

May 2017 • Volume 1 • Issue 1



Government of India  
Ministry of Urban Development

# SWACHH BHARAT

A monthly newsletter of the Ministry of Urban Development (MoUD), Government of India



## Swachh Survekshan 2017 Awards

India's Cleanest City  
Case of Indore

India Gearing up to  
Segregate Waste

Report on the Solid  
Waste Management



# तय कर लिया

## आसपास होगी सफाई इज्जत की होगी वाह वाही



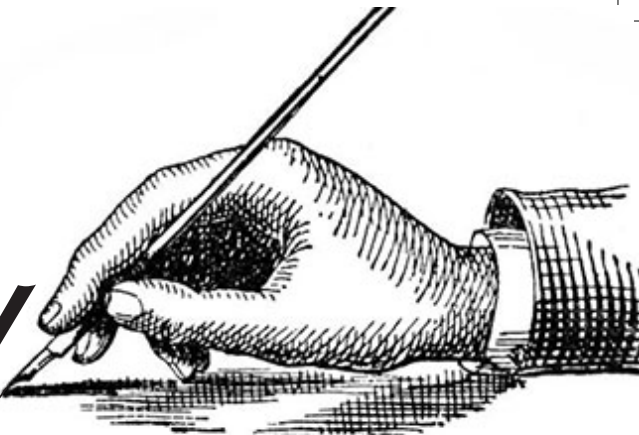
Wet waste in **Green bin** Dry waste in **Blue bin**

कृपया dustbin में ही कूड़ा डालें नहीं तो  
शिल्पाजी आपको भी call कर सकती हैं, और  
आपकी इज्जत का हो जायेगा कचरा



**5<sup>th</sup> June** 2017 | World Environment Day

# Editorial



Indian cities are facing growing challenges of sanitation facilities and Municipal Solid Waste Management (MSWM) system impacting the life of people. Swachh Bharat Mission (SBM), launched by the Prime Minister of India on October 2014, aims at elimination of open defecation, eradication of manual scavenging, promote modern and scientific MSWM. Significant progress has been made with innovative approaches adopted to not only improve service delivery but also made the mission a mass movement. The Government of India has intensified its efforts to propel people into action for cleanliness. SBM is an inclusive model of cleanliness where people have come forward to contribute their bit in this massive cleanliness drive.

The Ministry of Urban Development (MoUD) has conducted a 'Swachh Survekshan' to assess the progress of the Mission in 434 cities/towns of the country in January and February 2017. About 37 lakh citizens provided feedback on cleanliness during the survey. The results of the Survekshan reveal that the efforts being made under SBM have made a positive impact on cleanliness situation in urban areas. It reveals that 6 of the 10 clean cities namely Indore, Bhopal, Visakhapatnam, Surat, Tirupati and Vadodara have improved their sanitation rankings in 2017 over the 2016 and 2014 (Press Information Bureau, MoUD, May 2017). The urban Ministry's campaign to initiate waste segregation in most cities of India on World Environment Day (5th June 2017) is underway with preparation being made by cities to enhance their infrastructural capacity, educate and train municipal staff and workers as well as motivate waste generators to segregate their waste at source.

At the City level, the Indore Municipal Corporation (IMC) had introduced a dedicated waste management system and rule. The ULB has made it mandatory for big townships to have decentralized waste treatment plants. In addition, the Corporation launched a mobile application called 'Indore 311' to provide an online

platform to citizens for timely resolution of civic issues including cleanliness. The civic body took several steps to ensure that the city gets the top rank in the cleanliness survey. It initiated door-to-door garbage collection. In more than 20 wards of the city which later expended in all the wards of the city. To ensure people drop household waste in garbage collection vans, IMC also started levying fines on people throwing garbage on roads and vacant lands. On the other hand, The Karnataka state presented a good example of convergence between the government departments by involving Agricultural department of the state to directly market and sell the compost produced through Raitu Sampark Kendra. The agricultural department has also been advised to avail Market Development Assistance (MDA) of Rs.1500/- per metric ton given by the Government of India. The Municipal Corporation Chandigarh has organized 'Bada Khana' - Community lunch in all 26 wards of the city on the occasion of labour day where area councilors, office bearers of Resident Welfare Associations, and prominent persons of the area joined the community lunch with near about 5000 employees. During the programme, one safai karamachari from each ward was honoured with 'Swachhta Doot' award for his good work in the area.

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 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**

# I. Versova Beach in Mumbai is **clean** and **trash-free**, thanks to one man



Versova Beach in Mumbai was one of the dirtiest beaches in the world. Afroz Shah, a local lawyer and ocean lover, started a cleanliness drive to change this around, and the drive became one of the biggest beach cleanup initiatives in the world.

With over 300 volunteers and support from the United Nations, the drive has been successful in removing 5 million kg of garbage and plastic from the beach since October 2015. The drive has seen participation from locals as well as prominent celebrities.

On May 20, 2017, Afroz Shah shared the latest photograph of Versova beach on his Twitter account and the transformation is laudable. After 85 weeks of cleanup activities, the beach is virtually unrecognisable from its former trash-filled visage.



The campaign has been praised by many public personalities, including actor and humanitarian Leonardo Di Caprio, who shared a video of the drive on social media platform Instagram.

Change is not easy, and resistance to change is the oldest tale in the annals of human history. However, the biggest agents of change are people themselves. And when people take it upon themselves to make a difference in their environment, their achievements can be monumental.

Here's hoping the spirit of making a positive change remains strong in our citizens!





## II. In 5 Sundays, 150 Mumbaikars cleared 1.47 lakh kg of waste from the Poisar River

The Poisar river had been plagued with accumulating waste and a group of concerned citizens took it upon themselves to take the initiative of cleaning it.

River March, as the group calls itself, consists of 150 people living in and around Mumbai. During a survey they were conducting, they observed that the river was choked

with plastic and estimated that the garbage in it could weigh up to thousands of tonnes. Many people were living in proximity to this filth.

The group gathered like-minded people and started the cleanup process. They used machines to clear most of the trash, but in places where machines couldn't be used the men and women cleared the waste with their own hands. They ensured that they wore the requisite protective gear (gloves, masks, etc.) while engaged in this activity.

They also reached out to city authorities to help them get the project started. The Brihanmumbai Municipal Corporation (BMC) sent workers to clean the trash alongside them for two of the Sundays. Due to their collective effort, an entire stretch in Kranti Nagar, Kandivali, is now cleaner than it has been in years.



