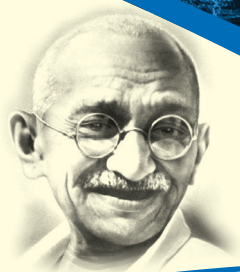


# SWACHH BHARAT

A Monthly Newsletter



## EDITORIAL

Indian cities increasingly face growing challenges of sanitation facilities and municipal solid waste management system, having a more pertinent impact on the life of people. Statistics show that sanitation has emerged as one of the foremost challenges for Urban Local Bodies (ULBs) in India. More than 620 million people accounting for over 50 percent of the country's population, practice open defecation in India with a majority of them living in rural areas. Furthermore, solid waste management (SWM) is also equally challenging as sanitation. Cities across the country are struggling to deal with the increase in the volume of waste. Over 90 percent of the municipal solid waste collected by ULBs is dumped in the open or in unscientific dumping sites. Realizing the challenges, the national government launched the Swachh Bharat Mission (SBM) with a goal to make Clean India with specific emphasis on eliminating open defecation by 2019. It is India's biggest ever cleanliness drive, underlining the importance of the Mission focused on construction of toilets and SWM.

Based on the latest status of SBM till December 2016, SBM-Urban has partnered with Google to provide location of toilets on Google Maps platform and also has collated community and public toilets data in 5 cities of National Capital Region (NCR) namely Delhi, Gurgaon, Faridabad, Ghaziabad, and Noida and 2 cities from Madhya Pradesh namely Indore and Bhopal. The data will be available on Google Maps, with the option for users to rate the cleanliness of the public utility. According to the Joint Secretary

Shri Praveen Prakash of MoUD, "the app will provide citizen the service of locating public toilets as well as toilets in their neighbourhood and in public places such malls, petrol pumps, metro stations, etc". The toilet locator was formally launched by the Hon'ble Urban Development Minister Shri M. Venkaiah Naidu on 22 December 2016 at a national press meet held at the National Media Centre in Delhi. Furthermore, the Indraprasth Sanjeevni, a Non Governmental Organization (NGO) in association with MoUD launched a new initiative under the SBM on 15 December 2016. As part of the initiative, households and residential colonies in various parts of Delhi will display a 'SwachhGrahi' nameplate outside their houses. The purpose of displaying the nameplate is to reinforce the message of keeping one's house and surroundings clean amongst the residents of India and in the process encourage the citizen to contribute towards cleanliness and green environment.

This newsletter showcases the progress of SBM and brings news of success stories



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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.

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



## SWACHH SURVEKSHAN 2017 WORKSHOPS

‘Swachh Survekshan’ workshops were conducted in various cities, in the premises of the Municipal Corporation, for all municipal staff who are actively engaged in implementing Swachh Bharat Mission (SBM) in their designated areas. Cities covered during the month included Mumbai, East Delhi Municipal Corporation (EDMC), Delhi Cantt, Patna, Noida, Gurgaon, Cuttack, Puri, Moradabad, Meerut, Udaipur, Ghaziabad, Kanpur, Aligarh, Ludhiana, Dehradun, among others.



## LAUNCH OF GOOGLE TOILET LOCATOR

The objective of achieving Open Defecation Free (ODF) status in cities and towns entails not only construction of toilets Individual Household Latrine (IHHL), as well as community and public toilets, but also ensuring regular usage of toilets. Usage of community / public toilets would be greatly facilitated if the data can be made available on a publicly available online maps platform, thus ensuring ease of access to these facilities for citizens. To facilitate this, Swachh Bharat Mission (SBM)-Urban has partnered with Google to provide location of toilets on Google Maps Platform and also has collated community and public toilet data in 5 cities of National Capital Region (NCR) (Delhi, Gurgaon, Faridabad, Ghaziabad and Noida) and 2 cities from Madhya Pradesh (Indore and Bhopal).

- The google maps platform is widely used online maps platform with more than 1 billion users globally.
- The community and public toilet listings can be searched with the keywords such as “public toilet”, “swachh public toilets” etc. on Google maps.
- Google maps will enable large number of citizens to access the location of the community and public toilet, citizens will also be able to navigate to the of nearest community & public toilet and find its opening and closing time.

