SWACHHATA SANDESH

A monthly newsletter of the Ministry of Housing and Urban Affairs (MoHUA), Government of India

Ministry of Housing and Urban Affairs
Government of India

Launch of
Swachh Survekshan 2018

Case Study: Achieving through Transformative Leadership - The Karjat Experiment

Global Swachh Perspectives: Besançon, France - a Story of Waste into Real Wealth

Editorial
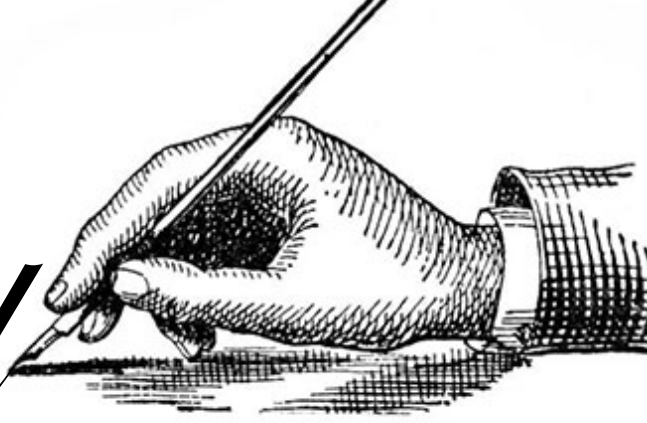
The continuous deterioration of quality of life has underlined the need to create better environmental conditions and evolve a workable national strategy for Sanitation and Municipal Solid Waste Management (MSWM). Swachh Bharat Mission (SBM) for Urban areas is one of the significant programmes of the Government of India that gained national attention. It aims to provide healthy environment and dignified life to its future generation. The Mission seeks the people's participation in creating trash-free environment, providing sanitation facilities and paving a way for Swachh Bharat. It is not a government programme but a mass movement.

The Ministry of Housing and Urban Affairs (MoHUA), Government of India has conducted its third survey "Swachh Survekshan-2018" as the part of the ambit of SBM-Urban to encourage citizen participation and foster a spirit of healthy competition among towns and cities to improve their service delivery to citizen. The survey will rank 500 towns at national level, and 3,541 towns at state and zonal levels. A new component 'Innovation & Best Practices' has also been introduced.

A key aspect of ensuring high score in the survey is engaging with all stakeholders for targeted communication for awareness creation, sensitization and mobilization in order to influence positive behavior change. "Swachh Survekshan-2018 Alert" is an attempt to provide necessary clarification on the basis of feedbacks received/on-field experience shared with the MoHUA. This "Alert" also covers critical updates or piece of information which is necessary for the cities.

The MoHUA with the Goa Government has launched the "Protocol for Star-Rating of Garbage Free Cities" on 20th January 2018 in Goa. This initiative will be rating cities on a 7-star rating system based on multiple cleanliness indicators for SWM, which will include door to door waste collection, bulk generator compliance, source segregation, sweeping, scientific processing of waste, scientific landfilling, plastic waste management, Construction and Demolition waste management, dump remediation, citizen grievance redressal system etc. The most significant feature of the rating protocol is that it provides stakeholders with a single metric to rate a city's overall cleanliness and garbage free status. Further, A MoU was signed between Janaagrah and MoHUA on 2nd February 2018, to develop Swachh Manch (web and mobile applications) where citizens and ULBs can Learn, Act and Inspire each other in consonance with the objectives of SBM (Urban). Swachh Manch will be an addition to the existing Swachhata Platform and the components of Swachh Manch will be added to existing Swachh City Portal and Mobile Application

This newsletter brings news of such stories from different cities in India and showcases the progress of SBM, 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 them for their contribution and welcome suggestions for forthcomings issues.

Editorial Team, Swachh Bharat Mission

BEST PRACTICES

ULBS, INSTITUTIONS AND INDIVIDUALS DOING INSPIRING WORK

I. HOME IN KERALA MADE ENTIRELY FROM WASTE MATERIAL, WITHOUT CUTTING A SINGLE TREE

Biju Abraham has created 12,000 square feet of a beautiful home, situated in Mallapally, Kerala, entirely out of discarded or waste material, without cutting down a single tree or harming the environment in any way. The purpose was to build a home for his ageing parents and for other elderly persons in need of proper care and attention. Biju's travels across India allowed him to observe various home-building techniques, and he replicated several of those in his own home. The idea was to use natural resources rather than cement, modern bricks, etc. Abraham bought 24 houses through an action, and since these were not in liveable condition, demolished them and the wood, brick, tiles and foundation stones were used to build the new home. The low material cost allowed Abraham to pay labourers and give them additional work days to earn more livelihood. These workers also employed home techniques from their own villages, such as mason labourers from Assam replicated the same structures used in their hometowns. The home has 15 private rooms and is equipped with several facilities for the elderly, including wheelchair access.