# III. A Bengaluru Temple's tough waste management system has allowed it to be zero waste since 2016



Faced with a growing waste disposal problem, the Sri Shakti Kalyana Mahaganapati temple in Bengaluru decided to take action and transform its premises into a zero-waste zone. This was done partly by taking a firm stance with its patrons to ensure that litter is not part of prayer.

Since the temple has over 500 visitors every day, it began with implementing strict waste management system, wherein all the waste is segregated with

no exception. Dry waste such as any plastic found in the premises is stored separately to be picked by Bruhat Bengaluru Mahanagara Palike (BBMP) workers on a daily basis. The wet waste, which includes leaves and flowers used for worship, is composted.

Additionally, the temple has come up with a strict rule for everyone who visits the premises- if they want prasadam (food offered in prayer), then they have to bring their own cups. In accordance

with this, the temple has stopped distributing paper plates or other disposable forms of cutlery for patrons.

In spite of initial resistance towards this system, as seen with any scheme of change, the temple management's firm stance on the issue led to a gradual but definitive change in attitudes and behaviour by devotees.

Every Saturday, the temple distributes free food for over 600 people at its premises. It makes sure that the food is served on reusable melamine plates, keeping the zero-waste environment intact. If cleanliness is truly godliness, then it is one rule this temple has followed to the last word.





# India's Cleanest City

## Case of **INDORE**



Indore city is a tier 2 city and commercial capital city of Madhya Pradesh with a population of around 27.5 lacs (current estimated). The city ranked 25 in the 2016 Swachh Survekshan conducted by the Ministry of Urban Development, Government of India.

Since then, Indore has been declared open defecation free by Quality of Council of India. On 4th May 2017, the city was ranked top among 434 cities in the Swachh Survekshan, and awarded as the cleanest city in India. The award has been made possible by the efforts of the Indore Municipal Corporation, which are described ahead.

### Best Practices by Indore Municipal Corporation

#### Awareness

The first step of SBM-IEBCC (Information, Education, Behaviour Change Communication) implementation is to create awareness among the people and the community through various means. This entails

awareness about waste collection, transportation, segregation and disposal, its benefits and consequences on human health & environment. Awareness is the medium to proper communication with residents to get a positive and expected result. Radio jingles, films, advertisements, NGOs engagement, street plays, brand ambassador messages and rallies among other mediums are adopted.

#### Indore - Salient Features

Total Area	275 sq km
Population 2011	22.00 Lac
Population 2017	27.50 lac
Floating Population	3-5 Lac per day
Population density	8302 P/sqkm
No of Households	5.80 Lac
% slum population	27%
No of wards	85
No of zones	19
MSW quantity(2001)	617MT/day
MSW quantity(2011)	750MT/day
MSW quantity (2017)	900MT/day





### Compost unit

When the segregated waste is transported to the trenching ground, the segregated waste goes for processing. The biodegradable waste is decomposed in controlled environment by microorganisms (mainly bacteria and fungi) under aerobic conditions. The product, compost, is effectively utilized as an organic fertilizer to rejuvenate soils. Compost is free from environmental hazards and a low-cost option.

### Door to door collection

Collections of segregated garbage from households. Households have started using two separate bins.

- Door to Door collection of waste is being done in all 85 wards of city
- 400 small tippers have been used for Door to Door Collection
- 400 Cycle Rickshaw and 350 Wheel Barrow are also used for narrow lanes

### Segregation of waste

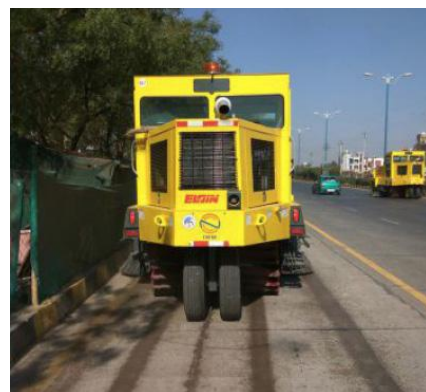
The vehicles are covered and divided into two parts for segregation of the waste for dry and wet separately. This makes the city container-bin free and more hygienic and clean. The segregated waste collected is transported to the trenching ground for processing.



### Recycling of Non-Biodegradable Waste

The non-biodegradable waste is also segregated. The recyclable low-density polyethylene (plastic bags) gets cleaned and sent for recycling at existing plastic briquetting (gatta) unit, where the plastic briquettes are sold to an irrigation pipe manufacturer. Other smaller-volume recyclables such as paper / carton, glass, metals, HDPE, PPP, and PET are cleaned, sorted, bundled and traded to wholesalers at a cost-plus margin. Recycled plastic is also used for road construction.

### Dustbin Free Indore



Since Indore Municipal Corporation started working on door to door garbage collection, waste collection dynamics changed all together. Secondary bins and containers have been removed after proper establishment of the system. All 1800 container bins have been removed from the city making it a one of a kind bin-free city.



# SWACHH SURVEKSHAN AWARDS 2017

स्वच्छ सर्वेक्षण पुरस्कार

4<sup>th</sup> May 2017

## Swachh Survekshan 2017 Awards

The Ministry of Urban Development developed the Swachh Survekshan, a city ranking survey, to assess progress across components under the Swachh Bharat Mission-Urban. The survey was first conducted in 2016 among 73 cities. Following this, the scope of the survey was increased in 2017 to be conducted among 434 cities across the country.

third-party assessors. In addition, citizen feedback on the defined parameters is also assigned weightage as part of the total score for a city. In a first-of-its-kind for a survey conducted in India, Swachh Survekshan 2017 assigned 30% weight to citizen feedback, in addition to 45% weight to self-declaration by ULBs and 25% to independent assessment by surveyors.

The survey defines parameters across the focus areas of SBM-Urban, on the basis of which Urban Local Bodies (ULBs) prepare documentation such as pertaining to declarations of service levels achieved, which declarations are verified by independent observations by

In the run-up to the survey proceedings for 2017, cities were observed enhancing 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.

Over four hundred assessors from Quality Council of India personally inspected 17,500 locations. Feedback from over 3.7 million citizens were taken on six parameters of cleanliness in the survey conducted in January and February this year.

On 4th May 2017, at a ceremony at the National Media Centre in New Delhi, the results of the Swachh Survekshan 2017 were announced. According to these, Indore is the cleanest city of the 434 surveyed. While Gujarat has topped the list of states with the maximum number of cleanest cities (12 cities), Madhya Pradesh was a close second (11 cities) followed by Andhra Pradesh in the third position (8 cities).