- Citizens can provide information for community and public toilet on Google Maps such as photograph & phone number
- Citizens will be able to provide feedback on community and public toilet by writing a review and providing rating. The feedback and the rating mechanism will also enable Urban Local Bodies (ULBs) to assess the conditions of the community and public toilet in there cities and take corrective actions if required.
- The google maps platform is widely used online maps platform with more than one billion users globally. It will facilitate around 200 million smart phone users in India to utilize google maps platform for locating community and public toilets.
- A total of 6261 toilets are currently available on the Google maps, as per the city-wise details are given in following tables:

City	No. of Toilets
Delhi	3922
Faridabad	195
Ghaziabad	425
Noida	249
Gurgaon	392
Indore	411
Bhopal	700



Cities	Malls	Hospitals	Bus/Train Stations	Fuel Stations	Metro Stations	Misc	Total
DELHI NCR	88	91	265	262	245	4211	5162
BHOPAL	7	70	11	34	0	581	703
INDORE	5	13	17	43	0	333	411

This toilet locator was formally launched by the Hon'ble Urban Development Minister (UDM), Shri M Venkaiah Naidu, on 22nd December 2016, at a national press meet held at the National Media Centre in Delhi.

## PRESS MEET ON SWACHH BHARAT MISSION-URBAN: 22<sup>ND</sup> DECEMBER 2016

A national level press meet was held on 22nd December 2016 at the National Media Centre to update the media about new initiatives and progress under the Swachh Bharat Mission (SBM) – Urban. The press meet, chaired by the Hon'ble Urban Development Minister (UDM), Shri M. Venkaiah Naidu, began with awarding of Open Defecation Free (ODF) 'Swachhata' certificates to a few cities who have been certified as ODF through Quality Council of India's (QCI's) third party verification process. The list of cities awarded are detailed below:

Sl.No.	State	City/ULB
1	Andhra Pradesh	Cuntur
2		Nellore
3		Visakhapatnam
4		Kurnool
5	Chhattisgarh	Patan
6	Haryana	Thanesar
7		Sirsa
8	NCT of Delhi	NDMC
9	Tamil Nadu	Suchindram
10		Mailadi
11	Maharashtra	Khopoli
12		Kolhapur
13		Nandurbar
14	Hoshangbad	MP
15	Kozhikode	Kerala
16	Thrissur	

The UDM also launched free to use 'Smart Toilets' set up by the New Delhi Municipal Council (NDMC) under PPP model at National Gallery of Art on Shershah Road, opposite Haryana Bhawan on Copernicus Marg and near Tolstoy Marg Metro Station. Each such complex has one WC toilet seat and four urinals for gents, one WC each for women and differently abled, Water ATM, Bank ATM and Digital Health Centres.

One 'Reverse Vendor Machine' set up by NDMC at Gate No.2, Palika Market, New

Delhi was also launched. When a plastic bottle is dropped in to this machines, it gives a receipt of credit of up to one rupee. NDMC is setting up 20 such machines which help in preventing littering of plastic bottles.

The key note address by UDM detailed out the progress made under SBM-Urban since its launch. Speaking about the progress of Swachh Bharat Mission in urban areas since its launch in October, 2014, Shri Naidu said the mission picked up momentum

during 2016 with 502 cities and towns including NDMC declaring themselves 'Open Defecation Free' during this year and most of these claims verified independently. Another 237 cities and towns are set to become ODF by March next year. He said that during this year, the Mission in urban areas got to halfway mark in toilet construction against the mission targets.

Against the target of construction of 66 lakh individual household toilets, 27,81,883 such toilets have already been built and construction of another 21,43,222 is in progress. While over five lakh community and public toilet seats are to be built, 1.07 lakh seats have already been built so far and another 1.30 lakh toilet seats are under construction. Regarding Solid Waste Management, about 40,000 of the total 81,000 urban wards in the country have reported 100% door-to-door collection and transportation of such waste. 21.50 percent of total solid waste being generated in urban areas is being processed scientifically.

Shri Naidu named Gujarat, Andhra Pradesh, Sikkim who have declared all cities and towns as ODF besides Kerala, Maharashtra, Telangana, Jharkhand, Karnataka besides the UTs of Chandigarh and Puducherry as lead performers in toilet construction having met more than 75 percent of physical targets.

