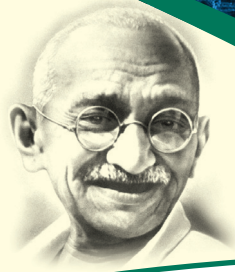


# SWACHH BHARAT

A Monthly Newsletter



## EDITORIAL

The Swachh Bharat Mission (SBM) - (Urban) 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. The Mission has been successful in bringing to the fore issues in the areas of sanitation and SWM. As the mission has entered its third years, significant progress has been made with innovative approaches being adopted to not only improve service delivery but also make the mission a mass movement.

Statistics show that about 3 million household toilets and 1,15,785 community and public toilets have been built so far. States like Sikkim, West Bengal and Andhra Pradesh are approaching 100 percent coverage, whereas Gujarat approached 95 percent. Further, MoUD has constituted a 'Technology Evaluation Committee' for solid & liquid waste and water supply under the chairmanship of Dr. R.A. Mashaikar, Ex. Director General of the Council of Scientific and Industrial Research (CSIR). The committee will evaluate the emerging/innovative technology and disseminate them to State/ULBs with necessary advisories so that the same could be adopted in various missions under implementation by MoUD like SBM, Atal Mission for Rejuvenation and Urban Transformation (AMRUT) and Smart Cities etc. A kick off workshop for the programme titled 'Consultative Symposium on Capacity Building for MSW Rules' was organized by the Ministry of Urban Development, Ministry of Environment, Forests & Climate Change, and Central Pollution Control Board in

New Delhi. The aim of the workshop was to get feedback from stakeholders on the design and roll out of the capacity building programmes.

At the city level, the students of the Environment Club of Modern School, Barakhamba Road in New Delhi set up the first organic composting pit in the school premises. The student enthusiastically began the process about two weeks before the main composting started, when they first collected the leaves from the school gardens and let them dry for a couple of days. While the Gurugram Municipal Corporation organized a Swachh Bharat Mission stakeholder meet on solid waste management at the Government college for Girls in Sector 14 of Gurugram on 17 March 2017. The Hon'ble Ministry of State for Urban Development, Shri Rao Inderjit Singh graced the occasion and spoke to the participants on the potential of Gurugram as a millennium city and the drive of its citizens, along with the strides it can take in the area of waste management. Moreover, the Women's role in Clean India Movement is rewarded with the launch of Swachh Shakti Saptah in Gurugram, a weeklong celebration for recognizing their role and leadership. Over 1000 women from the grassroots of Haryana attended the event. Further, Prime Minister of India is to address 6000 women sarpanches in Gujarat and honor them for their contributions. The City Corporation of Thiruvananthapuram has imposed a blanket ban on all types of plastic carry bags within its city limits from 1 March 2017 under the 'Go Green Expo' (Urban Update, March 2017).

This newsletter showcases the progress



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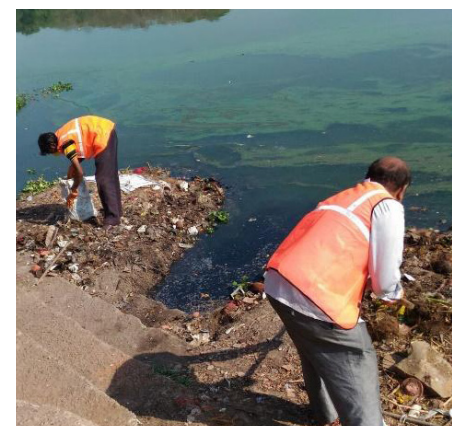
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of SBM and brings news of success stories from different cities in India, highlighting the champions and ambassadors of change. It also serves as a vehicle for promoting ground level practices and knowledge for those interested in making India clean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

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



NeingupeMarhu, a traffic police constable in Pfutsero, Nagaland did what many would not. Rather than sit and complain about piles of garbage due to the Town Council truck not having tyres, he stood up to the occasion and offered his humble Maruti Van to help the citizens and his town.

Such truly are the real Swachh Bharat Heroes, who should be acknowledged.