The detailed rankings and other specifics are available in the full report, accessible at

#### City (ULB)

#### Award Category

**INDORE**

India's Cleanest City

**BHOPAL**

India's Second Cleanest City

**VISAKHAPATNAM**

India's Third Cleanest City

**SURAT**

India's Fourth Cleanest City

**MYSURU**

India's Fifth Cleanest City

**FARIDABAD**

India's Fastest Moving City  
(Population > 10 lakh)

**TIRUPATI**

India's Cleanest City  
(Population 2-10 lakh)

**REWA**

India's Fastest Moving City  
(2-10 lakh)

**AMBIKAPUR**

India's Cleanest City  
(Population < 2 lakh)

**KHARGONE**

India's Fastest Moving City  
(Population < 2 lakh)

**CHANDIGARH**

India's Cleanest State  
Capital/Union Territory

S.No.	City (ULB)	Award Category
1	New Delhi Municipal Council (NDMC)	Cleanest City in North Zone (Population >10 Lakh)
2	Varanasi	Fastest Moving City in North Zone (Population >10 Lakh)
3	Karnal	Cleanest City in North Zone (Population 2-10 Lakh)
4	Jhansi	Fastest Moving City in North Zone (Population 2-10 Lakh)
5	Leh	Cleanest City in North Zone (Population <2 Lakh)
6	Ferozepur	Fastest Moving City in North Zone (Population <2 Lakh)
7	Tiruchirappalli	Cleanest City in South Zone (Population >10 Lakh)
8	Vijayawada	Fastest Moving City in South Zone (Population >10 Lakh)
9	Kakinada	Cleanest City in South Zone (Population 2-10 Lakh)
10	Ongole	Fastest Moving City in South Zone (Population 2-10 Lakh)
11	Suryapet	Cleanest City in South Zone (Population <2 Lakh)
12	Tadipatri	Fastest Moving City in South Zone (Population <2 Lakh)
13	Jamshedpur (NAC)	Cleanest City in East Zone (Population >10 Lakh)
14	Bhubaneswar	Fastest Moving City in East Zone (Population >10 Lakh)
15	Bhilai Nagar	Cleanest City in East Zone (Population 2-10 Lakh)
16	Raurkela	Fastest Moving City in East Zone (Population 2-10 Lakh)
17	Chas	Cleanest City in East Zone (Population <2 Lakh)
18	Rajnandgaon	Fastest Moving City in East Zone (Population <2 Lakh)
19	Navi Mumbai	Cleanest City in West Zone (Population >10 Lakh)
20	Gwalior	Fastest Moving City in West Zone (Population >10 Lakh)
21	Ujjain	Cleanest City in West Zone (Population 2-10 Lakh)
22	Sagar	Fastest Moving City in West Zone (Population 2-10 Lakh)
23	Navsari	Cleanest City in West Zone (Population <2 Lakh)
24	Pithampur	Fastest Moving City in West Zone (Population <2 Lakh)
25	Gangtok	Cleanest State Capital in North East Zone
26	Aizawal	Fastest Moving City in North East Zone
27	Nagaon	Cleanest City in North East Zone outside State Capitals





# THE MONTH THAT WAS..

## Swachh Bharat Mission (Urban) Review of States

The Hon'ble Minister for Urban Development and Housing & Poverty Alleviation Shri M. Venkaiah Naidu is reviewing progress for urban missions in various states. The missions being reviewed are:

- Swachh Bharat Mission
- AMRUT (Atal Mission for Rejuvenation and Urban Transformation)
- Smart Cities Mission
- Heritage City Development and Augmentation Yojana (HRIDAY)
- Pradhan Mantri Awas Yojna (PMAY)
- Urban Transport

These reviews are conducted jointly with the heads of states, i.e. the respective Chief Ministers, in the presence of key Ministry officials such as Secretaries, Additional Secretaries, Joint Secretaries, etc. and key State officials such as Chief Secretaries, Principal Secretaries for Urban Development, and other officials. Key highlights for Swachh Bharat Mission (Urban) from the reviews conducted in May are given ahead.

# Karnataka

(2 May 2017)



The Hon'ble minister appreciated Karnataka's effort for increasing the state contribution towards IHHL to Rs. 11000 from Rs. 1300. However, concerns were raised on only 3 cities being certified as ODF in the state. The state is aiming for 97 cities to be ODF by 2nd October 2017 and entire state by October 2018. The capital city, Bengaluru will be ODF by 31st August 2017.

The Karnataka state presented a good example of convergence between the government departments by involving

Agricultural department of the state to directly market and sell the compost produced through Raitu Sampark Kendra. The agricultural department has also been advised to avail market development assistance of Rs. 1500/- per MT given by Government of India.

In the review, MoUD officials were made aware of the fact that 4 out of 8 Waste to Compost plants in Bengaluru weren't functional due to non-disposal of RDF, for the

same the state administration was advised to expedite the process of setting up of 2 Waste to Energy plants to resolve the issue.

World Environment Day initiative: Bengaluru, Mangalore & Mysuru have high level of efficiency in segregating household waste at source which should be replicated not only in the state but in the entire country. The state has assured that all ULBs will be participating actively in the initiative.

# Uttar Pradesh (5 May 2017)

The state aims for 150 cities to be declared ODF by 2nd October 2017, and for all 654 cities to be declared ODF by 2nd October 2018. Divisional Commissioners and/or District Magistrates will be called upon to personally supervise the process of declaring cities ODF.

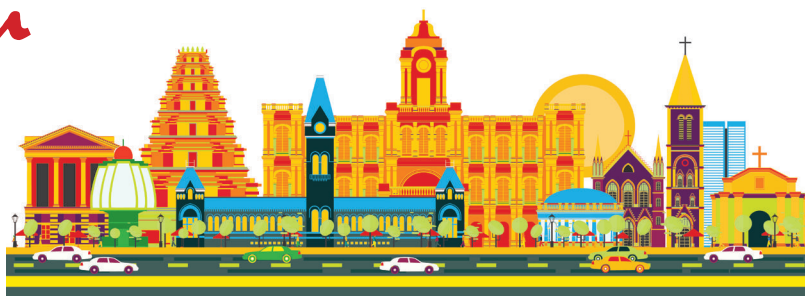
Officials from the departments of Agriculture and Forest will be met with to promote the sale of compost that in turn will ensure smoother functioning of compost plants.

The state will focus on promoting source segregation in 10 cities with functional compost plants (viz. Varanasi, Allahabad, Aligarh, Saharanpur, Lucknow, Etawah, Barabanki, Kannauj, Mainpuri, Muzzaffarnagar and Rae Bareilly).



