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SWACHHATA SANDESH

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

**Waste Management
Curriculum Trains Over
60,000 Students in Rajkot**

**How Waste Pickers are
Making Brazil, Colombia
and South Africa Swachh**

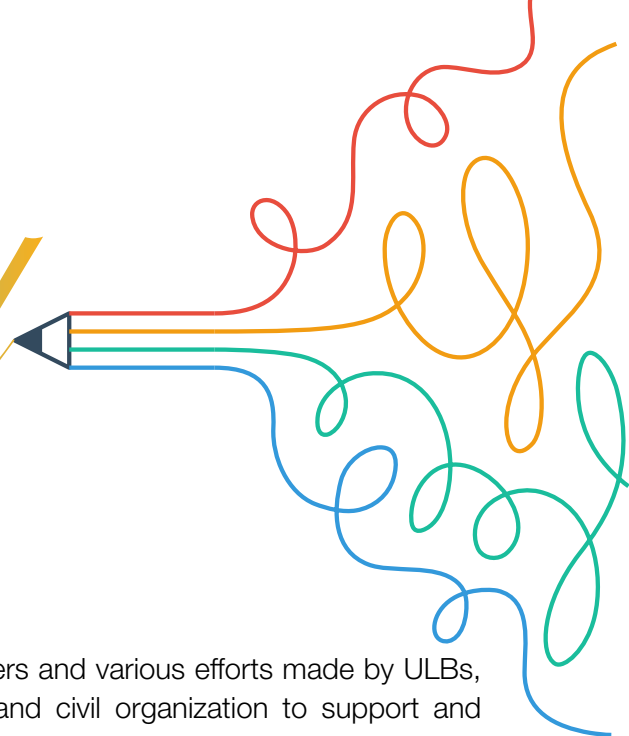


BE A SWACHHATA SAINIK!

International Labour Day 2019



Editorial



Swachh Bharat Mission (SBM) has become a social empowerment vision with the aim of creating Clean India by October 2019. The SBM for Urban Area (SBM-U) is one of the most significant programmes of the Central Government that has gained national attention. It launched as a social movement and underlined the importance of the citizen's participation (jan bhagidari). It is an inclusive model of cleanliness where people have come forward to contribute their bit in this massive cleanliness drive. The Mission is not just about cleaning surroundings but also about seeking people's participation in making the environment waste free and providing sanitation facilities, paving a way for Swachh Bharat. Solid Waste Management (SWM) is one of the most important components of the Mission.

The overall theme for this newsletter is focused on the International Labour Day and the contribution of waste pickers/Safai Karmacharis to the SBM movement. Most studies have demonstrated the effective role of waste pickers or Safai Karmacharis in SWM but they suffer from low social status, deplorable living and working conditions and little support from local governments. Waste picking is labour intensive, but they lack health facilities, safety and legal cover. They provide important services of waste collection, segregation and recycling that contribute towards keeping the city clean. It is estimated that 1.5 million to 4 million waste pickers in India collect waste in search of recyclable items, plastic waste that can be sold to scrap dealers. They depend on waste for income, despite the associated health and social issues. Waste pickers contribute to the local economy, to public health and safety and to environmental sustainability. In commemoration of International Labour Day on 1st May, this issue is dedicated to

these workers and various efforts made by ULBs, individuals and civil organization to support and improve their situation.

'Cleanathon' is an attempt to involve and educate students in the area of waste management from an early age. Education on waste management at the school level is a common practice in many developed nations such as Netherlands, Germany, Japan and so on. The Swachhata curriculum has been designed by waste management officials of Rajkot Municipal Corporation in collaboration with educationists and experts in environmental sciences from Rajkot based universities.

The Ministry also launched the Swachh Survekshan League 2020 (SS League 2020) on 6 June, 2019. SS League 2020 will be a quarterly cleanliness assessment of cities and towns in India and will be integrated with Swachh Survekshan 2020, the 5th edition of the annual cleanliness survey of urban India to be conducted from January – February 2020.

