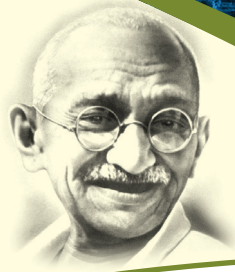


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SWACHH BHARAT

A Monthly Newsletter



EDITORIAL

The Swachh Bharat Mission (SBM), a Model for Social Empowerment, underlining the importance of the Mission with a goal to make India clean and open defecation free by October 2019. SBM is not just about cleaning surroundings but also seeking the people's participation in creating trash-free environment, providing sanitation facilities and paving a way for Swachh Bharat. Organizing frequent cleanliness campaign to spreading awareness about hygiene through plays and music is also being widely carried out across the nation.

One of the important components of the Mission is to monitor progress of the Mission implementation. Swachh Survekshan is one of the monitoring tools being currently implemented by the Ministry of Urban Development (MoUD), Government of India and will be conducted in 500 AMRUT cities in January 2017. The tools included a Swachh Survekshan guidebook, a self-assessment tool to help cities rate themselves on their current status on cleanliness, a promotional video on Swachh Survekshan, a dedicated communication campaign titled 'Asli Tarakki' targeted at addressing the issue of open defecation in urban India. In order to prepare the concerned state and city level stakeholders for upcoming Swachh Survekshan, a day-long regional workshop was organized for the state of Rajasthan at Jaipur on 26th October 2016.

MoUD is playing a facilitating role in identifying the best practices carried out in selected municipal corporations, and ensuring that officials from other municipal corporations should undertake

exposure visits to these selected ULBs, to have a first-hand exposure about these best practices for replicating them in their respective cities. This will ensure peer to peer learning, sharing of best practices among officials from different regions of the country and ensuring effective implementation of various components of SBM. Under this initiative, exposure visits to the cities of Coimbatore, Agra, Greater Mumbai, Pune, East Delhi Municipal Corporation, Ahmedabad, Jabalpur and Panchgani are planned.

This newsletter showcases the progress of SBM, and brings news of success stories from different cities in India, highlighting the champions and ambassadors of change. It also serves as a vehicle for promoting ground level practices and knowledge for those interested in making India clean and litter free.



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The newsletter is available on the Mission website (<http://swachhbharaturban.gov.in/>) and can be downloaded for further dissemination. The newsletter is an outcome of collective efforts made by states and cities. We thank you for your contribution and welcome suggestions for forthcoming issues.

-Editorial Team, NIUA



CAPACITY BUILDING WORKSHOP FOR STATE PMUS: 26TH OCTOBER 2016

A workshop was held at Vigyan Bhavan in New Delhi by the Ministry of Urban Development (MoUD) on 26th October 2016, to build the capacities of State level Project Management Units (PMUs), on various components of SBM. 37 PMU member from 20 states participated in the workshop. The topics covered for the workshop included guidelines for SBM-Urban, IEC and

capacity building, policy changes introduced to encourage waste-to-wealth, fund release status, procurement processes, and ODF declaration protocol. All presentations were made in the backdrop of the upcoming Swachh Survekshan 2017 survey, so that the PMUs could help their state's cities to prepare better for the survey.



REGIONAL WORKSHOPS IN CHATTISGARH, MADHYA PRADESH, ODISHA & RAJASTHAN

The 'Regional Workshops' were held in states of Kerala, Rajasthan, Odisha & Chattisgarh to check the preparedness level of Urban Local Bodies (ULBs) for soon to begin, Swachh Survekshan 2017. The workshops were attended by all AMRUT cities of these states. Those ULBs which were declared Open Defecation Free (ODF) by Quality Council of India (QCI) were also handed over their certificates. ULBs were also urged to take the self-assessment test on the portal for a trial run at their level.

The National Mission Director, Shri. Praveen Prakash explained in details and at length about the various marking methods and the scores so that the Mayors, Commissioners, Chairpersons and other senior officials could get proper information on the survey. He spoke about the marks for handling Municipal Solid Waste

(MSW), sweeping, collection and transporting of MSW, processing and disposal of MSW, managing open defecation, information education communication (IEC) and capacity building activities of SBM staff. There will be 2,000 marks in total for the survey.

The workshop also witnessed presentations on, Energy efficient lighting system, Collection Vehicle tracking by Bharat Sanchar Nigam Limited (BSNL), on site Construction and Demolition (C&D) waste recycle at East Kidwai Nagar by NBCC (India) Limited among others.

An exhibition showcasing various technologies and equipment for collection, storage, processing & disposal of waste was also organized in all three cities namely Bhopal (Madhya Pradesh), Kochi (Kerala) and Jaipur (Rajasthan).