# Tamil Nadu

(14 May 2017)



**T**amil Nadu (14 May 2017)  
Karaikudi was awarded the ODF certification, and the state officials were asked to declare big cities including Chennai, Madurai as ODF to provide further boost to other cities. In order to further this, the State Government was requested to look into the possibility of enhancing their assistance of Rs 4000/- for

building a toilet upwards to provide further impetus to the beneficiaries. The Commissioner of Municipal Administration, Government of Tamilnadu declared that entire urban Tamilnadu will become Open Defecation Free by October 2018. Tamilnadu stood second having completed 74% in terms of completing the construction of CT / PT against the mission target. The Hon'ble Minister requested

the state's cities to work harder to attain a good result in Swachh Survekshan 2018.

The Hon'ble 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.

# Jharkhand

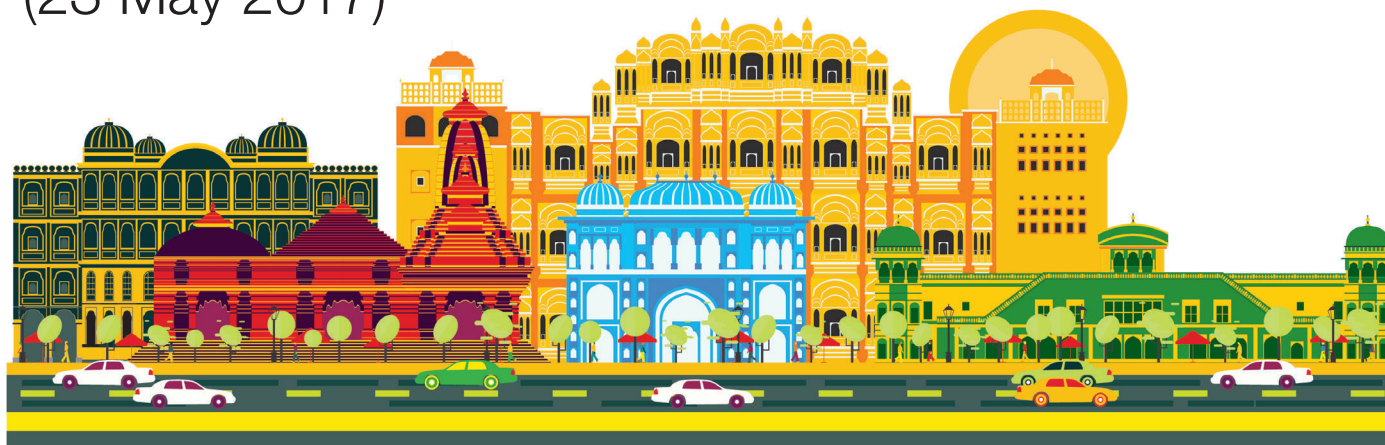
(16 May 2017)

**J**harkhand (16 May 2017)  
Through an interactive discussion many key points were put on the table pertaining to Implementation challenges of the mission, any bottlenecks, co-ordination between the states, co-ordination between the State and the central government. Many of the issues were solved on the spot through active discussion and swift decision making by the Hon'ble Minister of Urban Development.



# Rajasthan

(23 May 2017)



As part of the review, the Hon'ble Minister mentioned that around 20 cities of the total 190 in the state had declared

themselves as Open Defecation Free. Additionally, the Hon'ble Minister also sanctioned Rs. 184.83 crore to the state under the

mission. Areas for more focused attention were identified jointly by the Union and State government.



# Chhattisgarh

(26 May 2017)

Defecation Free by 2 October 2017.

As part of the SBM (Urban) review, Ambikapur, Bhilai and Dhamtari were awarded the ODF certification, and the state officials were asked to declare big cities as ODF to provide further boost to other cities. Of the 2.6 lakhs IHHL's constructed 1.6 Lakhs have been provided Water Connection under the state sponsored Bhagirathi Nal Jal Yojana. The State Government has declared that the entire urban Chhattisgarh will become Open

The Hon'ble Urban Development Minister commended the state for the Ambikapur Model of end to end scientific and sustainable management of Municipal Solid Waste based on the principle of source segregation, which is now being replicated in 165 cities of Chhattisgarh as a part of the "Mission Clean City".

As a part of the 5th June World Environment Day celebrations,

the state with involvement of multiple stakeholders will carry out mass training of 5200 SHG members (who are part of 394 Waste Resource Recovery Centres), inauguration of 50 Waste Resource Recovery Centres along with distribution of dustbins and Tricycles (Enabling segregation of waste at source).

The meeting also saw the signing of an agreement between Durg Municipal Corporation and National Fertilizer Company for marketing compost.

— Take the —

# BLUEGREEN PLEDGE

on [swachhbharat.mygov.in](http://swachhbharat.mygov.in)

5<sup>th</sup> JUNE, 2017

## INDIA GEARING UP TO SEGREGATE WASTE AT SOURCE ON WORLD ENVIRONMENT DAY

The Ministry of Urban Development's campaign to initiate waste segregation in most cities of India on World Environment Day (5th June 2017) is underway with preparations being made by cities to enhance their infrastructural capacity, educate and train municipal staff and workers as well as motivate waste generators to segregate their waste at source.





To aid preparations, the Ministry has prepared a checklist of activities for Urban Local Bodies (ULBs) to be guided by. Through the checklist, ULBs have been asked to focus on the following:

- Training of all municipal workers (permanent and contractual)
- Meetings and awareness programs with all stakeholders of the city
- All collection vehicles to be painted (Blue & Green) and partitioned
- Ensuring that all public bins are also changed to Blue & Green
- Adequate procurement and distribution of bins to all households