Source – The Better India website

II. CITIZENS CAN GIVE FEEDBACK ON PUBLIC TOILETS IN MUMBAI'S SUBURBAN RAILWAY STATIONS

If you find public toilets in suburban railway stations of Mumbai in a filthy and unkempt state and extremely unfit for use, you can now send in feedback with just a click of your smartphone. Public toilets across 17 stations in the suburban line will facilitate a tech-savvy feedback mechanism, launched by Western Railways, under which the QR code posted on the toilet walls may be scanned on the phone to provide feedback. Aside from enabling transparency and feedback collection, a significant advantage of the mechanism is that it will put pressure on the private contractors in charge of maintaining most of these toilets (and who charge communters for usage), as railway authorities will be able to take action against the contractors on the basis of feedback, either by blacklisting the agencies or levying a heavy penality on them.

Source – The Better India website

III. PORT BLAIR'S STRATEGY: COLLECT PLASTIC, WIN CASH PRIZES

Port Blair Municipal Council (PBMC) has introduced a scheme for the entire year wherein any person can partner with the municipal body in its efforts to keep the city clean. Even though plastic bags have been effectively banned in the Andaman and Nicobar Islands, other forms of plastic are still around. Under the scheme launched on January 19th this year, six designated plastic waste collection centers have been earmarked. Citizens can collect plastic bottles/bags/waste and deposit them at the centers between 9am to 12 noon on every first Monday of the month. Rs. 2 per kg for segregated plastic waste would be paid at the time of deposit. Sanitary inspectors at all locations have been equipped with adequate capacity weighing machines and sufficient cash in hand for paying against deposits.

Twenty participants who deposit the maximum quantity of plastic waste would be given cash prizes – Rs. 10,000 each to first five participants, Rs. 5,000 each to the next five, Rs. 3,000 each to five more and Rs. 2,000 each to the last five. Five persons who win the highest amount during 2018 would be given preference in the job on Muster Roll basis in the Sanitary Section of PBMC. This is applicable to Islander Card Holders aged between 18 and 50 years.

In parallel, efforts are being made to set up water ATMs at all tourist locations and public places to counter the hazard of PET bottles.

Source – The Times of India website

THE MONTH THAT WAS...

January 2018

1. Launch of Swachh Survekshan 2018

Swachh Survekshan 2018 was launched on 4th January 2018 by the Hon'ble Minister of State (Independent Charge) MoHUA Shri Hardeep Singh Puri, to be run across 4,041 cities and towns of the country till 10th March 2018.

The survey will rank 500 towns at national level, and 3,541 towns at state and zonal levels.

The survey has evolved since last year, when it was conducted in 500 cities, with more weightage given to citizen feedback and less weightage given to municipal documentation.

Additionally, changes have also been made to the weightages assigned to various components, with higher weightage set aside for IEC and Processing and Disposal. A new component 'Innovation & Best Practices' has also been introduced.
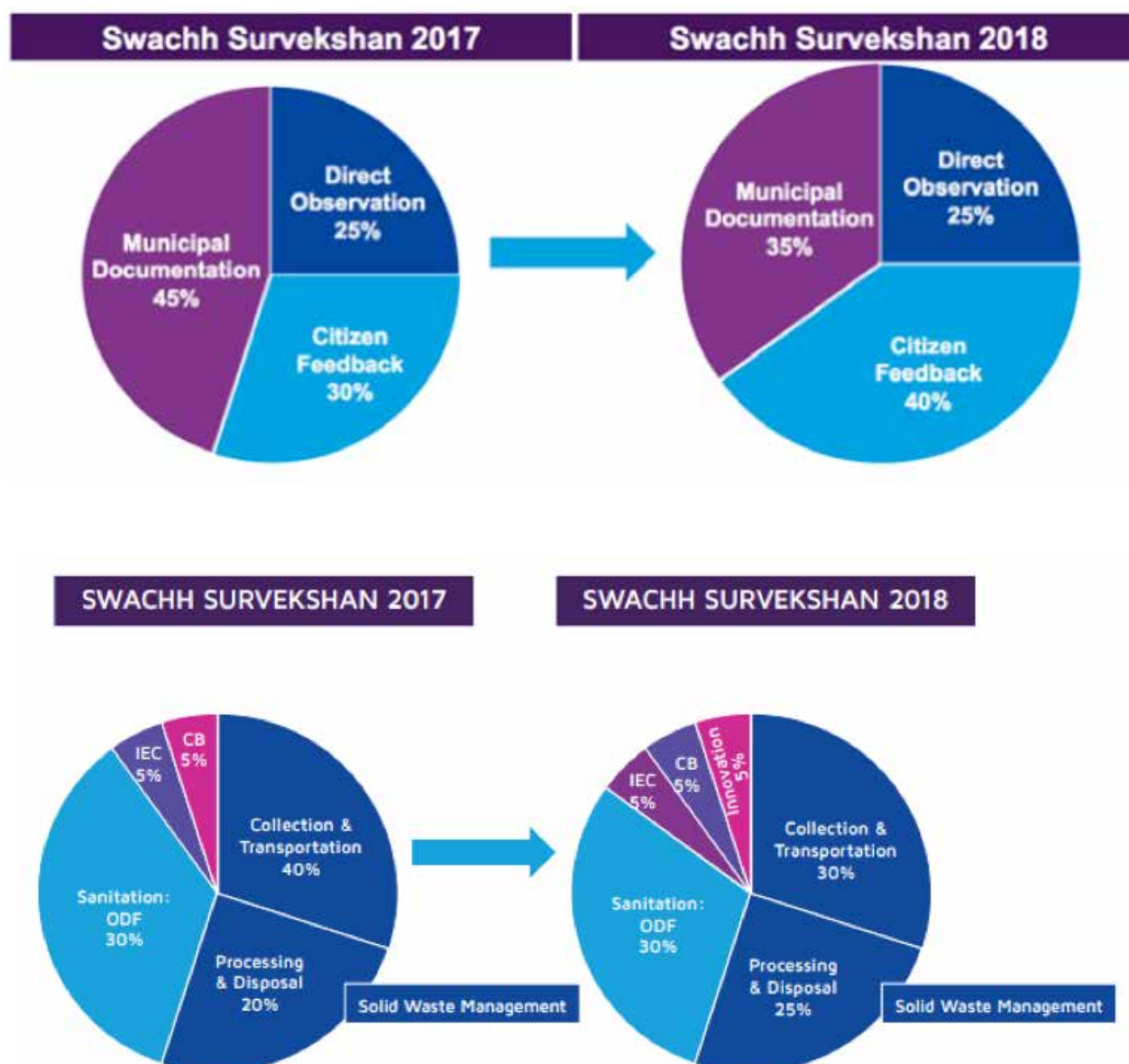
2. Star Rating for Garbage Free Cities