Bhopal, Madhya Pradesh



Kochi, Kerala



Jaipur, Rajasthan



SECOND ANNIVERSARY OF LAUNCH OF SWACHH BHARAT MISSION 2nd October 2016

To earmark the second anniversary of launch of Swachh Bharat Mission (SBM), cleanliness drives were organized all across the country. Drives witnessed citizen participation in large amounts from all walks of life. Students from various cities took swachhata pledges to keep the country clean. Citizens also carried out

swachhata drives in the premises of famous monuments and religious places such as Jama Masjid, Golden Temple, Taj Mahal etc. At some places, large groups of people participated in Nukkad Nataks to create an awareness on cleanliness.





TEACHERS AS SWACHHAGRAHIS

New Delhi Municipal Council (NDMC) is holding interschool quiz competitions on Swachh Bharat. Teachers from 30 different schools, who lead the way for bringing behavioural changes in children and society, are being oriented regarding the topics in the quiz. It will provide a platform for creating awareness among students on objectives and goals of Swachh Bharat Mission. In the first stage, three best students from class 8-10 have been identified. They will be undergoing a written quiz which shall be in four parts: Maths, General Knowledge, Solid Waste Management and Sanitation.

Ninety students from 30 schools (divided in 5 groups) are participating in the Quiz. The best three students of each group will go for grooming sessions for 5 days for Quiz finale in front of large number of students. This would be oral and mainly concentrate on Swachhata related topics.

To build the knowledge base of students, NDMC has provided information on sanitation for students in CDs to teachers for sharing information to all students during assemblies.

REPORT ON THE SOLID WASTE MANAGEMENT EXPOSURE WORKSHOPS DURING OCTOBER 2016

National Institute of Urban Affairs (NIUA) on behalf of the Ministry of Urban Development, Government of India organized two exposure workshops on solid waste management under Swachh Bharat Mission during the month of October 2016 from October 3rd to 6th, 2016 and 17th to 20th, 2016 respectively at the United Service Institution of India, Vasant Vihar, New Delhi. The objectives of these two workshops were to create awareness on various aspects and issues of Solid Waste Management and build capacity of municipal officials to handle them through innovative strategies and technologies. These workshops were attended by **50 ULB officials and 4 NGOs** (Totally Fifty Four participants) from AP, Telengana, UP, Maharashtra, Kerala, UT of Pondicherry, UT of Daman & Diu, Jharkhand, West Bengal, Mizoram, Sikkim, Delhi etc. The Resource Persons were from government departments, educational institutions, companies, Non-Governmental Organizations, Residents Welfare Organizations etc.

Workshops included various activities such as orientation lectures on Solid Waste Management Rules 2016, some technologies, fields visits to landfill sites, Waste to Energy Plants, Centralized Composting facilities, Construction and Demolition waste recycling Plants, Integrated Waste Management complexes having recycling plants, leachate treatment, waste water treatment etc., The participants were also exposed to decentralized waste management locations as well as exposed to simple technologies during technical sessions and demonstrations. They were also involved in solo and group activities and encouraged to discuss their challenges, issues and solutions. Participants were rewarded with certificates and prizes on the basis of their discussion and presentation. Last but not the least, Swachh Bharat Mission Oath was taken by all participants and NIUA team at the end of every workshop. The workshops ended with the vote of thanks to all stakeholders.



Participant receiving prize from resource person (Eleventh SBM exposure workshop)



Batch 11 SBM exposure workshop participants

SOCIAL ENTREPRENEURSHIP THROUGH WASTE MANAGEMENT: LESSONS FROM KERALA



Jabir Karat founded Green Worms in the small town of Thamarassery in Kozhikode district of Kerala, to tackle waste

management in the area. From student to ragpicker to social entrepreneur, this is the story of a man from a village in Kerala who made it his mission to manage waste in his home state.

Mr. Karat was born in a small village called Puthupadi in Kerala, about 45 km away from Kozhikode city. After finishing high school at the government school, he was awarded a scholarship to study at Zakir Husain College in Delhi. He studied history there, and went on to pursue a Master of Arts (M.A.) in the same subject from Delhi University. Following this, it was while he was faced with a choice – either prepare to enter the civil service, or pursue a Ph.D – that the spirit of social responsibility made itself felt in his mind. He realized that most Ph.D scholars usually researched mundane topics for five years, with very few of them exploring a thesis that would make a difference to the lives of others. Mr. Karat was certain that he wanted to pursue something more actionable. Around this time, he was selected for the Gandhi Fellowship. He credits this

two-year residential programme for changing his life. According to him, it led to a complete change in his thought process. He spent two years coaching headmasters in government schools in Mumbai to bring about change. During this period, he also lived in a slum, thus gaining exposure to this and other realities of India.