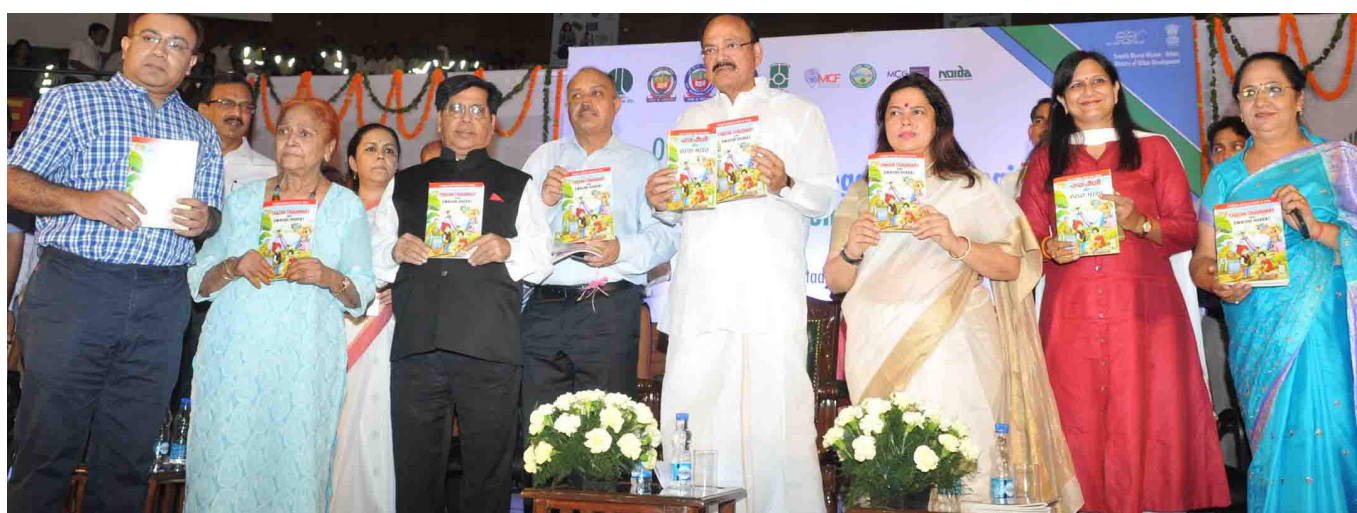
- Intensive communication campaign
- Showcasing videos on segregation developed by MoUD on through various media (such as local TV channels and cinema halls)
- Encouraging citizens to take the pledge to segregate on MyGov
- Uploading photographs of preparation activities on SBM Urban portal

In addition to the preparation efforts by cities, states are being requested by the Hon'ble Urban Development Minister, during the state reviews being conducted presently, to plan state-level events on 5th June as well as plan a

campaign around the day and event.

The event will be flagged off at Indore, the city with the top rank in the recently concluded Swachh Survekshan 2017, in the presence of the Hon'ble Urban Development Minister, the Hon'ble Chief Minister of Madhya Pradesh Shri Shivraj Singh Chouhan, and other key stakeholders in SBM-Urban.

On 28th May 2017, the Hon'ble Prime Minister Shri Narendra Modi spoke about the campaign on his regular All India Radio program Mann ki Baat, exhorting citizens and stakeholders to take up the initiative for enabling their cities to become clean and sanitised.





# Report on the Solid Waste Management Exposure Workshops

During May 2017

**N**ational 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 May 2017 from May 15th to 19th and 29th to 2nd June 2017 respectively at the India Habitat Centre, Lodhi Road, 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. The workshops were attended by 40 ULB elected representatives & officials and 6 NGOs (total 46 participants), from Delhi, Punjab, Haryana, Rajasthan, Uttarakhand, J&K, Himachal Pradesh, Madhya Pradesh, Chhattisgarh, Bihar

and Jharkhand. The Resource Persons were from government departments, educational institutions, companies, Non-Governmental

Organizations, Residents Welfare Organizations, etc.

Both workshops included various activities such as orientation lectures on Solid Waste Management Rules 2016, some technologies, fields visit 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. MoUD officials also participated by explaining how much funds were available and how to access them. 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. Additional Mission Director, Shri Saurabh Jain delivered the valedictory address & distributed the prizes and certificates to the participants. He further encouraged them to join the World Environment Day on June 5th activity for adopting source segregation, composting and recycling.



# State-wise Status of implementation of Various ComponentS under SBM upto may 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 collec- tion (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	355,742	0	349,938	4,621	12,176	3,072	3,455	6,440	8.0
2	Andman& Nicobar Islands	261	258	0	69	0	18	24	100	35.0
3	Arunachal Pradesh	31,027	2,583	1,057	3,815	9	18	42	181	15.0
4	Assam	239,192	357	738	4,770	1,988	92	888	650	10.0
5	Bihar	355,946	143,938	95,964	1,008	970	2,584	3,321	14,820	40.0
6	Chandigarh UT	24,071	2,061	21,999	100	2,402	26	26	340	100.0
7	Chhattisgarh	360,453	4,332	261,934	7,100	8,980	923	3,232	1,896	2.0
8	Daman & Diu	924	0	1	0	0	13	28	85	0.0
9	Dadra & Nagar Haveli	828	0	14	0	0	0	15	35	0.0
10	NCT of Delhi	11,128	2	17	4,755	15,745	232	272	8,400	52.0
11	Goa	5,800	1,935	914	170	40	192	192	183	52.0
12	Gujarat	629,338	2,066	575,113	2,140	13,230	1,529	1,572	10,145	28.0
13	Haryana	100,719	31,372	19,675	2,505	1,655	412	1,449	3,490	25.0
14	Himachal Pradesh	5,030	122	1,728	21	38	167	502	300	25.0
15	Jammu & Kashmir	77,994	3,633	837	20	760	989	1,163	1,792	2.0
16	Jharkhand	263,294	120,073	140,106	1,259	1,100	346	828	2,350	15.0
17	Karnataka	308,802	132,034	125,296	7,402	3,270	4,146	5,276	8,784	40.0
18	Kerala	72,134	2,967	66,877	35	315	1,280	3,536	1,576	50.0
19	Madhya Pradesh	791,472	312,179	434,765	1,694	17,300	4,136	6,999	5,079	14.0
20	Maharashtra	890,830	163,000	409,355	890	17,055	748	7,054	26,820	10.0
21	Manipur	23,597	3,202	444	30	140	130	315	176	50.0
22	Meghalaya	3,066	84	1	178	15	6	114	268	58.0
23	Mizoram	3,800	1,351	2,349	65	53	66	193	253	4.0
24	Nagaland	5,505	3,617	1,690	226	70	19	234	270	0.0
25	Odisha	213,167	16,476	24,687	3,750	1,295	1,387	1,975	2,460	2.0
26	Pondicherry UT	8,790	6,225	2,422	165	111	81	129	495	20.0
27	Punjab	126,985	64,460	28,931	3,860	985	2,544	3,093	4,100	22.0
28	Rajasthan	382,528	137,988	101,485	6,250	4,555	2,010	5,247	5,247	16.0
29	Sikkim	1,962	260	1,627	8	20	4	48	49	0.0
30	Tamil Nadu	542,696	206,694	304,850	16,110	44,290	9,182	12,820	15,272	25.0
31	Telangana	176,625	101,979	72,550	1,306	1,584	1,766	1,967	6,628	49.0
32	Tripura	30	4	2	0	0	0	244	407	0.0
33	Uttar Pradesh	2,331,772	128,965	280,502	4,610	10,050	3,516	11,290	12,650	13.0
34	Uttarakhand	27,000	21,243	4,152	1,900	439	270	706	1,400	0.7
35	West Bengal	127,317	252	125,944	145	225	1,360	2,816	8,675	6.0
	Total/Average	8,499,825	1,615,712	3,457,964	80,977	160,865	43,264	81,065	151,816	23.2



# RAJKOT AND VADODARA ULB's CLAIM TWO WORLD RECORDS

**T**he Rajkot Municipal Corporation and Vadodara Municipal Corporation on Sunday claimed two Guinness world records for conducting “house cleaning lesson” and “most people sweeping the floor” at single venue, respectively.