The Hon'ble Minister of State (I/C) for Housing and Urban Affairs, Shri Hardeep Singh Puri, alongwith the Chief Minister of Goa, Shri Manohar Parrikar, launched the 'Protocol for Star Rating of Garbage-Free Cities ' on 20th January 2018 in Goa. The star-rating initiative, developed by the Swachh Bharat Mission – Urban, will be rating cities on a 7-star rating system based on multiple cleanliness indicators for solid waste management, which will include Door to Door Collection, bulk generator compliance, source segregation, sweeping, scientific processing of waste, scientific land filling, plastic waste management, construction and demolition management, dump remediation, citizen grievance redressal system etc.

Cities can be rated as 1, 2, 3, 4, 5 and 7 star on the basis of their compliance with the protocol conditions specified for each of the rating. Further city should be ODF before it could be given rating of 3 star or above. While cities may self-declare themselves as 1-star, 2-star or 4-star, MoHUA will carry out an additional verification through an independent third party to certify cities as 3-star, 5-star or 7-star.

Cities will need to get recertified themselves every year in order to retain their star-status.

The most significant feature of the rating protocol is that it provides stakeholders with a single metric to rate a city's cleanliness, rather than separately evaluating multiple factors which contribute to a city's overall cleanliness and garbage free status. The rating, in comparison to the Swachh Survekshan run by SBM Urban where only one city can be "Cleanest City", will allow multiple cities to obtain higher stars.

3. Goa State Urban Missions Review

A review meeting was held by Hon'ble Minister of State (Independent Charge) on the progress of Missions/Schemes of the Ministry in Goa, on 20th January 2018. Under Swachh Bharat Mission, the state of Goa expects to become Open Defecation Free by March 2018. The Mission Director requested that citizens and specifically tourists should be encouraged to use Google Maps to locate public toilets. Alongside this, he requested for proper O&M of community and public toilets, gender-friendly and disabled-friendly toilet designs and installation of sanitary napkin vending machines and incinerators in the toilets. The Mission Director also requested the State to focus on requesting to bring segregation to 100 percent for greater processing efficiency, promote on-site decentralized waste processing, and mandate bulk waste generators (BWGs) to comply with Solid Waste Management Rules 2016. The State informed that it was planning to include 'Reduction and Reuse' of waste as a criterion for giving star rating to hotels, so as to encourage better management of waste by these BWGs. The Mission Director also emphasised on the need to enforce the ban on plastic.

4. Observer Visits during Swachh Survekshan 2018 assessments

Alongside the assessments for Swachh Survekshan 2018 being carried out in all the cities, MoHUA is deputing Ministry officials and SBM PMU members to visit selected cities as assessment observers. These visits take place each week, and will go on till 10th March (the closure of the survey). Observers will evaluate that assessments are being carried out impartially and as per the prescribed guidelines in Swachh Survekshan protocol, while obtaining insights on the city's view of the survey. The observers' visits will also carry the message of Swachh Bharat in the context of progress by the city, as well as an understanding of implementation challenges being faced. Observers may also allow the visits to serve as field observations, particularly in the case of innovations and best practices.