This newsletter brings news of such stories from different cities in India and showcases the progress of SBM-U, highlighting the champions and ambassadors of change. It also serves as a vehicle for promoting ground level practices and knowledge from 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 forthcoming issue.

Editorial Team, Swachh Bharat Mission

1ST OF ITS KIND WASTE MANAGEMENT CURRICULUM TRAINS OVER 60,000 STUDENTS IN RAJKOT

Cleanathon by Rajkot Munkicipal Corporation gets recognition as the largest awareness campaign on solid waste management in the world

Children of today are exposed to a variety of subjects and activities in school these days. A mix of classroom lessons and do-it-yourself activities, the innovatively designed curriculums educate children to not just crack examination but also cultivate life lessons and become more responsible citizens in the days to come. One such curriculum is **Cleanathon**, the waste management module introduced by the Rajkot Municipal Corporation (RMC).

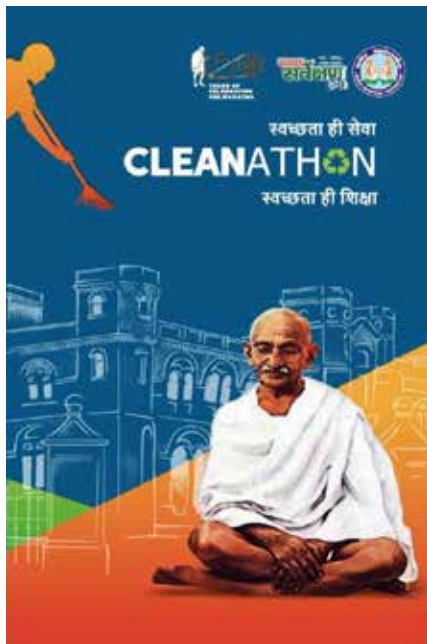
Education on waste management at the school level

is a common practice in many developed nations such as the Netherlands, Germany, Japan, etc. However, this is the first time that a formal curriculum of this kind has been developed and implemented among school students in India. Launched by the Honourable Prime Minister, Shri Narendra Modi and the Chief Minister of Gujarat, Shri Vijaybhai Rupani in June 2018, Cleanathon is an attempt to involve and educate students in the area of waste management from an early age and thus, in turn, increase citizen participation and

ownership in the Swachhata of their surroundings.

The Swachhata curriculum has been designed by waste management officials of RMC in collaboration with educationists and experts in environmental sciences from Rajkot based universities. The curriculum, developed in the form of a booklet, is designed to not only provide an overview of the key areas of waste management such as types of waste, segregation, collection, transportation and its scientific disposal but also outline the process of waste





management in Rajkot. Alongside, the curriculum attempts to provide key information on the Swachh Bharat Mission – Urban (SBM-U) and its major initiatives such as Swachh Survekshan, Swachhata App and Swachh Manch. It is also noteworthy that the curriculum enumerates the major obligations of citizens under the Solid Waste Management Rules, 2016 thus making them aware of their responsibilities towards a Swachh Bharat. A model test paper at the end of the booklet is provided to test the knowledge of students on the subject while a ‘Do You Know’ section provides interesting insights into the achievements of a Clean Rajkot.

As a first step, RMC began the task of training 500 volunteer based master trainers from NGOs and employees of RMC. These trainers, in turn, reached out to deliver the curriculum to over 60,000 students across 400 schools in the city. The job of planning the training schedule was not an easy one but



the coordination between school authorities and RMC officials ensured that the entire training was completed in less than 6 months. After months of training held across the city, December 10, 2018 saw over 60,000 students appearing for an examination to put their knowledge of Swachhata to test. Students scoring maximum marks were recognized and felicitated at the school level. To keep the fire of Swachhata alive in these young guns, the Mayor, Commissioner and other top officials of RMC reached out to the brightest of these students in order to encourage them to become ambassadors of Swachhata and lead cleanliness drives right from the front in their very own city.