## CONSULTATIVE SYMPOSIUM ON CAPACITY BUILDING FOR MSW RULES, 31<sup>ST</sup> MARCH 2017

The introduction of the revised Municipal Solid Waste Management Rules in 2016 by the Ministry of Environment, Forests and Climate Change, for environmentally sound management of plastic waste, hazardous waste, solid waste, e-waste, and bio-medical waste, and a new rule notified for construction and demolition waste management, has brought added impetus to the issue of effective waste management, a critical focus under the Swachh Bharat Mission (Urban). As a result, there is a need for an enabling environment that takes into consideration firstly the responsibility upon manufacturers and producers to involve themselves in waste collection, recovery, recycle and reuse of resources, and direct accountability of bulk generators of the waste, creation of adequate infrastructure for recycling and reuse of the waste and others, as well as the capacities of urban local bodies (ULBs). Secondly, there is a need for substantial upgradation and addition of the ULBs' administrative, technical, governance and financial capacities, in order to allow the required systems to be put in place to adhere to the requirements of the Rules.

Keeping the above in mind, the Ministry of Urban Development (MoUD), Ministry of Environment, Forests and Climate Change (MoEF&CC) and the Central Pollution Control Board (CPCB), along with State Governments and ULBs, will be jointly implementing a Capacity Building Programme on the revised Municipal Solid Waste Rules introduced in 2016. The Programme envisages building the capacities for effective implementation of Rules among stakeholders in million plus cities and state capitals, which in turn would help in attaining the stated objectives of the Waste Management Rules, and thereby take forward the mandate of the Swachh Bharat Mission (SBM). The long-term target of the



programme is to conduct trainings in 68 million plus cities and some state capitals by 31<sup>st</sup> March, 2018. The participants of these programmes will include regulators, state Departments, people's representatives such as Mayors/Corporators, Bulk or specific category-wise waste generators like industry, malls, hospitals, hotels, institutions, commercial establishments, Public Sector Undertakings (PSUs), Central/State organizations, Civil Society/opinion makers and Non-Governmental Organizations (NGOs).

A kick off workshop for the programme, titled 'Consultative Symposium on Capacity Building for MSW Rules', was organized by MoUD, MoEF&CC and CPCB in New Delhi on 31<sup>st</sup> March 2017. Additional Mission Director for Swachh Bharat Mission (Urban) (SBM-U), Shri Saurabh Jain, IAS, addressed the participants, outlining the context and need for the programme. The aim of the workshop was to get feedback from stakeholders on the design and roll out of the capacity building programmes.

## CITY/STATE VISITS BY NATIONAL MISSION DIRECTOR

Swachh Bharat Mission (Urban) (SBM (U), Mission Director Shri Praveen Prakash visited Bangalore and Devanahalli in Karnataka on 4th March 2017 for SBM (U) review with a focus on progress towards Waste to Compost and Open Defecation Free (ODF) status.

The Mission Director also visited Jaipur on 9th March 2017

for SBM (U) review, with a focus on progress towards Waste to Compost and ODF status of cities.

The Mission Director finally visited Nellore on 16th and 17th March 2017 for SBM (U) review prior to the visit by Hon'ble Minister for Urban Development and Housing & Urban Poverty Alleviation Shri Venkaiah Naidu.

## CAMPAIGN ON WASTE GENERATORS' RESPONSIBILITY FOR PROPER DISPOSAL AND SEGREGATION OF WASTE

A campaign on waste generator's responsibility, to ensure proper disposal at their level as well as to segregate dry and wet wastes before disposal, has been created featuring film actress Ms.

Shilpa Shetty Kundra and produced by National Film Development Corporation (NFDC) of India. The campaign includes 3 TVCs and 3 posters, and will be launched upon completion of production.

## THEMATIC AND OTHER DRIVES

The fortnight of 1st – 15th March 2017 was devoted to a drive with special focus on women self help groups (SHGs) in slum communities. The next fortnight of 16th – 31st March 2017 was

devoted to all water bodies. Indicative pictures of these drives from some cities are provided below.



A cleaning drive was conducted by the Vizianagaram Municipality at National Highway 26 and HP Petrol bunk in Vizianagaram district, Andhra Pradesh. Pictures from the drive are provided below.