The experience was the final inspiration for Mr. Karat to embark on a meaningful career. He decided to return to Kerala, after seven years of being away, and start a social enterprise. In his quest for a sustainable business idea, he researched the most pressing problems our country would face in the next ten years. The result was a decision to focus on the burgeoning problem of waste management. In order to understand the subject thoroughly, Jabir trained for three months in Coimbatore under Vellore Srinivasan, Project Director of Indian Green Service, a solid and liquid resource management company. He worked as a ragpicker, picking and segregating and then taking the biodegradable waste for composting.

After the three months were over, Mr. Karat set up Green Worms. The team leased out a one-acre plot to segregate waste and also set up a composting unit.

The three-member team began by persuading shopkeepers to allow them to manage their waste, rather than their usual practice of dumping the waste on the roadside or throwing it in the river. Green Worms charged a small service fee for the same. However, the model did not succeed. Most shopkeepers realized that irresponsibly dumping their garbage somewhere and forgetting about it was much cheaper than paying to get it managed.

The Green Worms team learnt from

this experience, and decided to include other services in their offering. They now conduct waste literacy programmes in schools wherein they teach children about different types of waste, their segregation, recycling, composting, etc. They also manage weddings and other functions on the 'zero waste' principle. For the functions, they provide recyclable plates made from ceramic, steel, etc. If the client wants disposable plates, they provide plates and glasses made from arecanut. As an alternative, they also encourage people to use the traditional banana leaves while serving food. Green Worms also disposes of the waste at these events, such as taking organic waste to its processing unit for conversion into compost. Green Worms' work has gained a lot of traction and they keep getting called to tackle the waste generated at events.

Mr. Karat says, "If you give me 1,000 kg of waste, I can pick out 900 kg that is recyclable. What we require in this country are decentralized waste processing units. Right now, everything is taken to one centralized unit. Not only does this involve hefty transportation and labour charges, but it also leaves us with a huge pile of garbage to tackle."

The enterprise has gotten through Indian Institute of Ahmedabad's (IIM) first round of interviews for incubating the organization. They are hopeful of an advantageous result. At the moment, Mr. Karat's focus is to prepare a business plan for scaling the model.

In future, he is considering branching into consultancy, to help others who are interested to set up sustainable waste management practices in the state.

(Mr. Karat can be contacted at jabirkarat@gmail.com).