The efforts of such an exercise have not been limited to classroom training and examination alone.

RMC is making full use of the knowledge and enthusiasm of these informed student soldiers to reach out to citizens through a number of drives and rallies such as anti-plastic drives, park and river clean-ups, plantation drives, city beautification and the like. The concerted efforts of RMC and the dynamism of the students have led to Cleanathon being recognized as the largest awareness campaign on solid waste management in the world by the Limca Book of Records.

RMC now looks forward to scaling up the initiative in order to bring in more students within its folds. It has been amply evidenced that children are the biggest ambassadors of the Swachh Bharat Mission and the city of Rajkot is no exception. The Commissioner of RMC, Shri B.S. Pani elaborated, “We are going to establish Swachhata as a practical tool in all our municipal schools and introduce it as a part of non-evaluation based activity in all private schools.” In the next phase, RMC plans to broaden the scope of the initiative and incorporate more community engagement activities in order to make the curriculum more practical and applicable to the field. It is time that other cities took a lesson or two from the chapters of Rajkot and scripted their own curriculum on Swachhata!

Compiled by Sreejita Basu, National PMU, SBM-Urban with inputs from Rajkot Municipal Corporation

HOW WASTE PICKERS ARE MAKING BRAZIL, COLOMBIA AND SOUTH AFRICA SWACHH

The Situation in India

It is imperative that we talk about how India can adopt a system of sustainable inclusive waste management that is a win-win for everyone concerned from the long neglected waste picker, the residents who stay in the cities and for the environment as a whole. The need of the hour is a solid waste management system, which is affordable, safeguards the environment and is inclusive of the informal sector, such as waste pickers and 'kabaris'. It is set within the larger understanding of materials as in need of being efficiently handled, rather than dumped. This idea includes waste reduction and reuse. Indeed, waste can be used to create livelihoods and fight poverty, as well as improve health outcomes, particularly for the poor and disadvantaged.

India is drowning under its own waste. Recent estimates suggest that per capita waste generation is currently 0.57kg/day and is expected to double by 2025. Shockingly, over 3% of India's greenhouse gas emissions are on account of poor waste management. India is urbanising rapidly and a judicious waste management system is the need of the hour.

Things would be worse if it was not for the informal recycling sector-wastepickers, kabaris and recyclers. In Delhi, 150,000 such persons recycle at least 2000 tons of paper, plastic, metals and glass daily. They save the municipality upto a crore a day. A Chintan study shows this group saves 3.6 more times greenhouse gases in Delhi alone, compared to any other waste project in India receiving carbon credits. To bring about a change in waste pickers' opportunities and livelihoods there has to be a combination of grassroots organizing, changes in the policy, legal and judicial frameworks; and facilitating agencies. All these drivers have brought about dynamic changes in work opportunities through inclusion conditions for waste pickers in several countries globally. Let us look at some of them.

Brazil

Since 1980, waste pickers in Brazil began organizing through cooperatives and associations. Today, Brazil has the world's largest national waste picker organization, MNCR (Movimento Nacional dos Catadores de Materiais Recicláveis), with 500 cooperatives and 800,000 members. Partnerships between



municipal recycling programs and cooperatives gave them official responsibility for sorting and selling recyclables (Dias, 2010). To augment incomes, 36 waste picker networks eliminated middlemen.

Brazil's progressive policies have gone a long way to strengthen waste pickers by prioritizing their social and economic inclusion. In 2002, waste picking was officially recognized as an occupation by the government's registry of workers. In 2007, the law exempted waste picker cooperatives from competitive bidding.

In 2010, a National Waste Policy saw the integration of waste pickers into national recycling programs thus providing for informal sector livelihoods.

