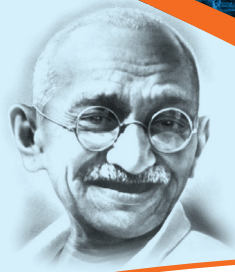


SWACHH BHARAT

A Monthly Newsletter



EDITORIAL

Swachh Bharat Mission (SBM) is one of the significant programmes of the Government of India that gained national attention. The Swachh Bharat Mission (Urban) is a visionary response to one of the India's key urban challenges. It addresses the growing problems of open defecation, sanitation and municipal solid waste management in urban India. Mission progress shows that 626 cities are certified Open Defecation Free till date and 62 cities are ODF in April 2017. The problem of sanitation and solid waste management has created unhygienic cities. Poor sanitation and SWM have a more pertinent impact on the life of people. As per UN report, every 20 second, a child dies because of poor sanitation conditions. Diseases related to contaminated drinking water, insanitary food preparation, unimproved excreta disposal and unclean household environment constitute a major burden on the health of people in the developing world and are among the leading causes of ill health (UNICEF, 2005). Indian urban cities across the country are struggling to deal with increase in the volume of waste. Over 90 percent of the municipal solid waste collected by local bodies is dumped in open areas. The Ministry of Urban Development (MoUD) undertook a massive advertisements featuring prominent film actors, to bring a change in the people's mindset, to promote the use of a public toilet instead of resorting to the open defecation.

SBM has been an inclusive model of cleanliness where people from every strata of the society have come forward to contribute their bit in this massive cleanliness drive. The Mission seeks the

people's participation in creating trash-free environment, providing sanitation facilities and paving a way for Swachh Bharat. MoUD has intensified its efforts to propel people into action for cleanliness. MoUD has launched a new Swachhata app for citizen assistance. This app enables a citizen to post any civic-related issue. Citizens can download the mobile application and use it to file complaints.

New Delhi Municipal Council has developed application on its 311 app for motivating its citizens to take pledge for waste segregation through mobile. People should deposit their household waste in two colored dustbins i.e Green bin for wet waste and Blue bin for dry waste to create the habit of waste segregation at source, while South Delhi Municipal Corporation started composting from garbage after complete segregation of garbage at one of existing dhalao on trial basis. All recyclable material taken by the agency and balance biodegradable garbage will be converted into compost. This will reduce the expenditure on transportation. There will be no foul smell due to treatment by eco-enzyme. Importantly, segregation at source is one of the biggest indicators of behavior change and is crucial for achieving complete cleanliness in urban areas.

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.

The newsletter is available on the Mission website (<http://swachhbharaturban.gov.in>) and can be



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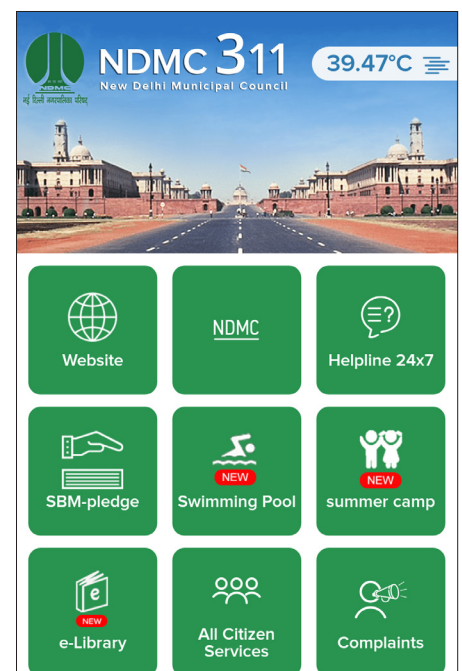
INITIATIVE

2-7

PROGRESS UPDATE: State-wise Progress of Components under SBM upto March 2017 8

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



Bajai Jagtap, head constable at Dahisar police station in Mumbai, has epitomised what it means to always keep learning and acting upon the knowledge we receive. He had been deployed to guard a school in the city during the board exams, when he overheard a seminar where someone was giving a talk on composting. What he overheard by chance, inspired him and he resolved to set up a composting unit at his own police station.

He pitched the idea to senior officials, and with their approval and permission, the station team approached an Non-Governmental Organization (NGO), Eco-ROX, to set up the

composting unit and train officers on the method of composting. All the waste from the police station's canteen is now treated at the composting unit set up through this initiative, with 4kg of wet waste converted into compost each day in a 3 by 2 box.