5. MoU to develop Swachh Manch application

A MoU was signed between Janaagraha and MoHUA on 2nd February 2018, to develop Swachh Manch (web and mobile applications) where citizens and ULBs can Learn, Act and Inspire each other in consonance with the objectives of Swachh Bharat Mission (Urban).

The key component of the Swachh Manch Platform will be as follows:

I. LEARN:
i. Discuss and Learn from peers through discussions
ii. Watch e-learning videos and get certificates. (This will be integrated well with the already existing SBM (Urban) portal to get data, etc).

II. ACT: National Digital Volunteering Platform.
III. INSPIRE: A space to share best practices, success stories, experiences will be created for citizens, ULBs, groups such as corporates, educational institutes etc.

Swachh Manch will be an addition to the existing Swachhata Platform and the components of Swachh Manch (i.e. LEARN, ACT and INSPIRE) will be added to existing Swachh City portal and Mobile Application.

Since Swachhata app has reached a great number of users pan India, the Swachh Manch will be integrated into the Swachhata App where citizens will also be able to volunteer in resolving the complaints themselves (apart from other volunteering opportunities available).

Citizens, corporates, educational Institutes etc. will be able to create volunteering events with photographs and locations and share the same to invite friends/colleagues via channels like social media, email etc. to volunteer for the opportunity created.

ULBs would also be able to create volunteering opportunities, publicise them, invite citizens, corporates, educational institutions etc. to participate as well as see the volunteering events happening in their area and provide them necessary support.

6. Inclusion of Swachh Bharat Mission (Urban) in World Book of Records, London, UK

Swachh Bharat Mission (Urban) is being listed in the World Book of Records (London, UK) given its significance, scope and scale as a mass behaviour change and public impact programme, alongwith Swachh Survekshan as a large scale monitoring and evaluation tool for the mission.

7. Update on Public Toilet locating facility on Google Maps

The facility allows the user to locate, rate and review public toilets on Google Maps application. User can search "Swachh Public Toilet" toilets on their smart phone and locate the nearest toilet. This has already been implemented in 100+ Cities.

MoHUA has been asking for additional data from Cities on CT PT like Toilet ID, Supervisor name, contact details etc. which needs to be filled by ULB (template attached). We are also creating a dashboard for all cities in consultation with Google so that they can monitor the current status of their toilets which can be handed over to cities once their exercise is complete and data is uploaded and verified.

Cities may issue WO to QCI to upload their CT/PT on Google Maps and they will support in mapping all the toilets in Community, Public places, Malls, Petrol Pump, Railway Station, Bus Stand, Hospitals etc on Google Maps.

In case of any queries: (E) - sbm.toiletmapping@qcin.org and (M): +91 8858435205 / +91 9041745741 / +91 7895219120. complaints themselves (apart from other volunteering opportunities available).

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8. Update on Swachhata App

Swachh Bharat Mission (Urban) isThe Swachhata App was developed to allow citizens to register complaints with respect to cleanliness and sanitation in their cities and have these resolved by the local authorities. The registered complaint (with the picture of the issue taken by the user as well as its location) appears on the engineer version of the app, is assigned to the appropriate staff and once resolved, an alert is sent to the citizen's phone alongwith a picture of the spot after resolution.

As on 12th February, 66.3 lakh citizens were registered on the app, 91.8 lakh complaints had been registered, and 87.3 lakh complaints of these had been resolved. The app has a resolution rate of 99 percent.

During the on-going Swachh Survekshan 2018, the app is also serving as one of the platforms for citizens to provide feedback on their city's cleanliness, which will contribute to their city's score in the survey.

CASE STUDY

ACHIEVING THROUGH TRANSFORMATIVE LEADERSHIP – THE KARJAT EXPERIMENT

Contributed by Kumar Ashirwad, IAS Probationer (Maharashtra cadre, 2016 batch)

Kumar Ashirwad, an IAS Probationer of the 2016 batch, was posted in Karjat town in Raigad district in Maharashtra as Chief Officer of Karjat Municipal Council for six weeks as part of his district training on the 13th of November 2017. This was to be my first independent charge.

During his tenure of six weeks, Mr. Ashirwad decided to focus on a few target areas, namely Swachh Bharat Mission, improving the living conditions of the numerous Dalit Bastis (colonies) and increasing the property tax and water tax collections. Amongst these three he, in his own words, decided to make Swachh Bharat Mission his priority. First, because it would be a real challenge to actually clean up the city with cleanliness being visible on the ground. Secondly because the target was achievable in a period of six weeks.