## SOCIAL BHARAT – SWACHH BHARAT MISSION ON SOCIAL MEDIA

Twitter (@SwachhBharatGov)

No. of Followers – 49,140

Top Tweets on Twitter:



## ODF Corner

Total ODF cities (certified by QCI till date) - 547

Cities certified ODF this month –41

**Chhattisgarh** – Baramkela, Bhanu-pratappur, Chhuriya, Chhuikhadan, Dhamdha (5)

**Himachal Pradesh** - Jutogh Cantt (1)

**Kerala** – Cherthala, Pala, Payyanur, Punalur, Tirurangadi, Vaikom (6)

**Madhya Pradesh** – Athana, Babai, Badnawar, Bhainsdehi, Bhikangaon, Harda, Jawar, Jawara, Jeeran, Jhabua, Kanad, Kasrawad, Kothri, Kukshi, Makdone, Maheshwar, Malhargarh, Mhowgaon, Nagda, Narayangarh, Nayagaon, Pipariya, Rajgarh, Rampura, Tarana, Thandla, Tikamgarh (27)

**Puducherry** – Mahe (1)

**Punjab** – Jalandhar Cantt (1)

## Upcoming Events

**7th April 2017**

Capacity building exposure workshop on “SWM in Pimpri Chinchwad” by Pimpri Chinchwad Municipal Corporation

**7th - 27th April 2017**

SBM reviews will be conducted across multiple states (Bihar, Punjab, North Eastern states, and Telangana)

## FACEBOOK (SWACHH BHARAT MISSION - URBAN)


No. of Likes - 262,829

Top posts on Facebook:

Swachh Bharat Mission - Urban added 4 new photos.

March 25 at 6:00pm · 🌐

Swachh Bharat is not a one man job. Join the #Swachhata movement just like your heroes did. #MyCleanIndia



**12,786** People Reached


**587** Reactions, Comments & Shares

550	481	69
Like	On Post	On Shares
3	3	0
Love	On Post	On Shares
4	4	0
Wow	On Post	On Shares
4	4	0
Comments	On Post	On Shares
26	26	0
Shares	On Post	On Shares
<b>888</b> Post Clicks		
668	0	220
Photo Views	Link Clicks	Other Clicks #
<b>NEGATIVE FEEDBACK</b>		
0	0 Hide All Posts	
0	0 Report as Spam	
	0 Unlike Page	

Swachh Bharat Mission - Urban

March 21 at 8:45pm · 🌐

One who maintains cleanliness keeps away diseases. So let's unite for a cleaner and safer India. #MyCleanIndia



**15,128** People Reached

**414** Reactions, Comments & Shares

338	149	189
Like	On Post	On Shares
2	2	0
Love	On Post	On Shares
1	0	1
Wow	On Post	On Shares
1	0	1
Comments	On Post	On Shares
72	72	0
Shares	On Post	On Shares
<b>205</b> Post Clicks		
120	3	82
Photo Views	Link Clicks	Other Clicks #
<b>NEGATIVE FEEDBACK</b>		
1	0 Hide All Posts	
0	0 Report as Spam	
	0 Unlike Page	

## STAKEHOLDER MEET ON SOLID WASTE MANAGEMENT AT GURUGRAM

The Gurugram Municipal Corporation (GMC) organised a Swachh Bharat Mission Stakeholder Meet on Solid Waste Management at the Government College for Girls in Sector 14 of Gurugram on 17th March 2017. The event was attended by representatives of stakeholder groups such as Resident Welfare Associations (RWAs), educational institutes such as schools and colleges, non-governmental organisations (NGOs), rag-pickers' associations, private organisations involved in providing sanitation or waste management services, medical professionals, self help groups (SHGs), etc.

The Hon'ble Minister of State for Urban Development Shri Rao

Inderjit Singh graced the occasion and spoke to the participants on the potential of Gurugram as a millennium city and the drive of its citizens, along with strides it can take in the area of waste management. As part of the event, the MoS along with the Municipal Commissioner, GMC of Shri V Uma Shankar launched the “Gurugram Handbook on Waste Management”, put together by citizen group Gurgaon First as a local resource and guidebook on waste management best practices, both general and in the city, as well as a compendium of relevant local players in the waste management sector.