Such truly are the real Swachh Bharat Heroes. As citizens, we should help in ensuring that such heroes are acknowledged.

This kind of initiative is a wonderful example of waste being treated as a resource, which is rare in our country even today. It also portrays how segregating waste is a basic requirement to ensure that different types of wastes are treated as per their nature.

CITY/STATE VISITS BY NATIONAL MISSION DIRECTOR

Swachh Bharat Mission (SBM) Urban - Mission Director Shri Praveen Prakash visited Guwahati, Assam on 17th and 18th April 2017 for review of SBM (Urban) and AMRUT by the Hon'ble Minister for Urban Development and Housing & Urban Poverty Alleviation Shri Venkaiah Naidu.

The Mission Director also visited Chandigarh on 28th April for review of SBM (Urban), AMRUT and Smart Cities review by the Hon'ble Minister for Urban Development and Housing & Urban Poverty Alleviation Shri Venkaiah Naidu.

SWACHH BHARAT MISSION (URBAN) REVIEW OF NORTH EAST STATES AND SIKKIM

The Swachh Bharat Mission (SBM) review meeting with the North East States on Mission Progress was conducted by the Ministry of Urban Development (MoUD) on 18th April 2017 at Guwahati under the Chairmanship of the Hon'ble Urban Development Minister Shri. M. Venkaiah Naidu in presence of Hon'ble Chief Minister of Assam Shri Sarbananda Sonowal, Minister of Municipal Administration, Housing & Urban Development of Manipur Sh. Th. Shyam Kumar, Minister of Urban Development of Assam Sh. Atul Bora along with the Secretaries, Chief secretaries, Joint Secretaries and other senior officials from the States and MoUD.

The agenda of the meeting was to bring the Ministry officials and their state counterparts on the same platform to discuss on the mission progress of the three flagship programs of the ministry, namely SBM, Atal Mission for Rejuvenation and Urban Transformation (AMRUT) and Smart Cities and to identify any bottlenecks. The overall mission progress in the North Eastern states (on the above mentioned

three flagship programs) was also reviewed by the Hon'ble Urban Development Minister.

Through an interactive discussion, many key points were put on the table pertaining to implementation challenges of the mission, any bottlenecks, co-ordination between states, co-ordination between North Eastern States and the Central Government. Many of issues were solved on the spot through active discussion and swift decision making by the Hon'ble Minister of Urban Development.



The meeting concluded on a high note and an enhanced motivation level of state officials as they came face to face with their Centre counterparts and solved many challenges on the day itself. This meeting also acted as an ice breaking session for officials. In the end, the Hon'ble Urban Development Minister assured all states on conducting more such meetings individually with states, to which all states responded with enthusiasm.

CAMPAIGN FOR INDIA TO SEGREGATE WASTE AT SOURCE ON WORLD ENVIRONMENT DAY

In the follow-up to the country wide waste segregation campaign on World Environment Day (5th June 2017), it has been observed that the most challenging obstacle to segregating waste is not related to procuring and putting in place infrastructure at city level, but rather it is motivating waste generators to segregate at source.

There are various reasons for this being challenging, one of which is the lack of knowledge and awareness about the benefits and even the critical need for segregating certain types of waste, both among those with official responsibilities as well as those with individual responsibility for the same. Since waste

segregation along the entire chain of waste generation, collection, transportation, processing and treatment/disposal is a relatively new concept in India, it becomes vital to educate the municipal workers and staff about the technical specifications, methods, processes and most importantly, the benefits related to this activity. In view of this, cities are currently undertaking extensive campaigns for educating and engaging citizens and municipal workers in preparation for the waste segregation campaign on 5th June 2017.

Print creatives have been prepared and disseminated for this purpose.



In addition, workshops, wall painting and innovative Information, Education, and Communication (IEC) activities such as Non-Governmental Organization (NGO) volunteers hopping onto buses and explaining about segregation at source are being conducted across cities in preparation for the campaign with significant enthusiasm.



THEMATIC AND OTHER DRIVES

Ghaziabad organized a Swachh Bharat Mission drive conducted at 25 locations with participation of more than 5000 volunteers.