With an aim to spread awareness about cleanliness, the RMC gathered 1,921 participants at BAPS HALL, Swaminarayan Temple, on Kalavad Road and conducted the house cleaning

lesson for 46 minutes and 51 seconds. It claimed to have broken the earlier record, comprising 688 people, by Guangdong Hisense Home Appliances Co at Foshan, Guangdong, China, on June 27 2016.

The intended target was to assemble 1,200 participants, but the Rajkot Municipal Corporation was able to gather 721 more. This is almost three times the existing record. Stewards and independent observers were present when the

lesson was conducted.

The VMC claims to have created a Guinness world record of the most people sweeping the floor at single venue in the morning. As many as 5,058 participants from across the city took part in the record attempt. On February 26 this year, as many as 1,767 people in Mexico City had swept floor together to enter the Guinness World Record and the feat was achieved by Drinks Depot.

# GLOBAL SWACHH PERSPECTIVES:

## Hindi – Russi Bhai Bhai (A Case Study)

We know Russian for perestroika and Pushkin. But these days, the facts are even closer home that one might imagine. In the city of Arkhangelsk, in the North of Russia, a footstep away from the White Sea, the determined residents, the state, private waste companies and environmental organizations are struggling to do exactly what we are trying in India - to segregate waste.

Arkhangelsk never segregated waste previously, but it began taking baby steps in 2014. This could be the start of something new all over Russia. Already, the

country throws away 60 million tons every year (India is higher, at 71 million tons annually, but we are so many more people). Almost 25 million tons comes from Moscow alone. Yet, the changes are coming from other, smaller cities. Moscow is still struggling with segregation.

Segregation is something many Russians see when they go abroad - it seems to be part of the 'good stuff.' In Arkhangelsk, unlike in India, they don't have the luxury of the kabari-walas, so no one really wants their plastics and cardboard. And even though recycling factories exist, a link had to be set up to them. And for that link to



function, segregation of waste had to happen.

Waste is handled by a private company, AMPA, which invested nearly 4 million roubles (4,529,365 rupees) over the last 2 years to set up a system for segregation, such as containers. Containers were also made available to almost 90,000 residents, or 30% of the population of this tiny town.

An existing but re-popularized tradition of the annual EkoBatl Championship proved to be a turning point. Spread over a month, anyone could come and give recyclables here. One incentive was the acorn of a special oak tree not found in Arkhangelsk. The incentive for the award apart, awareness about pushing waste towards recycling saw excellent public participation. It also meant unlikely items for disposal: a brittle newspaper from 1947 and someone's 20 years of archives (almost 20 tons of paper). Also unlikely was the demographic: men above 40 participated actively, perhaps because they grew up in the former Soviet Union, where thrift was a survival strategy. Think of it as an Indian - we know we don't have to walk to anyplace for recycling - our kabaris will do this for us, for free. This is a key difference between countries like Russia and us.

Art played an important role - if only to dramatize how much stuff is wasted. Christmas trees were salvaged from the trash,



chandeliers were made, and even a giant, royal blue plastic bottle elephant, intended to raise awareness about the recyclability of plastic bottles. At this point, the artistic team is hoping to hear back from the Guinness' Book of World Records if this was, as they think, the world's largest trash elephant? Who could miss this and when they say it, who could not stop and wonder how much trash was everywhere?

What is working well for these efforts? The key are volunteers - regular people, wanting to make

Russia more beautiful, such as those from the environmental NGO Aetas. Then there are children, who are taught about segregation in school and who then go home and mind their parents' waste management. Finally, the commitment of the company itself. Previous attempts with Finnish collaboration had failed after the funding got over.

India's successes in waste segregation - few and far between in March this year, were also based on citizens pushing the idea with each other. The Russian case tell us to be like the Big Bear: embrace and hug the idea and don't let go till everyone is with you. It won't come easy. But it will eventually happen.

#### Acknowledgements:

1. Mr. Alexey Kiselev, Greenpeace Russia
2. <http://www.crosswrap.com/waste-management-in-russia> (As accessed on 20th May, 2017)

Contributed by Chintan Environmental Research and Action Group

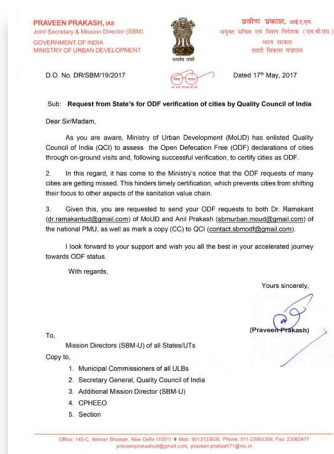
# MOUD SPEAK -

## Communication from the ministry or SBM (Urban)

### 1. Implementation of ICT solution to monitor the cleanliness of Community and Public toilets including private establishments used by public

Given that Urban Local Bodies (ULBs) are responsible for ensuring proper maintenance and cleanliness of community/public toilets as well as toilets located in establishments such as petrol pumps, malls, commercial complexes, district centers, etc. In order to assist with monitoring the cleanliness of toilets, MoUD envisages implementation of an ICT-based solution to capture real-time feedback from citizens visiting and using such toilets. For this, M/s ITI Limited, a Govt. of India Undertaking under Ministry of Communication, and/or Bharat Sanchar Nigam Limited (BSNL) can be engaged for implementation of this solution.

For the detailed features of the solution, terms and conditions of the arrangement and other information, ULBs can access the DO letters for both from the Ministry of Urban Development under the 'Circulars' section of the SBM (Urban) website on the homepage.