To get a real picture of the cleanliness of the town, Mr. Ashirwad went around the town on a motorcycle, from 8pm to 11pm every night as well as at 5am in the morning some days. It became clear to him that Karjat was a very dirty city even by the standards of small towns. The main bazaar was especially dirty with the day's garbage simply thrown on the road by around

a thousand shopkeepers in the bazaar area when they shut shop and stray dogs further spreading it out throughout the night. Also, almost none of the nearly thirty public toilets had taps, running water, operational lights and were all extremely dirty, with some simply locked. In the residential areas as well entire housing societies and colonies were dumping all their garbage at certain unanimously agreed upon spots. This sea of garbage contrasted starkly with the beautiful surroundings of the town, Karjat being a popular tourist destination during monsoons.

Mr. Ashirwad also interacted with citizens, Councillors and officers and it became abundantly clear to him that cleanliness was not a priority for anyone.

The probationer decided to begin his task by getting his own house in order, so to speak. The post of Chief Officer in the Municipal Council had been given to the Naib Tehsildar as an additional charge since five months and hence due to the lack of a full-time officer, the work culture had seriously deteriorated with staff attendance and office timings taking a hit. To address this, Mr. Ashirwad informed his staff in a meeting that any absence without leave or during office timings would invite penal action. A few days

and many cause notices later, this problem was solved.

He then started meeting with NGOs, school principals, shop keepers' associations, various clubs, senior citizens, ex-army men, professionals' associations, journalists and other reputed and influential citizens. He began by asking how they felt about the unsanitary conditions prevailing in the town. To his surprise many people did not consider Karjat to be very dirty. This was one of his first lessons – that humans quickly adapt to any reality and begin normalising it. It was only when he showed them the thousands of photos clicked during his visits around the city that they realized how bad the situation was. Perhaps seeing all the dirt all at once in the photos made them aware of the grim reality. He informed them of the upcoming Swachh Survekshan and how Karjat was amongst the bottom currently and how little time there was to rectify this situation. He ensured that he gave this message to everyone who visited his office.

During his interactions, Mr. Ashirwad sensed that the people were looking for someone to take the first step and realised that it was important that he, as the head of the Nagar Parishad, needed to be seen leading the mission. Only when the

citizens would be convinced that he was extremely serious about cleaning up the town, would they participate actively.

During the first week, he initiated night time sweeping of the bazaar with one garbage vehicle passing through the entire bazaar and collecting the day's litter from the shopkeepers. He and his staff would walk behind the garbage vehicle asking each shopkeeper to throw their litter in the vehicle. They would both pick up any litter lying on the road and throw it in the garbage truck. This had a tremendous effect. People would start following their example and very soon, without a single word on his part, a sizeable crowd would gather behind and start throwing the litter in the garbage truck. One day a journalist saw this and reported it the next day's newspaper. Other newspapers followed suit. Very soon through a series of newspaper articles Karjat had come to know of a peculiar Chief officer who roamed around at night clicking pictures of and cleaning up garbage. This gave Mr. Ashirwad and the Parishad a huge advantage. He now had the moral authority to ask people to help him in this campaign. By the end of the third week, having convinced the good people of Karjat of his earnestness, he and his staff started conducting Swachh Bharat Abhiyan awareness campaigns. They received a tremendous response from the various clubs, SHGs, NGOs and especially schools.

Within a short period of time they conducted numerous campaigns. They left the design and content of the events entirely up to the organization (clubs/

SWACHH BHARAT ABHIYAN RALLIES

NGOs/schools). It was their prerogative whether they wanted to stage plays or songs or dances or conduct rallies or clean up Garbage Vulnerable Points (GVPs) etc. They were simply asked to hand over a comprehensive list of whatever resources they needed and these were arranged promptly.

The Chief Officer ensured that all such events got good press coverage and made it a point to get the main organizers interviewed on TV or the newspapers. This went a long way and many more groups came forward. They also held numerous competitions for cleanest schools, societies, hotels as well as essay competitions. Here Mr. Ashirwad's work in the Dalit Bastis paid off and the people from these colonies, which were usually the dirtiest parts of the town, supported the initiative whole

heartedly.

Cleaning up a city has two aspects. One, reducing the amount of garbage that is thrown in public places. This needed changing the mindset of people, which the ULB was attempting to accomplish through the previously mentioned measures. The second involves collection of the garbage that will inevitably be thrown, ensuring daily cleaning of public toilets, fixing their taps, lights, getting societies and shopkeepers to keep dustbins, processing and disposal of collected waste, cleaning up the gutters, bringing to book those who still littered, etc. This is the prerogative of the government machinery, not the citizens. Mr. Ashirwad had assumed that this would be the easy part and he realised he was quite mistaken. In Karjat, most of the above

SWACHH BHARAT ABHIYAN IN SCHOOLS

work had been contracted out. Collection of waste in about three-fourths of the Municipal Council area, transportation, processing and disposal of the collected waste, cleaning up of most of the gutters, public toilet cleaning and maintenance had all been given to various contractors.