Colombia

In 1987 in Bogotá, waste pickers formed the Asociación de Recicladores de Bogotá (ARB)

which united about 3,000 waste pickers out of the total 9000. In 1990, organized waste pickers around Colombia formed the national Asociación Nacional de Recicladores (ANR) which fought for the rights of waste pickers.

A 1994 law had restricted community organizations to waste services in municipalities with fewer than 8,000 inhabitants, and a 2003 call for public bids excluded waste picker organizations (Parra, 2012). Pro bono lawyers drew on human rights law to successfully argue for their inclusion. The Constitutional Court of Colombia ruled against excluding cooperatives from bidding and required future affirmative action for waste pickers. It also overturned the national decree that made waste the private property of contractors (Samson, 2009). Another judicial case overturned a 2008 law that criminalized waste pickers in public spaces and their “inappropriate” vehicles.

Nevertheless, in 2011 the city of Bogotá announced a USD 1.7 billion bidding process that would hand recycling services over to private companies. ARB was able to rally other recycling stakeholders and mount a legal challenge. The Constitutional Court struck down the bidding process and drafted Order 275 requiring Bogotá to develop a proposal for integrated waste management that would remunerate waste pickers.

Waste picker organizations worked with pro bono advocates and used human rights laws to fight existing laws that excluded waste pickers from applying for

municipality bids which made private contractors the sole proprietors of all waste. All this resulted in Bogotá paying organized waste pickers USD 40 per ton of recyclables they sell to registered scrap dealers. By the end of 2014, the scheme had doubled the earnings of 8,200 registered waste pickers. Since 2012, the number of registered waste pickers has grown from 13,000 to 21,000.

South Africa

In 2007, waste pickers formed cooperatives and in 2009 organized a National Waste Pickers Meeting which led to the formation of the South African Waste Pickers Association (SAWPA). SAWPA has 120 associations from over 100 municipalities across South Africa, representing approximately 10,000 members. SAWPA is in the process of registering officially with the national government, to help gain access to bank accounts and funding.

Due to SAWPA's efforts, the 2008 Waste Act allows organized waste pickers to recycle from landfills with the Ministry of Economic Affairs recognizing that recycling is essential for job creation.

Learnings for India- Challenges and Solutions to Cleaning Urban Cities

Including waste pickers in waste management systems in cities will



not only let the cities comply with established rules and policies, but will also ensure stable, safe and secure livelihoods for a large section of the urban poor, thus securing their trust in and support for the municipal governments.

Wastepickers provide important waste collection, segregation and recycling services that contribute to cleaning our city. Unfortunately, there has been a trend to outsource waste management services to private firms across India. In many instances, this displaces wastepickers, takes away their livelihoods and pushes them into even deeper levels of poverty. Allowing wastepicker organizations to provide doorstep waste collection services and charging user fees from service consumers enabling them to provide better services and monitor service delivery, would go a long way in strengthening this informal sector, providing green clean livelihoods and addressing roadside dumping of waste.

*Contributed by Chintan
Environmental Research and
Action Group*

Swachhata Speak

An Interview with
MS. SHILPA NAG, IAS
Municipal Commissioner,
Mysuru City Corporation

Mysuru was ranked as the Cleanest City of India in Swachh Survekshan 2016. However, the city slipped to rank 5 in 2017. This year, the city is the proud recipient of the title of India's Cleanest City No. 3. What were some of the key initiatives in sanitation and solid waste management that the city undertook in order to improve its ranking?

Mysuru has taken several steps to ensure its improved rank in Swachh Survekshan 2019.

Home composting is being

practiced to manage wet waste generated in the city. IEC campaign supported by proper handholding helped citizens to opt for home composting, thus taking ownership of their wet waste. To allow easy access to Community and Public Toilets, they have been made operational between 4.00 am and 10.00 pm. Swachh Survekshan-2019 campaign was promoted by all stakeholders including auto drivers. Citizen led campaigns also played an important role. Mysuru City Corporation (MCC) has notified and enforced Plastic and Solid

Waste Management Rules 2016.