STATE-WISE STATUS OF IMPLEMENTATION OF VARIOUS COMPONENTS UNDER SBM UPTO OCTOBER 2016



| Status of Toilets | | | | | | | | | Status of Municipal Solid Waste Management | | | |
|-------------------|--------------------------|--|------------------------|--------------------------|---------------------------------------|----------------|------------------------------------|----------------|--|--------------------------|--|--|
| S.No | State & Cities/ Towns | Individual Household Toilets | | | Community Toilets (Number of Seat) | | Public Toilets (Number of Seat) | | Ward with 100% door to door collection (Nos.) | Total Wards (Nos.) | Total Waste Generation (MT/D) | Total waste pro- cessing (%) |
| | | Applica- tion Received (Nos.) | Work com- menced | Com- pleted (Nos.) | Work Com- menced | Com- pleted | Work Com- menced | Com- pleted | | | | |
| 1 | Andhra Pradesh | 333554 | 0 | 333554 | 5228 | 6030 | 1364 | 2890 | 3072 | 3455 | 6440 | 8 |
| 2 | Andman& Nicobar Islands | 115 | 40 | 0 | 64 | 0 | 5 | 0 | 18 | 24 | 100 | 35 |
| 3 | Arunachal Pradesh | 31027 | 2549 | 200 | 3229 | 0 | 586 | 0 | 18 | 42 | 181 | 15 |
| 4 | Assam | 196786 | 370 | 702 | 2000 | 10 | 2800 | 1948 | 92 | 888 | 650 | 10 |
| 5 | Bihar | 223804 | 110245 | 30168 | 540 | 200 | 126 | 245 | 2194 | 3321 | 14820 | 40 |
| 6 | Chandigarh UT | 24071 | 5120 | 18950 | 2016 | 687 | 7036 | 876 | 26 | 26 | 340 | 100 |
| 7 | Chhattisgarh | 330450 | 61274 | 183726 | 7479 | 1481 | 2370 | 2090 | 903 | 3232 | 1896 | 0 |
| 8 | Daman & Diu | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 13 | 28 | 85 | 0 |
| 9 | Dadra & Nagar Haveli | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 15 | 35 | 0 |
| 10 | NCT of Delhi | 11128 | 0 | 8 | 16551 | 4937 | 3008 | 2151 | 232 | 272 | 8400 | 52 |
| 11 | Goa | 5800 | 1936 | 874 | 70 | 20 | 100 | 20 | 192 | 192 | 183 | 52 |
| 12 | Gujarat | 564521 | 10897 | 548642 | 763 | 1628 | 1580 | 5435 | 1732 | 2319 | 9277 | 28 |
| 13 | Haryana | 100719 | 34666 | 13929 | 2351 | 961 | 338 | 185 | 412 | 1449 | 3490 | 25 |
| 14 | Himachal Pradesh | 4014 | 8 | 1462 | 0 | 0 | 19 | 30 | 167 | 502 | 300 | 25 |
| 15 | Jammu & Kashmir | 75174 | 3884 | 398 | 84 | 147 | 0 | 273 | 989 | 1163 | 1792 | 2 |
| 16 | Jharkhand | 198788 | 67812 | 47968 | 415 | 296 | 950 | 5 | 243 | 828 | 3750 | 15 |
| 17 | Karnataka | 308802 | 146533 | 109704 | 5455 | 1885 | 2060 | 1314 | 4146 | 5276 | 8784 | 40 |
| 18 | Kerala | 68760 | 6305 | 62450 | 0 | 0 | 0 | 0 | 1280 | 3536 | 1576 | 50 |
| 19 | Madhya Pradesh | 591164 | 355112 | 234377 | 14230 | 13050 | 0 | 0 | 4136 | 6999 | 5079 | 14 |
| 20 | Maharashtra | 587709 | 232733 | 207888 | 2472 | 1236 | 2864 | 1453 | 748 | 7054 | 26820 | 10 |
| 21 | Manipur | 23116 | 3288 | 3851 | 30 | 0 | 140 | 140 | 130 | 315 | 176 | 50 |
| 22 | Meghalaya | 5066 | 84 | 1 | 15 | 8 | 163 | 7 | 6 | 114 | 268 | 58 |
| 23 | Mizoram | 2000 | 150 | 550 | 35 | 35 | 30 | 18 | 66 | 193 | 253 | 4 |
| 24 | Nagaland | 14235 | 8623 | 3676 | 226 | 70 | 0 | 0 | 19 | 234 | 270 | 0 |
| 25 | Odisha | 178674 | 98034 | 12641 | 2230 | 570 | 1810 | 150 | 1387 | 1975 | 2460 | 2 |
| 26 | Pondicherry UT | 8790 | 6569 | 2135 | 100 | 60 | 100 | 10 | 81 | 129 | 495 | 20 |
| 27 | Punjab | 126185 | 70159 | 26188 | 2915 | 85 | 1499 | 119 | 2472 | 3043 | 4100 | 10 |
| 28 | Rajasthan | 307842 | 175569 | 41694 | 4135 | 2280 | 3378 | 687 | 2010 | 5247 | 5247 | 16 |
| 29 | Sikkim | 1590 | 76 | 1512 | 8 | 8 | 0 | 12 | 4 | 48 | 49 | 0 |
| 30 | Tamil Nadu | 367222 | 9654 | 257781 | 14816 | 41861 | 870 | 2130 | 9182 | 13667 | 15272 | 16 |
| 31 | Telangana | 176625 | 115357 | 59967 | 92 | 265 | 779 | 735 | 1766 | 1967 | 6628 | 49 |
| 32 | Tripura | 16 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 244 | 407 | 0 |
| 33 | Uttar Pradesh | 2014960 | 164005 | 253979 | 5214 | 2331 | 2151 | 807 | 638 | 11290 | 19180 | 13 |
| 34 | Uttarakhand | 26948 | 20840 | 1994 | 1130 | 273 | 120 | 30 | 195 | 706 | 1400 | 0.7 |
| 35 | West Bengal | 127317 | 652 | 120628 | 130 | 140 | 0 | 0 | 1360 | 2816 | 8675 | 6 |
| | Total/Average | 7036972 | 1712544 | 2581597 | 94023 | 80554 | 36246 | 23760 | 39929 | 82609 | 158878 | 21.45 |

For further details about SBM-U, please visit: <https://swachhbharaturban.gov.in/>

NATIONAL MISSION DIRECTOR: SHRI PRAVEEN PRAKASH - JS (SBM), MoUD •DEPUTY SECRETARY (SBM): SHRI SAURABH JAIN, MoUD

Editorial Desk (National Institute of Urban Affairs): Dr Satpal Singh • Design: Deep Pahwa, Kavita Rawat