## COMPOSTING ACTIVITY AT MODERN SCHOOL, BARAKHAMBA ROAD, NEW DELHI

The students of the Environment Club of Modern School, Barakhamba Road, New Delhi, on 27th March 2017, set up the first organic composting pit in the school premises. The students enthusiastically began the process about two weeks before the main composting started, when they first collected the leaves from the school gardens and let them dry for a couple of days. They then grinded the leaves by walking on them for a few minutes, simplifying the process of the breakdown by the microbes. The leaves, along with powdered microbes (lactobacillus) mixed with coco peat, were then put in a shallow pit of about 3 ft., and watered. They ensured a visit by them every day to grind the leaves even more, to water them, and eventually to mix the soil with a garden fork so the leaves can be present at every level.

On the day of the final composting, the students actively put

half-made compost in the pit and mixed it with their hands to ensure proper composting. The Principal, Dr. Vijay Datta and other esteemed guests also graced the occasion with their presence and encouraged the members of the Environment Club of the school to carry on with their endeavour of doing their bit to make a change in the environmental situation with fervour and vigour.

The students of the Environment Club of Modern School have undertaken many activities like e-waste collection, segregation of wastes in the school through coloured dustbins, tetra pack collection and its recycling, creation of a bottle garden in the school to reuse old soft drink bottles in a better way and many such efforts allowed them to uphold the values of the 3Rs - reduce, reuse, and recycle in a practical way.



## OTHER ACTIVITIES DURING APRIL 2017

- Ministry of Urban Development (MoUD) has appointed National Seeds Corporation (NSC) as a nodal agency to provide market access to Decentralized composting machines. As a nodal agency, NSC will facilitate supply of these machines and help in aggregating demand for suppliers. An EOI was released for empanelment of reputed market suppliers (from various states in India) for procurement of decentralized compost machines (of various capacities) on rate contract basis. 8 suppliers have been shortlisted out of the bids received. A presentation is scheduled for the first week of April 2017.
- In preparation for the country wide waste segregation campaign on World Environment Day- 5th June 2017, MoUD has tied up with DGS&D to assist cities in the central procurement of household dustbins through the DGS&D Government e-Marketplace (GEM) portal.
- A review meeting on Waste to Compost was held on 21st March 2017. The meeting was attended by representatives from the Department of Fertilisers, Ministry of Agriculture, MoUD, State Agricultural Department, Compost manufacturers and Fertilizer companies. The meeting aimed to identify the key areas of concern in the policy for promotion of city compost that is currently an impediment to furthering the waste to compost agenda and the action needed from the respective Ministries to resolve them. Based on the feedback received amendments are being made to the operational guidelines governing the existing policy.

## RECITY: NAVI MUMBAI PILOT

For the last several decades changes in urban India have happened in fits and starts; many cosmetic and only a few fundamental. How does one change the behaviour of almost 400 million people? How does one incentivize sustainability, efficiency, and sanitary habits? Mumbai-based RECITY has taken it upon itself to explore these answers and create a movement that co-opts citizens, academia, experts and governments to bring change to our cities.

Cities are living organisms that need constant nurturing, attention, grooming, and encouragement. But, this mentoring can't be the job of the government alone? Building better cities involves enhanced citizen participation, as burgeoning population and continuous migration from hinterlands, with little attention to planned growth, has led to Indian cities becoming overgrown villages.

With India losing millions of man hours due to lack of planning, it is time - citizens, experts, academia, NGOs and local bodies joined hands with the government to take charge.

Starting in August 2016, **RECITY** (<https://www.recity.in/>) has partnered with citizens to reflect, identify, and take onus of urban issues. By collaborating with experts and government, it builds capacity for academic institutions and NGOs to implement projects developed through collective problem solving. RECITY approaches all urban problems through the prism of capacity building and education to empower sustainable change:

- Invites academic institutions, subject matter experts & local government bodies to partner for positive change;
- Builds capacity among teachers of selected institutions as a foundation stone for sustained mentoring;
- Invites experts to mentor students using cutting edge training content & experiential learning;
- Conducts design workshops using citizen feedback to create solutions for improved civic governance;
- Builds capacity among NGOs to help them implement solutions and access funds;
- Implements & monitors projects with help from government bodies, CSR funds and sponsorship .