The Minister further informed that 95 Waste to Compost plants are currently functional in the country with an annual production of compost of 2.88 lakh tonnes. These include 17 in Karnataka, 16 in Gujarat, 15 in Maharashtra, 9 in Tamil Nadu and 8 in Uttar Pradesh.

Delhi is producing the highest quantity of compost of 3,000 MT/month followed by Uttar Pradesh-2,900 MT/month, Gujarat-2,500 MT/month and Karnataka-1,600 MT/month.

Another 313 Waste to Compost plants are under revival and upgradation with a total production capacity of 22 lakh tonnes per year.

Seven Waste to Energy plants are operational in the country including 3 in Delhi, 2 in Maharashtra and one each in Madhya Pradesh and Telangana producing a total of 88.40 MW of electricity from municipal solid waste. Another 53 plants are under construction or tendering with a production capacity of 405.30 MW of power. 177 more such plants are under consideration with a production capacity of 1,138 MW. The maximum number of upcoming plants are in Madhya Pradesh-60, Andhra Pradesh-54 and Tamil Nadu-27.

## LAUNCH OF “SWACHHAGRAHI” INITIATIVE

On 15th December 2016, Indraprasth Sanjeevni Non Governmental Organization (NGO), in association with the Ministry of Urban Development (MoUD) launched a new initiative under the Swachh Bharat Mission (SBM). As part of the initiative, households and residential colonies in various parts of Delhi will display a ‘SwachhaGrahi’ nameplate outside their houses. The purpose of displaying the nameplate is to reinforce the message of keeping one’s house and surroundings clean amongst the residents of India and in the process encourage the citizens to contribute towards cleanliness and green environment.

New Delhi based NGO-Indraprasth Sanjeevni are providing the nameplate free of cost to various residential colonies in Delhi and will be working closely with Residential Welfare Associations (RWAs) under this initiative. Subsequently, NGO started this campaign from Karol Bagh on 25th December 2016 on the Birthday Anniversary of Bharat Ratan Shri. Atal Bihari Vajpayee (Former Prime Minister of India). The first Swachha Grahi nameplate was installed outside the residence of Shri. Shyam Sharma, Mayor, South Delhi Municipal Corporation (SDMC). Mr. Sharma installed



the plate outside his house at Hari Nagar in West Delhi in the presence of Shri Praveen Prakash, Joint Secretary MoUD and Mission Director, SBM (Urban), Mr. Sanjeev Arora, Chairman Indraprasth Sanjeevni and other residents of the area.

Shri Praveen Prakash also helped in installing the nameplate outside Mr. Sharma’s house as well as few other shops

in the locality. The owners of these shops were asked for their consent by signing a form before putting the nameplate outside their shops. The campaign, which has started from West Delhi, will spread to other parts of Delhi soon, encouraging the citizens to be a part of SBM.

**Promoting the initiative, Daler Mehndi, Pop singer, music composer, songwriter said,** “I am happy to be associated with the Swachh Bharat mission. As an ambassador I hope to encourage my followers to imbibe the spirit of a Clean India ,motivate them to become Swachha Grahi and join hands on-ground to participate in mission activities.”





## THEMATIC DRIVES DURING DECEMBER 2016

During the month, the fortnight of 1st – 15th December 2016 was devoted to focused cleanliness engagement with armed forces, while 16th – 31st December 2016 was for cleanliness drives around religious places. Some representative pictures are given below:



Cleanliness drive in Vizianagaram religious places



Guwahati Municipal Corporation



New Delhi Municipal Council



Surat



Dhanbad

## TOUR-DE-ROTARY- CYCLE RALLY TO RAISE AWARENESS ON SWACHH BHARAT MISSION

The Rotary Club of Madras Midtown, in partnership with the Ministry Of Urban Development (MoUD), had organized a Kashmir-to-Kanyakumari cycle rally (“Tour de Rotary Cycle Rally”) over 35

days, from 6th November – 9th December 2016, to spread the message of Swachh Bharat Mission (SBM). The last few days of the rally are captured below:



### Activity Tracker of K2K Swachh Bharat Cycle Rally - 2016

Date	Venue	Activities Happened
01-Dec-16	Bengaluru	Cycle Rally flagged off from Bengaluru to Vellore in which Municipal Authorities and Rotary members played a major role.
02-Dec-16	Vellore	Cycle Rally flagged off from Vellore VIT University to Chennai in which District Collector, Municipal Commissioner Shri T. Kumar, Health Officer and DGN Shri Chandrabob and senior Rotarians were also present.
03-Dec-16	Chennai	All Cyclists along with their team took a day's rest at Chennai.
04-Dec-16	Chennai	Cycle Rally flagged off from Chennai to Pondicherry In which cricketer Jhonty Rhodes, Municipal Authorities and Rotary members were present.
05-Dec-16	Pondicherry	Cycle Rally flagged off from Pondicherry to Salem in which Lieutenant Governor Smt. Kiran Bedi, Municipal Commissioner Shri R. Chandrasekaran, 100 students from various schools and Rotary club members participated.
06-Dec-16	Salem	Cycle Rally flagged off from Salem to Kovai in which Municipal Authorities and Rotary members participated majorly.
07-Dec-16	Kovai	Cycle Rally flagged off from Coimbatore to Kochi in which District Collector, Shri. T.N. Hariharan along with municipal commissioner, Dr. K.V. Karthikeyan and Rotary Governor Prakash Chandran were present.
08-Dec-16	Kochi	Cycle Rally flagged off from Kochi to Kanyakumari in which Mayor Shri Rajendra Babu, Municipal Authorities and Rotary Governor Prakash Chandran were present.
09-Dec-16	Kollam/ Kanyakumari	Swachh Bharat Tour de Rotary ended its final leg from Kollam (Quilon) to Kanyakumari in which Municipal Authorities and Rotary Club members were present.





## HELP US GREEN: CLEANING THE GANGES THROUGH 'FLOWERCYCLING'

Ankit Agarwal and Karan Rastogi of Kanpur are on a mission to clean the Ganges, by reducing the amount of discarded flower waste through recycling and composting. The duo co-founded 'Help Us Green' in 2015, a social enterprise based in Kanpur, with a mission to save the Ganges, by reducing the amount of discarded flowers thrown into it, through recycling and composting them to create value added products.

Ganges is the second most polluted river in the world and affects 400 million people. 1.21 billion Indian population offers flowers at temples, mosques, and gurudwaras. It is believed that the flowers should be discarded in the rivers to respect their sanctity. However, these sacred flowers rot – killing fishes and creating havoc in the fragile ecosphere of the water body, causing enormous pollution. The pesticides and chemical fertilisers used to grow flowers mixes with the river water making it highly toxic (pH 4.7). Every year, about 800,000 tons of flower waste is dumped in the Indian rivers choking them to death. This is a contributory factor of the pollution menace that Ganges faces.

Ankit and Karan started researching on how flowers could be composted. They tested composting with different types of dung – cow, horse, goat, poultry, sheep – and different combinations to get the best NPK (nitrogen-phosphorus-potassium) value of the vermi-compost. Six months later, they came up with the '17 recipe' (17 natural ingredients) for composting flowers with the help of earthworms. One of the ingredients in the recipe is coffee residue which they collect from the coffee shops in Kanpur; coffee residues help boost the nitrogen level in the vermi-compost. They named this power packed shot of mineral rich nutrients and enzymes as 'Mitti®'. Mitti is a safer and smarter alternative to chemical fertilisers with zero carbon footprint. Since, Mitti is free from all forms of chemicals, the plants and vegetables that grow with the use of Mitti are organic.

After the success of 'Mitti', they started researching incense sticks. They developed a method of rolling incense sticks using these flowers as opposed to the traditional method that involves



carcinogenic coal. 'Sticks and Stones' is their range of hand rolled natural incense sticks and cones.

Every day, they collect flowers from various places of worship. Then they segregate the milk packets, garland threads, paper, silver and plastic bowls (Patar). Finally, they proportion their catch to make 'Mitti®' and 'Sticks & Stones®'.

While researching packaging they came across this interesting fact that the use of photos of God did boost sales, but people refuse to throw the wrapper in the dustbin, owing to religious sentiments. The duo came up with an interesting solution. Some of their packaging material with photos of God is made of seed paper (paper with seeds interspersed in it) – one can plant the wrapper in a pot just like a seed and within a few days sprouts germinate and appear.