Door to door collection of segregated waste and World Earth Day being observed in Visakhapatnam



SOCIAL BHARAT – SWACHH BHARAT MISSION ON SOCIAL MEDIA

Twitter (@SwachhBharatGov)

No. of Followers – 53,400

Top Tweets on Twitter:



Facebook (Swachh Bharat Mission – Urban)

No. of Followers – 2,63,441

Top posts on Facebook:

Swachh Bharat Mission – Urban
Published by Deepak Narayanan (1) · 13 hrs ·

Let's come together and work for a clean, safe and healthy India. Be responsible and help us build a #SwachhBharat #MyCleanIndia

A nation changes for the better when its citizens join hands.

Get more likes, comments and shares.
Boost this post for ₹55 to reach up to 1,300 people.

4,460 people reached [Boost post](#)

Narendran Lakshmi, Sanal Kumar and 162 others · 1 Comment · 26 Shares ·

Like Comment Share

4,460 People Reached

216 Reactions, comments & shares

188 Like	152 On post	36 On shares
3 Love	2 On post	1 On shares
2 Comments	1 On Post	1 On shares
26 Shares	26 On Post	0 On Shares

95 Post Clicks

45 Photo views	0 Link clicks	50 Other Clicks
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Swachh Bharat Mission - Urban added 3 new photos.
Published by Deepak Narayanan (1) · 13 hrs ·

Officials from the Coimbatore City Municipal Corporation organised a special cleanliness drive at several water bodies in the city. #MyCleanIndia

Get more likes, comments and shares.
Boost this post for ₹55 to reach up to 1,300 people.

2,118 people reached [Boost post](#)

Sanal Kumar, Chaitanya Chilli and 94 others · 2 Shares ·

Like Comment Share

2,118 People Reached

108 Reactions, comments & shares

103 Like	95 On post	8 On shares
1 Love	1 On post	0 On shares
0 Comments	0 On Post	0 On Shares
4 Shares	2 On Post	2 On Shares

67 Post Clicks

44 Photo views	0 Link clicks	23 Other Clicks
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Other Swachh Updates

ODF Corner

Total ODF cities
(certified by QCI till date) - 626

Cities certified ODF this month –62

Chhattisgarh – Amdi, Balodabazaar, Basna, Bhilai, Bilha, Dipka, Narayanpur, Palari, Wadrafnagar (9)

Jharkhand – Gumla (1)

Kerala – Feroke, Koyilandy (2)

Madhya Pradesh - Agar, Amanganj, Badagaon (Agar Dist.), Bagli, Bhedaghat, Bhind, Bhonrsa, Depalpur, Dhamnod, Dhar, Dindori, Guna, Hathod, Jeerapur, Kannod, Kanthaphod, Karhi Pandlya, Karnawad, Khajurao, Lodhikheda, Loharda, Makshi, Manavar, Mandav, Manpur, Mauganj, Morena, Nagod, Neemawar, Obedullagunj, Pankhedi Kalapipal, Panna, Pansewal, Peepalrawa, Polaykala, Raisen, Rajnagar, Ranapur, Rau, Satwas, Sendhwa, Singoli, Sonkatch, Soyatkalan, Susner, Tonkhurd, Uchehra (47)

Telangana – Boduppal (1)

Uttarakhand – Mussorie, Narendranagar (2)

Upcoming Events

1st to 15th May 2017

Swachhata drive at all construction sites and labour camps to ensure adequate toilet facilities at these locations

Felicitation of municipal workers by cities

4th May 2017

Announcement of Swachh Survekshan 2017 results and awards

2nd to 29th May 2017

State reviews for SBM (U), among other missions, by Hon'ble Union Development Minister Shri Venkaiah Naidu, in Karnataka, Uttar Pradesh, Andhra Pradesh, Jharkhand, Chhattisgarh, Rajasthan, Himachal Pradesh and Odisha

SWACHH BHARAT MISSION (URBAN) REVIEW OF HARYANA

A review of the missions under the Ministry of Urban Development, Ministry of Housing and Urban Poverty Alleviation and Ministry of Information & Broadcasting was held on April 28th, 2017 at Chandigarh. The Hon'ble Union Minister for Urban Development, Shri Venkiah Naidu and Hon'ble Chief Minister of Haryana, Sh. Manohar Lal took the review along with the Secretary and Joint Secretaries from the relevant Central Ministries. The review



Image source: outlookindia.com

also saw the participation of Chief Secretary (Haryana), Principal Secretaries and other senior officials from the state. As part of the SBM (Urban) review, 10 cities, including AMRUT cities - Panipat, Sirsa, Thanesar - were awarded with Open Defecation Free (ODF) certifications, and the state officials were asked to declare big cities including Gurgaon and Faridabad as ODF to provide further boost to other cities. Further, Haryana has developed a Cluster based model to cover all 80 ULBs under 15 clusters for Integrated Municipal Solid Waste Management. Letter of Award (LOA) were signed for setting up Integrated Solid Waste Management in three of these clusters.