Mysuru has also acquired a 5 star rating under MoHUA's Star Rating Protocol for Garbage Free Cities, one of the 3 cities in India to achieve this feat till now. What preparations did the city undertake to move towards this direction?

Some of the key preparation that the city undertook to get the much coveted 5 Star Garbage Free Rating include:

- 100 % households covered by door- to- door collection and transportation of solid waste.



- 100 % public and commercial areas have twice a day sweeping including night sweeping.
- Twin bins available in 100 % of commercial and public areas at every 100 m.
- 43 Material Recovery Facilities.
- All Bulk Waste Generators including Resident Welfare Associations adhere to Solid Waste Management Rules, 2016.
- Complete ban on all plastic bags in compliance with Plastic Waste Management Rules, 2016.
- 100 % scientific waste processing
- Only process rejects are transported to scientific landfill within the city.
- Effective citizen grievance redressal.
- 100 % of water bodies with no visible solid waste.

There must have been a significant change in people's perception with regard to Swachhata since the Mission was launched till now. Tell us about some of your IEC and behavioural change campaigns that have resulted in this positive change.

The significant IEC and behavioral change campaigns by MCC have been:

- Ward wise cleaning activities involving Corporation Staff and Councilors.
- Regular door- to- door awareness by our pourakarmikas.
- Campaigns by our brand ambassadors.

- Massive publicity through all types of media.
- Our designated IEC vehicle 'Swachhata Ambaari' carried the message on Swachhata during all major events.
- Sensitization on source segregation through 2,35,000 door- to- door stickers.
- Awareness through distribution of Hand Bills.
- Ward- wise hoardings at high-density areas.
- Awareness through video and audio jingles in LED Digital Display.
- IEC boards through CSR of ICICI.

Today, the Ministry is focusing on sustainable sanitation through its ODF+ and ODF++ Protocols. What are the steps that Mysuru is taking in this direction?

All our community and public toilets have continuous water supply. Toilet seats, urinals and wash basins are clean and usable at all times. Roster is being maintained for regular cleaning and maintenance. Care taker is on duty at all times during opening hours. The toilet floor is swept and mopped at regular intervals. Accessibility to toilet block is barrier free, including those for specially- abled persons. Sewage from the toilet is not discharged in open areas or water bodies. Name and contact details of Supervisor, Supervisor's agency, and area Sanitary Inspector are displayed prominently. Complaint registration and redressal mechanism is in place through ITI

feedback devices. It is functional, with all complaints, maintenance issues or incidents resolved within 24 hours of registration. These toilets are visible on Google Maps toilet locator as 'SBM Toilet'. Since Mysuru City had already been declared as ODF, we went a step further where 10 % of existing community and public toilets have sanitary napkin vending machine for women's toilets. They have adequate disposal mechanism for sanitary napkins. Walls and floors are stain free. Paper napkins and air fresheners are available. Space has been earmarked for revenue generation. Toilets are self-sustainable with 100 % operation and maintenance cost met from revenue generated within premises. Mysuru City Corporation has come up with a proposal for two sanitation complexes near Town Hall and opposite KSRTC Bus Stand with the support of National Institute of Urban Affairs.

Citizens led projects include

1. Organic waste and dry leaf composting by Bulk Waste Generators at Kingsdale Apartment and Sankalp Apartment.
2. Biogas Plant at NIE Men's Hostel.
3. Global Hand Washing Day Celebration
4. Plastic Ban Campaign by 4 year old boy, Ishan Chethan and Swachh Survekshan Campaign by Rifah Taskeen.
5. Campaigns by Clean Mysuru Foundation.