'Help Us Green' has already recycled 500 kilos of waste daily and about 135,000 kilos since they began operations, winning many accolades for their innovative approaches. Currently, they collect flowers from 13 temples and three mosques. 'Help Us Green' has also been able to generate livelihood for underprivileged women from 85 families in Kanpur. Not only are these women trained, their wards are also given vocational training in their area of interest. 'HelpUsGreen', with its pure organic processes and ingredients, is actively targeting the export segment, especially to Switzerland and Germany. 'Help Us Green' has also debuted in the Indian market, with their product 'Yagya' available on major e-commerce portals like Flipkart, Amazon, Snapdeal, etc. 'Help Us Green' is bootstrapped and has broken even already!

The duo is dreaming big. They want to spread operations across 2,000 km along the banks of Ganges and provide employment to 25,000 women and contribute to educating their children. They also want to replicate the model throughout India and hope that the country supports them.

(contact details: <https://www.helpusgreen.com/>)





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



S.No	Status of Toilets								Status of Municipal Solid Waste Management			
	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 processing (%)
		Application Received (Nos.)	Under Construction	Completed (Nos)	Under Construction	Completed	Under Construction	Completed				
1	Andhra Pradesh	336554	0	335206	4645	6613	214	4040	3072	3455	6440	8
2	Andman& Nicobar Islands	115	40	0	64	0	5	0	18	24	100	35
3	Arunachal Pradesh	31027	2585	1055	3229	9	586	0	18	42	181	15
4	Assam	225584	368	726	2000	10	2770	1978	92	888	650	10
5	Bihar	223804	110245	42361	540	200	120	280	2332	3321	14820	40
6	Chandigarh UT	24071	5120	18950	2016	687	7036	876	26	26	340	100
7	Chhattisgarh	330450	50854	213662	7479	1481	2270	2190	923	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	9	16551	4937	3008	2151	232	272	8400	52
11	Goa	5800	1936	913	70	20	100	20	192	192	183	52
12	Gujarat	564521	7030	556509	763	1628	1580	5435	1529	1572	9277	28
13	Haryana	100719	34587	16460	2351	961	338	185	412	1449	3490	25
14	Himachal Pradesh	4516	63	1545	0	0	19	30	167	502	300	25
15	Jammu & Kashmir	75174	3762	624	84	147	0	273	989	1163	1792	2
16	Jharkhand	234445	175476	62528	431	330	940	15	282	828	2350	15
17	Karnataka	308802	144665	113665	5340	1900	2060	1314	4146	5276	8784	40
18	Kerala	68760	5826	63224	0	0	0	0	1280	3536	1576	50
19	Madhya Pradesh	591164	469202	269120	14124	13206	0	0	4136	6999	5079	14
20	Maharashtra	587709	217965	241917	2382	1326	2780	1538	748	7054	26820	10
21	Manipur	23116	3280	235	30	0	140	140	130	315	176	50
22	Meghalaya	5066	84	1	15	8	163	7	6	114	268	58
23	Mizoram	4800	2500	2200	35	35	30	18	66	193	253	4
24	Nagaland	14235	8619	3688	226	70	0	0	19	234	270	0
25	Odisha	186340	97181	16044	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	69983	26408	2915	85	1499	119	2544	3043	4100	10
28	Rajasthan	318117	184725	56424	4080	2425	3412	703	2010	5247	5247	16
29	Sikkim	1590	38	1592	8	8	0	12	4	48	49	0
30	Tamil Nadu	367222	201265	272973	14816	41861	870	2130	9182	12820	15272	16
31	Telangana	176625	111092	68873	350	265	1100	1175	1766	1967	6628	49
32	Tripura	16	5	1	0	0	0	0	0	244	407	0
33	Uttar Pradesh	2014960	159617	265423	5214	2331	2120	840	638	11290	19180	13
34	Uttarakhand	26948	21360	2633	1152	295	115	35	195	706	1400	0.7
35	West Bengal	127317	1265	124779	130	140	0	0	1360	2816	8675	6
	<b>Total/Average</b>	<b>7161349</b>	<b>2143222</b>	<b>2781883</b>	<b>93370</b>	<b>81608</b>	<b>35185</b>	<b>25664</b>	<b>39995</b>	<b>81015</b>	<b>157478</b>	<b>21.51</b>

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