The Hon'ble Chief Minister of Haryana declared that entire urban Haryana will become ODF by September 25, 2017. The State emphasised that due to the majority of its population residing in slums, it is focusing on providing community and mobile toilets

as a strategy to eradicate open defecation. The State has also been asked to draw funds under all components of SBM(Urban) to expedite mission progress. The Hon'ble Minister for Urban Development cited the example of Madhya Pradesh which has done commendable work and has also been leading in Swachh Survekshan. He emphasised that Haryana being a smaller state can be a front runner, and should also leverage support of big organisations which have

a huge presence in the state, to provide mobile toilets, etc. The Hon'ble Urban Development Minister also asked the state to conduct an event on 5th June as part of the World Environment Day celebrations with involvement of all stakeholders, and plan a campaign around the same. The Secretary (Urban Development) asked the state to hold state level competitions for ranking best school, hospital, etc.

The Joint Secretary SBM praised Haryana for two key interventions - 1) initiating the *Swachhata Shehri Puraskar* scheme which will be rolled out in ULBs, to award cleanest ward and best performing Resident Welfare Association in each Urban Local Body and 2) provision in Haryana Building Code 2016 to grant promotional incentives of 5 percent additional FAR in lieu of installation of decentralized Solid Waste Management Plant.

CAPACITY BUILDING EXPOSURE WORKSHOP ON SOLID WASTE MANAGEMENT IN PIMPRI-CHINCHWAD MUNICIPAL CORPORATION (PCMC)

As part of the peer-to-peer learning program conceptualised under the Swachh Bharat Mission (Urban), ULB staff in select cities periodically host capacity building workshops on best practices observed by them in areas related to SBM (Urban). These workshops are modelled to serve as exposure visits for officials from other cities across the country, to learn from their counterparts, as well as observe through site visits, how they implement these best practices.

One such workshop was organised by PCMC on 7th April 2017 on the topic "Solid Waste Management in PCMC". The workshop saw participation from close to 50 officials, which included large representation from Maharashtra cities, as well as those from as far as Srinagar, Jammu & Kashmir.

As part of the workshop, various organisations (such as BVG, Kam-Avida), involved in waste processing and managing activities in the city in partnership with the municipal corporation,

presented to the participants. The workshop also included small exhibitions from similar agencies. The municipal corporation showcased videos representing the holistic approach taken by the city towards processing of waste in particular, and in urban development initiatives in general.

The presentations were followed by a site visit to the Moshi Kachara Depot, a landfilling and waste dumping site spread over 45 acres. It comprises of a 70m tall layered hill built as part of the scientific capping of the site, which has a 5mm thick layer of

plastic at the bottom to avoid leachate seeping into the ground. The area also contains a plastic to fuel plant that processes all plastic waste collected in the dumping ground, as well as a plant to prepare briquettes from burnable material or residue garbage. The management and organised processing at the site were praised by participants and many questions were raised by them as well in order to better understand implementation. Overall, the workshop was termed a success with much food for thought and motivation for visiting officials.

GREATER HYDERABAD MUNICIPAL CORPORATION WARD WISE RANKING

Competition makes for an effective motivator. This has been observed with the Ministry of Urban Development's Swachh Survekshan, a city ranking survey conducted annually to assess progress across components under the Swachh Bharat Mission (Urban), which was conducted in 2016 among 73 cities and in 2017 among 434 cities. In the run-up to the beginning of the survey proceedings, cities were observed ramping up their efforts across areas related to SBM (Urban), such as toilet facilities, waste management options, bulk waste generators' responsibility to utilise wet waste for making compost, behaviour change and citizen engagement, smart solutions for citizens, service delivery, and more.