Key innovations and best practices by MCC



IEC vehicle



Mysuru Selfie Spot



Swachhata Committees in 600 schools

Green invitation

- Using recycled paper, electronic mode, etc.,
- Decoration: Using reusable materials and compostable organic materials
 - Minimizing wastage of food
 - Cutleries: Washable and reusable
 - No gifts please!
 - Tambulam: Saplings in green bags

Swachh Bharat Mission (Urban) Launches Swachh Survekshan League 2020

Shri Hardeep Singh Puri, Hon'ble Minister of State (I/C) for Housing & Urban Affairs launched Swachh Survekshan 2020 League at the Ministry of Housing and Urban Affairs (MoHUA) at Nirman Bhavan, New Delhi on 6 June, 2019. Swachh Survekshan League 2020 (SS League 2020) is a quarterly cleanliness assessment of cities and towns in India and will be integrated with Swachh Survekshan 2020, to be conducted from January – February 2020. The launch was also attended by Shri Durga Shanker Mishra, Secretary, MoHUA and the Principal Secretaries, State Mission Directors and Municipal Commissioners of 106 cities with population of 5 lakhs and above who joined the event through a video conference.

Speaking on the need for a quarterly evaluation mechanism, Shri Puri said, "Every year, the Swachh Survekshan is redesigned innovatively, to ensure that the process becomes more and more robust, with focus on sustaining the changed behaviours. However, one concern that was commonly voiced was that cities cleaned themselves up just before a survey and slipped down after that. This year therefore, we are launching the 'Continuous Survekshan' – the SS 2020 League, where cleanliness assessments will happen throughout the year – similar to the continuous assessments that are followed in schools and colleges – and feed into the larger annual survey in January 2020". The Hon'ble Minister further added, "In the SS 2020 league, parameters



pertaining to wastewater treatment and reuse, and faecal sludge management have been given special focus, which is also in line with the new Government's priority areas of focus, namely ODF+ and ODF++ as committed in our manifesto".

While SS 2016 had seen Mysuru emerge as the cleanest city in India, Indore has retained the title of the Cleanest City in the last three years. The performance of cities in SS League 2020 will be crucial in determining the winner of Swachh Survekshan 2020 due to the 25% weightage of the quarterly assessments to be included in the annual survey.

SBM-Urban Congratulates Winners of Swachhata Awards 2019



May 24, 2019 saw Shri Durga Shanker Mishra, Secretary, Ministry of Housing and Urban Affairs (MoHUA) hand over the awards to the winners of the Swachh Office and the Best Performing Cleanliness Workers – an initiative undertaken by MoHUA as part of the Swachhata Pakhwada observed at Nirman Bhavan, New Delhi from 1- 15 February 2019. The awards were finalized on the recommendation of a three member Committee which evaluated all sections/units of the Ministry on the basis of parameters such as neatness of individual desks, storage of files and records, ratio of dustbin to desk, innovative Swachhata initiatives, etc. Similarly, cleanliness workers were evaluated after securing feedback from different divisions on parameters such as mopping of floors, cleaning of desks, dustbins, etc.

The top three winners of the Swachh Office category were Admin V Section, Urban Development (UD) Division and AA Section while Shri Manoj (1st), Ms. Anita (2nd), Ms. Hemlata (3rd) and Shri Balmukund (consolation) were adjudged as the Best Performing Cleanliness Workers.

National Mission Director, SBM- U Speaks at Event on Sanitation in the Circular Economy