RECITY decided to test its conviction in changing the urban narrative by putting its hypothesis to work in Navi Mumbai. RECITY has already made significant headway in three areas of



intervention, as during October 2016 to January 2017. RECITY piloted its concept in Navi Mumbai, jointly with Bharati Vidyapeeth College of Architecture (BVPCOA) and Navi Mumbai Municipal Corporation (NMMC). and many top-of-the-line NGOs / experts . In this pilot, RECITY used environment as the key fulcrum for its interventions in capacity building and created solutions in the following areas:

### 1. Waste Management:

While Navi Mumbai stands out nationally, with almost 80 percent of waste segregation at source, as claimed by NMMC, it is prone to a huge logistical problem. Spread over an area of 344 square km, the city has only a solitary sanitary landfill in Turbhe, thus rendering the task of sustaining efficient waste management unviable in the long-term.

RECITY's engagement with citizen groups and government bodies like APMC and NMMC, has helped it create solutions regarding Dry Waste Collection Centres and APMC Waste Management, through its community of students, NGOs and experts.

### 2. Sustainable Transport

Navi Mumbai is witnessing the first signs of increased adoption where the relatively less busy roads and cleaner air are drawing cycling enthusiasts. Along with citizen participation from groups like Palm Beach Riders and Everest Cycling Culture, RECITY has identified the Kharghar node in Navi Mumbai as one with poor public transport and ill-used transportation infrastructure like skywalks.



Figures 1, 2 & 3: The RECITY Public Forum addressing Waste Management, Sustainable Transport and Wetland Preservation

RECITY has proposed to develop cycling and improvements in pedestrian mobility from the local suburban railway station to inner parts of Kharghar node.

### 3. Wetland Preservation:

Navi Mumbai is home to a lush wetland reserve, which is steadily deteriorating. Considerable efforts by NGOs like Vanashakti and NMEPS have now made the stretch safe from degradation and rampant destruction.

In its pilot project, RECITY has already engaged citizens, academia to understand the biodiversity and functional importance of mangroves. Through this process it has developed various design proposals to develop interaction between mangroves and citizens through minimal invasive design strategy via comprehensive education of local people and interdisciplinary cooperation.



Figure 4: Deputy Comm. Mr. Tushar Pawar SWM, NMMC addressing the students of Bharati Vidyapeeth College of Architecture.

## Outcomes From The Navi Mumbai Pilot Project

### 1. Dry Waste Collection Centers (DWCC)

Navi Mumbai generates approximately 650 metric tonnes of waste every day, of which, the dry waste component is 133 metric tonnes. All the waste from the 344 square km that make up Navi Mumbai converges in Turbhe landfill (which has an area of only 25 acres) and only a fraction of the dry waste is processed.

RECITY proposed to decentralize dry waste collection across 6 wards of Navi Mumbai by building DWCCs with focus on urban integration and generating awareness of waste and the city.

RECITY inceptioned the idea of Dry Waste Collection Centres along with Sampurna(e)arth, DCOOP Architects, Mr Tushar Pawar, Deputy Commissioner from the Solid Waste Management Department of NMMC and Mr. Vinod Sonawane, Chief Sanitary Officer, NMMC. RECITY, along with these experts, guided 70 students and built advanced capacity among 6 architectural faculty of BVPCOA.

The process, which started on 15th October 2016, surveyed 4,500 citizens, visited 4 sites and studied 50 cases to converge on one site in Sector 20, Belapur, to develop:

- 8 Design Scenarios

- Operational Strategy
- Urban Integration
- Implementation Strategy

### 2. APMC Waste Management

APMC generates 100 metric tonnes of organic waste every day, which is currently compressed and dumped at the Turbhe landfill. RECITY proposed the integration of state of the art waste management strategy within the concerned area for APMC. RECITY inceptioned the idea of APMC Waste Management along with Sampurna(e)arth, MO-OF Architects, Arjun Rathi, Architect and Mr. Mohammad Bepari, APMC Market Committee. RECITY, along with these experts, guided 70 students and built advanced capacity among 6 architectural faculty of BVPCOA.

The process, which started on 15th October 2016, surveyed the entire APMC Market, to develop a cohesive Waste Management strategy.

### Other Outcomes - Cycle parking in Ward A, Mumbai

RECITY along with Smart Commute Foundation implemented bicycle parking at a number of locations in Ward A. For Example: Opposite Jehangir Art Gallery, Kala Ghoda Parking, Opposite Eros Cinema, Church gate.