Moreover, it became clear that the contractors had not been doing their jobs properly. An initial meeting with them in the very first week had convinced the Chief Officer that to deal with them and get them to uphold their side of the contract faithfully, he would have to take a tough stance and that it would necessarily be an unpleasant task. He read the terms and conditions of their Contract Agreements in minute detail and found they were

in violation of most of these. Each contractor was called and given two sheets of paper. On the first sheet, he was asked to write down, point by point, the terms of the agreement that he was faithfully executing. On the other sheet he was asked to write down those terms that he was violating. There was no room for oral arguments. He was then asked to sign both papers affirming that the information given by him was true to the best of his knowledge. Inadvertently most of the contractors affirmed that they were following almost all the terms and conditions of the contract. They were then shown pictures of the dirty gutters, or unclean public toilets with broken taps, lights or unclean streets. They were informed that they had lied, as was

evident from the photos, and thus had given false information to a public servant making them liable to be punished under Section 177 of the Indian Penal Code, which entails up to six months of simple imprisonment. As for the points on the second sheet of paper, they were liable to have their contracts cancelled as they had violated the terms of the contract by their own admission. This, unfailingly, had the desired effect. They were given a deadline to rectify their mistakes and warned of the above consequences if they failed to come good on their promises. By the end of the fourth week, most gutters were cleaned up. All public toilets became operational with taps and lights fixed, cleaning and spraying of insecticides done twice daily, roads cleaned daily and the city a lot cleaner visibly. Further, the compost unit and biogas plant (both given to contractors) which had become defunct began their operations. (The compost unit whose sheds had not been constructed for the past one year is still not fully functional, but construction of sheds was started). The Chief Officer also held regular meetings with Safai karamcharis and established a good rapport with them. This enabled them to work together to resolve issues and achieve more.

There were numerous other activities that were undertaken, in line with the requirements of Swachh Bharat Mission as well as Swachh Survekshan. This included identifying and training rag pickers in collection and segregation of waste, ensuring door to door collection of waste, increasing percentage of source segregation, installing GPS on garbage trucks, levying fines for littering, conducting farmer outreach programmes for

sale of compost, ensuring that the ODF status of Karjat was maintained, preparing a plan to set up decentralized compost units, conducting announcements by loudspeakers to throw litter in the dustbin and undertake segregation of waste, ensuring all shops near the railway station and bus stand had dustbins, and other such activities.

One activity in particular that Mr. Ashirwad feels deserves special mention is their work related to Swachhata App. When he joined Karjat on the 13th of November, Karjat was ranked at 750. This ranking was based on number of Swachhata App downloads, number of complaints posted and resolved within the given deadlines and user happiness. The ULB held numerous campaigns making people aware about this app and training them how to use it. By the time Mr. Ashirwad's tenure had come to an end on 26th December, Karjat stood at 80th rank. On 9th January, Karjat was placed at rank 17. Though, in all fairness, it needs to be pointed out that the city jumped around 200 places because of a change in the ranking scheme which also considered the population of the town/city while ranking it.

Mr. Ashirwad candidly accepts that there was a fair share of unsuccessful attempts. For example, though he held numerous awareness campaigns, he later felt that they could have been made more large scale by involving multiple organizations in the same campaign rather than each campaign being held by a single organization. This would have had more impact as well.

Second, he feels he cannot boast of many innovations that he came up with during his tenure. Third, the progress in source segregation of garbage may have gone up but was not to his satisfaction. To be fair, segregation requires a fundamental change in habit which is the most time-taking and laborious thing to achieve.

Mr. Ashirwad's experience makes for some key learnings for local authorities, which are given ahead.

First, before starting any awareness campaigns around Swachh Bharat Abhiyan, the government agency conducting those campaigns, and especially the leader of that agency must convince the citizens of their earnestness by their actions. People first need to see that agency in action before they participate willingly in the campaigns and mission. Else the entire thing remains discrete events without actually changing the mindset of the people. Second, in awareness campaigns, maximum press coverage should be given to the organization conducting the event. The government agency should take a backseat here. Third, focus on children should be central to awareness campaigns as this has maximum and sustainable impact. Fourth, if any aspect regarding cleanliness is contracted out to private contractors, the penalties for violating those terms should be made extremely stringent and regular monitoring is a must to see that the contractor upholds his/her side of the bargain. Fifth, actually achieving cleanliness which is visible on the ground level requires sustained focus rather than intermittent periods of frenetic activity.