Inspired by this, and keen on improving service delivery in the city, the city of Hyderabad has introduced ward wise ranking to assess performance across four broad parameters – solid waste

management, access to safe sanitation, IEC/BCC, and programme monitoring – and 27 sub-parameters. The sub-parameters are measure performance related to work quality, attendance, waste-specific treatment facilities provided, littering, service levels,

Using the ranking tool kit thus prepared, the city has ranked its zones, circles and wards through scores for the defined parameters. Given that the on-ground implementation of SBM (Urban) is done at city level, with the administration of municipal responsibilities defined within each ward and so on, the local level ranking proves to be a highly effective tool in ensuring that municipal activities are being carried out to assist in achievement of targets and end goals for the city. The onus then lies on those responsible for preparing the ranking tool kit to ensure that the parameters therein are targeted in the right direction.

MUMBAIKARS CLEAN UP 20,000 KG TRASH FROM CITY'S MANGROVES

In a bid to preserve the mangroves in the region, close to 100 residents of Kandivali in Mumbai came together with Non-Governmental Organizations (NGOs) and Brihan Mumbai Municipal Corporation workers to clear a whopping 20,000kg of trash.

Since last year, the mangroves in the area (sector 8, Charkop) have been beset by fires (around 14) set by unidentified individuals. Residents are hoping that by cleaning up the trash that ends up in the mangroves, the authorities would step in and protect the region.

Joining hands with the residents for the four-hour drive were NGOs, Aarey Conservation Group, River March and Go Green Foundation. Fifteen staff members of the municipal corporation were involved in the clean-up activities.

The other reason why this sector had to be cleaned up urgently is because the state wants to patch up the area before the monsoon season arrives and ends up flooding the region. The assistant conservator of forest, Mumbai Mangrove Conservation Unit, Makarand Ghodke, has noted that the state government has given the go-ahead to conduct large-scale drives against encroachment.

Earlier this year, the Mangrove Cell of Maharashtra government also announced that it will be putting up fences around mangroves that are most vulnerable to encroaching. This includes parts of the city like Colaba, Worli and Malvani.



STATE-WISE STATUS OF IMPLEMENTATION OF VARIOUS COMPONENTS UNDER SBM UPTO MARCH 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	349932	4572	12176	3072	3455	6440	8
2	Andman& Nicobar Islands	261	258	0	69	0	18	24	100	35
3	Arunachal Pradesh	31027	2584	1056	3815	9	18	42	181	15
4	Assam	234270	358	737	4770	1988	92	888	650	10
5	Bihar	301677	109143	66680	672	655	2332	3321	14820	40
6	Chandigarh UT	24071	2061	21999	8416	1999	26	26	340	100
7	Chhattisgarh	330450	29974	243628	9849	6239	923	3232	1896	2
8	Daman & Diu	150	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	9	14	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	31702	19345	2689	1146	412	1449	3490	25
14	Himachal Pradesh	4716	18	1675	19	30	167	502	300	25
15	Jammu & Kashmir	76512	3665	773	33	510	989	1163	1792	2
16	Jharkhand	263294	151188	112065	1816	538	282	828	2350	15
17	Karnataka	308802	134743	122587	7440	3232	4146	5276	8784	40
18	Kerala	72134	3429	65976	0	110	1280	3536	1576	50
19	Madhya Pradesh	746936	375350	371594	14136	15508	4136	6999	5079	14
20	Maharashtra	674153	227617	338517	4704	3267	748	7054	26820	10
21	Manipur	23597	3336	236	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	3690	226	70	19	234	270	0
25	Odisha	204447	12874	20848	3885	967	1387	1975	2460	2
26	Pondicherry UT	8790	6426	2277	180	95	81	129	495	20
27	Punjab	126985	68260	27131	4362	481	2544	3093	4100	22
28	Rajasthan	329989	161615	77533	7262	3558	2010	5247	5247	16
29	Sikkim	1662	34	1627	8	20	4	48	49	0
30	Tamil Nadu	542696	246243	296438	16110	44290	9182	12820	15272	25
31	Telangana	176625	101979	72550	1306	1584	1766	1967	6628	49
32	Tripura	18	5	1	0	0	0	244	407	0
33	Uttar Pradesh	2161321	149707	276728	6755	4542	3516	11290	12650	13
34	Uttarakhand	27000	21350	4045	2000	339	270	706	1400	0.7
35	West Bengal	127317	452	125944	155	161	1360	2816	8675	6
	Total/Average	7908424	1862558	3195893	126483	120592	42948	81065	151816	23.2

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

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