### 2. Requests from States for ODF verification of cities by Quality Council of India (QCI)

Ministry of Urban Development (MoUD) has enlisted Quality Council of India (QCI) to assess the Open Defecation Free (ODF) declarations of cities through on-ground visits and, following successful verification, to certify cities as ODF. In this regard, it has come to the Ministry's notice that the ODF requests of many cities are getting missed. This hinders timely certification, which prevents cities from shifting their focus to other aspects of the sanitation value chain. Given this, cities are requested to send ODF requests to both Dr. Ramakant (dr.ramakantud@gmail.com) of MoUD and Anil Prakash (sbmurban.moud@gmail.com) of the national PMU, as well as mark a copy (CC) to QCI (contact.sbmodf@gmail.com).

ULBs can access the DO letters from the Ministry of Urban Development under the 'Circulars' section of the SBM (Urban) website on the homepage.

### 3. Google Toilet Locator functionality to operationalize in 85 large cities by 2nd October 2017

Ministry of Urban Development (MoUD) envisages to leverage ICT to help citizens locate nearest toilets and has partnered with Google Maps which will allow all citizen to use this widely used application to locate the public toilet and provide feedback. To facilitate this, MoUD has already run a successful pilot for locating the community and public toilets which includes the municipal toilets along with the toilets located in Fuel Stations, Malls, Hospitals, Railway Stations, Bus Stands etc. across 5 cities of NCR (Delhi, Gurgaon, Faridabad, Ghaziabad and Noida) and 2 cities from MP (Indore and Bhopal). MoUD plans to scale this initiative further to 85 cities. For full details on this as well as activities planned for the scaling up, ULBs can access the full DO letter from the Ministry of Urban Development under the 'Circulars' section of the SBM (Urban) website on the homepage.



# SOCIAL BHARAT

## Swachh Bharat Mission on Twitter

**Twitter**  
(@SwachhBharatGov)

No. of Followers  
**58,100**

Increase from last month  
**4,700**

#SwachhSurvekshan2017 was the Top Trend in India on 4 May 2017

Devendra Fadnavis liked your Tweet · 3m

Swachh Bharat Urban @SwachhBharatGov  
#SwachhSurvekshan2017 Category: Cleanest City (West Zone P...

Devendra Fadnavis Retweeted your Tweet · 3m

Swachh Bharat Urban @SwachhBharatGov  
#SwachhSurvekshan2017 Category: Cleanest City (West Zone P...

Manohar Lal @mkhattar · 3m  
Extremely delighted that @SwachhFaridabad has won India's fa... city award in Population >10 lakh category at #SwachhSurveksha...

Swachh Bharat Urban @SwachhBharatGov  
Faridabad wins 'India's fastest moving city' at #SwachhSurvekshan2017 awards.

Congratulations @SwachhFaridabad! #SwachhBharat

Krishan Pal Gurjar liked your Tweet · 31m

Swachh Bharat Urban @SwachhBharatGov  
Faridabad wins 'India's fastest moving city' at #SwachhSurveksha...

CM Office, GoUP @CMOfficeUP · 39m  
Congratulations #Varanasi! #SwachhSurvekshan2017

Swachh Bharat Urban @SwachhBharatGov  
#SwachhSurvekshan2017

Category : India's Fastest Moving City (North Zone >10 Lakh)  
Winner : Varanasi (U.P.)...

Swachh Bharat Urban @SwachhBharatGov

#SwachhSurvekshan2017

Category : India's Fastest Moving City (North Zone >10 Lakh)  
Winner : Varanasi (U.P)

Congratulations #Varanasi!

Fastest Moving City North Zone  
VARANASI  
POPULATION >10 LAKH

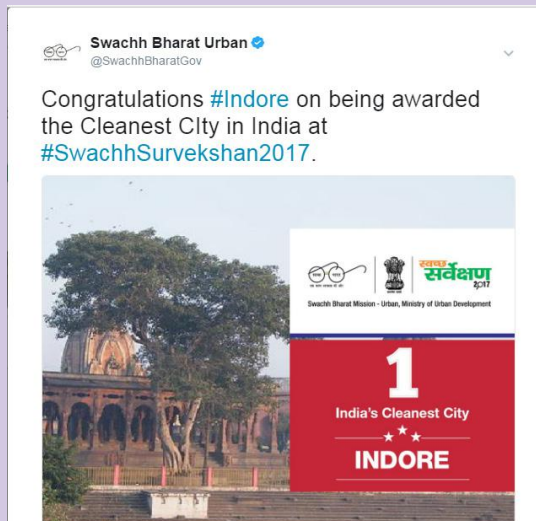
RETWEETS 648 LIKES 2,331

2:07 PM - 4 May 2017

Narendra Modi, Yogi Adityanath, PIB India and MIS India

# SOCIAL BHARAT

## Swachh Bharat Mission on Facebook



**Facebook**  
Swachh Bharat Mission – Urban)

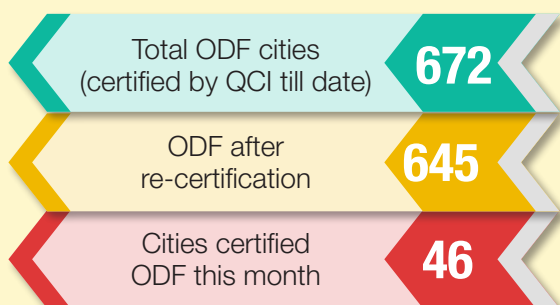
No. of Followers  
**2,66,045**

Increase from last month  
**2,604**

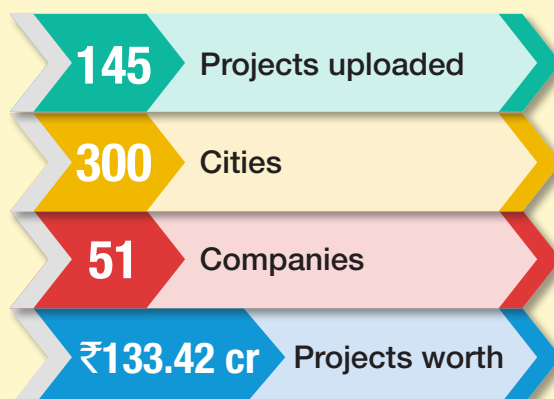


# OTHER SWACHH UPDATES

## ODF CORNER



## SWACHH CSR CORNER



States/UTs	ODF	Non ODF-Post recertification	%ODF
Andhra Pradesh	110	7	94%
Chandigarh	1	0	100%
Gujarat	170	14	92%
Madhya Pradesh	148	0	39%
Maharashtra	88	6	21%
Mizoram	11	0	46%
Delhi	1	0	20%
Kerala	19	0	20%
Telangana	14	0	19%
Chhattisgarh	45	1	26%
Manipur	5	0	19%
Puducherry	1	0	17%
Jharkhand	6	0	15%
Haryana	10	0	13%
Uttarakhand	3	0	4%
Uttar Pradesh	0	0	0%
Tamil Nadu	30	3	4%
Himachal Pradesh	1	0	2%
Jammu & Kashmir	1	0	1%
Karnataka	3	0	1%
Punjab	1	0	1%
Rajasthan	6	0	3%
Sikkim	1	0	14%