NIGHT TIME CLEANING IN BAZAAR

Global Swachh Perspectives:

BESANÇON, FRANCE - A STORY OF WASTE INTO REAL WEALTH

Contributed by Chintan Environmental Research and Action Group

Besançon, capital of the Franche-Comté region in northern France has worked hard for the last 7 years. And the results are for everyone to see. Since 2010, the French city of Besançon, which has the highest amount of social housing of French cities, has managed to reduce waste generation by 30 percent and has successfully introduced a system of decentralized composting to 70 percent of its residents, resulting in huge savings of €800,000 (approx. INR 6 crore) in waste collection and treatment. This initiative of waste prevention to reduce 15 percent residual waste and 7 percent of all waste generation was achieved through the introduction and adoption of decentralized composting to divert organic waste from being trash bins for disposal. Besançon has shown the way to achieving environmental benefits with significant savings to municipalities. All this has been possible through intensive people participation and involvement.

In Besançon, waste management is the responsibility of SYBERT (Syndicat mixte de Besançon et de sa région pour le traitement des déchets) a joint public authority formed of 3 groups, including the Greater Besançon Authority, which are in charge of waste collection for a total area of 1300 km², with 165 municipalities and 224.186 inhabitants. Most of the bigger Indian cities like New Delhi, Kolkata and Chennai are comparable in area though much larger in population.

In 2008, SYBERT launched an ambitious programme to go 'Zero Waste'. With the help of the European Union funded project 'Waste on a Diet', the programme introduced a two pronged strategy of introducing decentralized composting through installing community composting and PAYT or pay-as-you-throw scheme, a fee system by which citizens pay according to how much residual waste they generate. This strategy was based on moving away from incineration as a solution to waste management and thus closing down the existent furnace in the town of Besançon, amidst growing concerns of impact of incinerators on public health.

By 2016, 70 percent of Besançon residents had a home composter or had access to a community composter, and over 50 percent were using composters located at the foot of their buildings or common composting sites that served several large buildings. This resulted in a sharp decline of residual waste among residents from 67kg per capita in 2009 to 36 kg in 2014. Political will, support from local administration and the PAYT scheme have been key to this success. This has achieved a diversion of 7436 tonnes of organic waste and proved that there more sustainable solutions than incineration for waste management.

An additional benefit to collective composting is that it helps build

Credited SYBERT

social relationships and between people of the same building or neighbourhood and allows them to commit themselves in projects.

What India can do

In India, 50 percent and more of the waste generated in the cities is organic waste which more often that not ends up being dumped in unscientific landfills that constantly catch fire due to the decomposition of the wet waste and subsequent generation of one of the most toxic of greenhouse gases, methane. The piling of putrid wet waste on landfills long past expiration date has also seen collapse of landfills, burying cities and people in trash.

Key takeaways for India from Besançon's success story :

- Institutionalize decentralized composting with promoting home composting and local community composting thus bringing down costs to municipalities of centralized transport of waste to treatment plants.
- Explore channelizing of green waste from wholesale vegetable markets to cow shelters which abound in the fringes of most Indian cities. Besançon even offers enterprising residents a chicken to help consume the organic waste.

These measures with a progressive political will and a clear strategy on waste management, could put India firmly on the map of countries with strong zero waste initiatives.

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MoHUA SPEAK

Directives/Communication from the Ministry regarding SBM (Urban)

The communications given below are accessible at the SBM (Urban) portal.

1. Online data filling on MIS

In continued efforts to strengthen progress monitoring under the mission, through transparent and consistent reporting of physical and financial parameters, a database management system and MIS dashboard have been developed. The MIS is meant to lead to improved information governance, transparency, decision-making and data analytics. All states and cities have access to the dashboard and have been requested to update data therein on atleast monthly basis by 2nd of each month.

2. Shape files of all ULBs requested, for geotagging progress parameters

Geo-tagged evidence of Swachh Bharat Mission (Urban) progress parameters (such as IHHL, CT/PT, SWM plants) is being captured through the mSBM mobile application. In order to locate these parameters accurately over map boundaries, there is a need for shape files (.shp files) of all the ULBs. This file format is a geospatial data format for GIS software and provides precise boundaries for a location. All states' Mission Directors have been requested to share shape files of all their ULBs with NIC division of the ministry, in this regard.
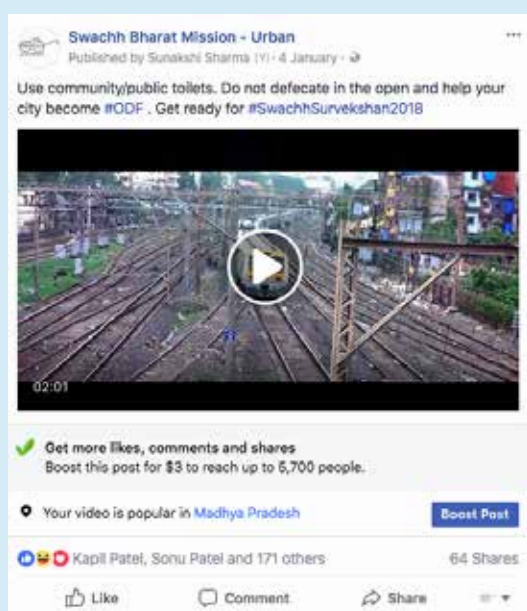
SOCIAL BHARAT