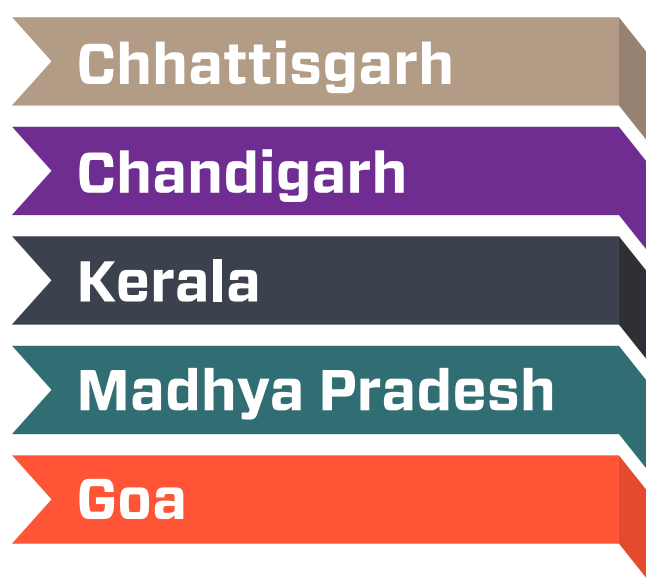
The Government of the Netherlands, FINISH Society and WASTE Netherlands brought together stakeholders for a roundtable discussion

on 'Sanitation in the Circular Economy' at the Royal Netherlands Ambassador's Residence in New Delhi on 24 May, 2019. Shri V.K. Jindal, Joint Secretary and National Mission Director, SBM-U delivered the keynote address at the session touching upon the issues in the sanitation sector and the commitment of the Swachh Bharat Mission (Urban) in providing a holistic and sustainable solution to the problem. The event also saw the Dutch Ambassador, His Excellency Marten van den Berg and Shri Jindal present the Finish Awards to partners and donors in several categories such as Swachh School Award, Corporate Innovation Award, etc.

TOP 5 STATES/UTs IN ODF*



TOP 5 STATES/UTs IN SOLID WASTE MANAGEMENT*



STAR RATING PROTOCOL FOR GRABAGE FREE CITIES



377

ULBs certified ODF+

**SBM ODF+ Protocol focuses on the cleanliness and maintenance of community and public toilets*

167

ULBs certified ODF++

***SBM ODF++ Protocol focuses on the entire sanitation value chain including safe and complete faecal sludge and septage management*

OPEN DEFECACTION FREE (ODF) UPDATE

4,378

ULBs as on date

4,155

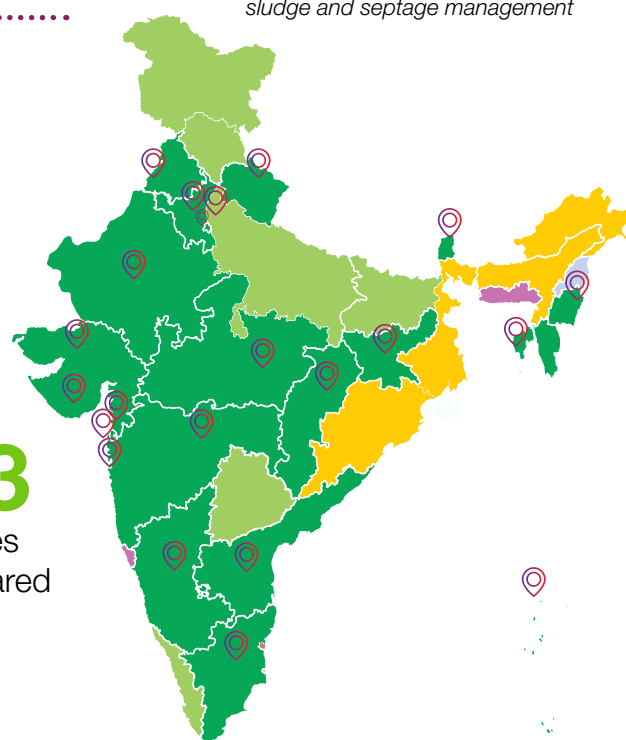
ULBs
declared
ODF

3,620

ULBs
certified
ODF

23

States
declared
ODF





आवासन और शहरी
कार्य मंत्रालय
भारत सरकार



हमारे स्वच्छता सैनिक



ये सैनिक एक स्वच्छ शहर सुनिश्चित करने के लिए सशस्त्र हैं।

इस श्रमिक दिवस, अपने शहर को साफ करने में इनके सहभागी बनें।