by everyone can lead to clean, green and healthy villages.

To promote mass awareness on the ODF Plus components aiming at accelerating the momentum for achieving ODF Plus goals, the Department of Drinking Water and Sanitation (DDWS) under Phase II of Swachh Bharat Mission Grameen (SBM-G) launched Swachhata Filmon ka Amrit Mahotsava – a national level short films competition on April 16, 2021.



The competition was open to all Indian citizens (10 years and above) and institutions/CBOs/NGOs based in rural areas. While Category 1 (thematic) was based on the six components of ODF Plus: Bio-degradable waste management (BWM), GOBAR-Dhan, Plastic Waste Management (PWM), Greywater Management (GWM), Faecal Sludge Management (FSM) and Behaviour Change; in Category 2 (geographic), the films were to capture a holistic swachhata message or provide an innovative solution related to solid and liquid waste management (SLWM) in rural areas specific to five geographical terrains i.e., desert areas, hilly areas, coastal areas, plains and flood prone areas.

Swachhata Filmon ka Amrit Mahotsav was a part of the bigger campaign India@75/Azadi ka Amrit Mahotsav.

DDWS aims to take forward the extraordinary milestone of Open Defecation Free (ODF) India achieved in Phase 1 of SBMG (2014-19) by sustaining toilet usage and embarking on the path of ODF Plus in villages through comprehensive Solid and Liquid Waste Management.

The competition has acted as a massive Information, Education and Communication (IEC) campaign to raise mass awareness on ODF Plus goals as underlined in SBM-G -Phase 2 by encouraging participation of individuals and institutions to contribute their ideas and creativity in short-films' format capturing various components of ODF Plus.