Swachh Bharat Mission on Twitter

Twitter
(@SwachhBharatGov)

No. of Followers
95,617

Increase from last month
4,172

Swachh Bharat Mission on Facebook

Facebook
Swachh Bharat Mission – Urban)

No. of Followers
2,69,455

Increase from last month
**657**

OTHER SWACHH UPDATES

ODF TRACKER

Cities certified ODF — **1774**

Cities declared ODF — **2193**

SWACHHATA APP

Total registered citizens:
6631986

Total complaints:
9181394

Total Resolved complaints:
8729237

ODF Status as on 31st January 2018

States/UTs	Total ULBs	Declared ODF	Certified ODF	% Certified ODF
Andaman and Nicobar	1	1	0	0%
Andhra Pradesh	110	110	110	100%
Arunachal Pradesh	25	9	1	4%
Assam	98	13	2	2%
Bihar	141	1	1	1%
Chandigarh	1	1	1	100%
Chhattisgarh	168	168	168	100%
Dadra & Nagar Haveli	1	1	1	100%
Daman & Diu	2	2	2	100%
Goa	14	0	0	0%
Gujarat	171	171	171	100%
Haryana	81	81	81	100%
Himachal Pradesh	61	12	7	11%
Jammu and Kashmir	82	4	4	5%
Jharkhand	42	41	28	67%
Karnataka	277	85	70	25%
Kerala	94	58	24	26%
Madhya Pradesh	383	383	383	100%
Maharashtra	392	392	310	79%
Manipur	27	15	10	37%
Meghalaya	11	1	1	9%
Mizoram	23	23	19	83%
Nagaland	19	0	0	0%
Delhi	5	4	2	40%
Odisha	113	0	0	0%
Puducherry	6	1	1	17%
Punjab	170	41	9	5%
Rajasthan	193	90	69	36%
Sikkim	7	7	4	57%
Tamil Nadu	666	280	183	27%
Telangana	74	71	57	77%
Tripura	16	0	0	0%
Uttar Pradesh	667	29	19	3%
Uttarakhand	103	94	33	32%
West Bengal	143	3	3	2%
Total	**4387**	**2193**	**1774**	**40%**
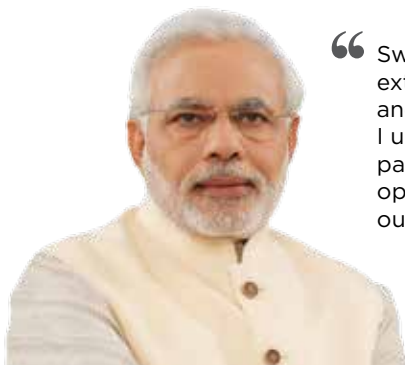
SWACHH SURVEKSHAN 2018

4th January to 10th March

THE BIGGEST CLEANLINESS COMPETITION

ARE YOU READY?

Cleanliness, maintenance and beautification of public places, etc.
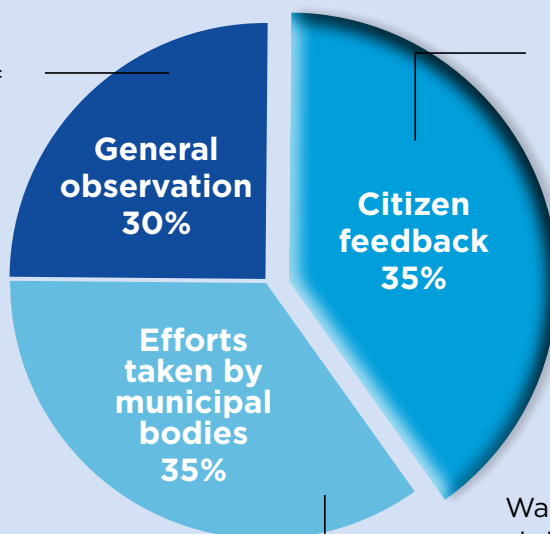
Citizen feedback about cleanliness initiatives undertaken by municipal bodies.

General observation 30%

Citizen feedback 35%

Efforts taken by municipal bodies 35%

Waste management, ODF status, Swachhata related information, new ideas by ULBs, etc.

Your participation will help the nation!

A mass campaign for cleanliness - We request you to support us

Please give your feedback.
Your efforts will help your city score higher in Swachh Survekshan 2018.

Ministry of Housing and Urban Affairs
Government of India

स्वच्छ भारत
एक कदम स्वच्छता की ओर

www.swachhbharaturban.in
please call toll-free number 1969
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