Category	No of Projects
Awareness Campaigns in the City (IEC)	47
Solid Waste management (SWM)	1
Construction & Maintenance of CT/PT	50
Renovation and Maintenance of Existing PT/CT	6
Total	145

Category	Total Cost (in Rs Cr)
Awareness Campaigns in the City (IEC)	2.484
Solid Waste Management (SWM)	81.815
Construction & Maintenance of CT/PT	25.392
Renovation and Maintenance of Existing PT/CT	23.727
Total	133.419

## UPCOMING EVENTS

**5<sup>th</sup>**  
June 2017  
Campaign to segregate waste at source in maximum cities by maximum stakeholders

**6<sup>th</sup>**  
June 2017  
State review for SBM-Urban, among other missions, by Hon'ble Union Development Minister, in Maharashtra

Swachhagrahi

5 जून 2017, विश्व पर्यावरण दिवस के अवसर पर गीले और सूखे कूड़े को अलग-अलग रखने की शपथ लें।

Take the **BLUEGREEN PLEDGE** on swachhbharat.mygov.in 5th JUNE, 2017

गीला कूड़ा हरे कूड़ेदान में सूखा कूड़ा नीले में

अधिक जानकारी के लिये, टोल-फ्री नम्बर 1969 पर कॉल करें

myGov मेरी सरकार

Take the **BLUEGREEN PLEDGE** on swachhbharat.mygov.in 5th JUNE, 2017

On the World Environment Day let us all take the Blue Green pledge to segregate the waste at source.

GREEN Bin for WET WASTE - BLUE Bin for DRY WASTE

आइये, गीला और सूखा कचरा अलग-अलग रखने के लिए ब्लू-ग्रीन शपथ लें

विश्व पर्यावरण दिवस के अवसर पर गीले और सूखे कूड़े को अलग-अलग रखने की शपथ लें।

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myGov मेरी सरकार

TAKE THE BLUE GREEN PLEDGE FOR SOURCE SEGREGATION ON 5th JUNE, 2017

On the World Environment Day let us all take the Blue Green pledge to segregate the waste at source.

GREEN Bin for WET WASTE - BLUE Bin for DRY WASTE

दो कूड़ेदान देंगे बहुत सी वस्तुओं को नया जीवनदान

गीले और सूखे कूड़े को अलग-अलग फेंकने से कचरा में फीले रूढ़ कूड़ा तो वस्तुओं को पुनः प्रयोग करने की संभावना बढ़ जाती है। अर्थात् अपनी पुर्नजी वस्तुओं को नया जीवन देने के लिए हम मिलें।

5 जून 2017, विश्व पर्यावरण दिवस के अवसर पर गीले और सूखे कूड़े को अलग-अलग रखने की शपथ लें।

Take the **BLUEGREEN PLEDGE** on swachhbharat.mygov.in 5th JUNE, 2017

गीला कूड़ा हरे कूड़ेदान में सूखा कूड़ा नीले में

अधिक जानकारी के लिये, टोल-फ्री नम्बर 1969 पर कॉल करें

myGov मेरी सरकार

Let us #PledgeToSegregate

आइये, गीला और सूखा कचरा अलग-अलग रखने के लिए ब्लू-ग्रीन शपथ लें

5 जून 2017, विश्व पर्यावरण दिवस के अवसर पर गीले और सूखे कूड़े को अलग-अलग फेंकने की शपथ लें।

गीला कूड़ा हरे कूड़ेदान में सूखा कूड़ा नीले में

अधिक जानकारी के लिये, टोल-फ्री नम्बर 1969 पर कॉल करें

myGov मेरी सरकार

Let us #PledgeToSegregate

TAKE THE BLUE GREEN PLEDGE FOR SOURCE SEGREGATION ON 5th JUNE, 2017

On the World Environment Day let us all take the Blue Green pledge to segregate the waste at source.

GREEN Bin for WET WASTE - BLUE Bin for DRY WASTE

I KEEP TWO DUSTBINS I HELP IN SOURCE SEGREGATION

By keeping separate dustbins for wet and dry waste, I help my country in source segregation. This goes a long way in helping to recycle and reuse.

Let us all join hands to create wealth out of waste.

On 5th June, the World Environment Day let us all take the Blue Green pledge to segregate the waste at source.

Take the **BLUEGREEN PLEDGE** on swachhbharat.mygov.in 5th JUNE, 2017

GREEN Bin for WET WASTE - BLUE Bin for DRY WASTE

अधिक जानकारी के लिये, टोल-फ्री नम्बर 1969 पर कॉल करें

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नयी सोच में ढलीं पुरानी वस्तुएं

दो कूड़ेदान रखिए, चीजों को पुनः प्रयोग कीजिए

5 जून 2017, विश्व पर्यावरण दिवस के अवसर पर गीले और सूखे कूड़े को अलग-अलग रखने की शपथ लें।

गीला कूड़ा हरे कूड़ेदान में सूखा कूड़ा नीले में

अधिक जानकारी के लिये, टोल-फ्री नम्बर 1969 पर कॉल करें

myGov मेरी सरकार

TAKE THE BLUE GREEN PLEDGE FOR SOURCE SEGREGATION ON 5th JUNE, 2017

On the World Environment Day let us all take the Blue Green pledge to segregate the waste at source.

GREEN Bin for WET WASTE - BLUE Bin for DRY WASTE



# BLUEGREEN PLEDGE

5<sup>th</sup> JUNE, 2017



On the World Environment Day let us all take the Blue Green pledge to segregate the waste at source.

**GREEN Bin for WET WASTE - BLUE Bin for DRY WASTE**

Swachh Bharat Mission - Urban, Ministry of Urban Development

For more information

[www.swachhbharaturban.in](http://www.swachhbharaturban.in)



please call toll-free number 1969



SwachhBharatUrban



SwachhBharatGov

#MyCleanIndia #BlueGreenPledge