## RECITY: A Curator for Citizen Participation

Within a very short span of 5 months, RECITY has been able to create such impact that it has been invited to come on board as a curator for MUNICIPALIKA, and will be contributing to the Citizen Participation Vertical. RECITY will also be working in the Solid Waste Management and Urban Transport categories.

For the past 13 years MUNICIPALIKA, the International Conference and Exhibition on Making Cities Work, has been instrumental in highlighting pertinent issues revolving around urban challenges and opportunities, evolving technological and managerial solutions, and providing inputs for policy interventions.

For more details please contact Mr. Suraj Nanda kumar: +919909014258, recityindia@gmail.com, www.recity.in.



## STATE-WISE STATUS OF IMPLEMENTATION OF VARIOUS COMPONENTS UNDER SBM UPTO FEBRUARY 2017



S.No	State & Cities/Towns	Status of Toilets					Status of Municipal Solid Waste Management			
		Individual Household Toilets			Total Community and Public Toilets (No. of Seats)		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				
1	Andhra Pradesh	355619	0	349930	4721	10791	3072	3455	6440	8
2	Andman & Nicobar Islands	115	2585	0	69	0	18	24	100	35
3	Arunachal Pradesh	31027	2584	1056	3815	9	18	42	181	15
4	Assam	234270	358	736	4770	1988	92	888	650	10
5	Bihar	301677	111518	64305	672	526	2332	3321	14820	40
6	Chandigarh UT	24071	2061	22009	8416	1999	26	26	340	100
7	Chhattisgarh	330450	32435	235031	9295	4886	923	3232	1896	0
8	Daman & Diu	0	0	0	0	0	13	28	85	0
9	Dadra & Nagar Haveli	0	0	0	0	0	0	15	35	0
10	NCT of Delhi	11128	10	12	19489	6862	232	272	8400	52
11	Goa	5800	1935	914	170	40	192	192	183	52
12	Gujarat	602072	5191	567003	1302	9968	1529	1572	10145	28
13	Haryana	100719	31795	19252	2689	1146	412	1449	3490	25
14	Himachal Pradesh	4716	41	1642	19	30	167	502	300	25
15	Jammu & Kashmir	76512	3677	752	33	510	989	1163	1792	2
16	Jharkhand	261456	160621	102632	1816	517	282	828	2350	15
17	Karnataka	308802	136849	121481	7440	3232	4146	5276	8784	40
18	Kerala	72134	4563	64842	0	0	1280	3536	1576	50
19	Madhya Pradesh	681386	396251	350684	14100	13953	4136	6999	5079	14
20	Maharashtra	674153	248755	310176	4654	3172	748	7054	26820	10
21	Manipur	23597	3336	237	30	140	130	315	176	50
22	Meghalaya	5066	84	1	178	15	6	114	268	58
23	Mizoram	4800	2351	2349	65	53	66	193	253	4
24	Nagaland	24320	8617	3691	226	70	19	234	270	0
25	Odisha	202176	7295	19743	3885	957	1387	1975	2460	2
26	Pondicherry UT	8790	6497	2207	180	63	81	129	495	20
27	Punjab	126985	69537	26854	4362	436	2544	3093	4100	22
28	Rajasthan	329989	167793	76356	7255	3540	2010	5247	5247	16
29	Sikkim	1639	35	1626	8	20	4	48	49	0
30	Tamil Nadu	401261	252496	293858	16158	44242	9182	12820	15272	25
31	Telangana	176625	104089	70440	1307	1583	1766	1967	6628	49
32	Tripura	18	5	1	0	0	0	244	407	0
33	Uttar Pradesh	2161321	151136	275299	6517	4538	3516	11290	12650	13
34	Uttarakhand	27000	21274	3221	1240	339	270	706	1400	0.7
35	West Bengal	127317	488	125909	155	161	1360	2816	8675	6
	<b>Total/Average</b>	<b>7697011</b>	<b>1936262</b>	<b>3114248</b>	<b>125036</b>	<b>115786</b>	<b>42948</b>	<b>81065</b>	<b>151816</b>	<b>23.14</b>

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

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