



Ministry of Housing and Urban Affairs
Government of India



September 2019 • Volume 2 • Issue 8

Swachhata Sandesh

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



Swachhata Hi Seva



**Plugging for a
Plastic Free India**



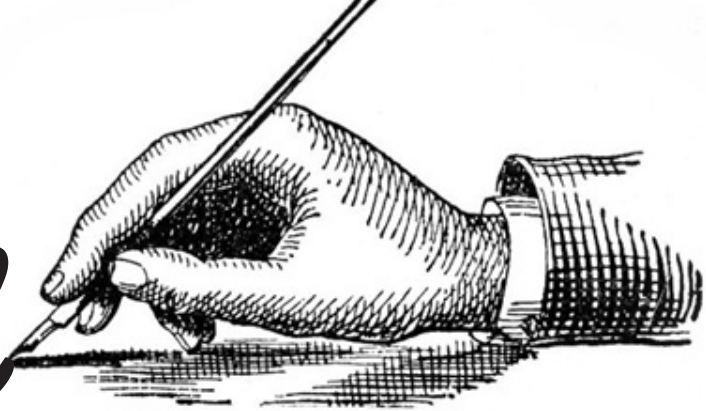
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Editorial



The Swachh Bharat Mission (SBM) was launched by Government of India on 2nd October 2014 with the target of making the country clean by 2nd October 2019. It addresses the growing problems of open defecation, sanitation and municipal solid waste management in urban India. The Mission has completed its tenure of five years i.e. October 2014 to October 2019. Overall, the results of 5 years of “Swachh Survekshan” shows that there has been made a significant improvement in the levels of cleanliness. After completion of five years of SBM, the second phase of SBM has been launched by the Government of India. There will be a new set of challenges that it needs to tackle for its long-term sustainability. The issues and challenges of plastic waste management will be a crucial aspect of SBM now and in the coming days. The Prime Minister urged every citizens and stakeholder to adopt and encourage eco-friendly practices such as use of use of jute and cloth bags in place of plastic bags. As per the estimates of Central Pollution Control Board, India produces close to 26,000 tonnes of plastic waste per day. Only 60 percent of the total plastic waste is recycled.

The overall theme of this newsletter is focused on Plastic Waste Management and curbing Single Use Plastic. Most studies have shown that the existing situation of PWM is grim in our country. There is a need for taken effective steps to overcome the problems of plastic waste, especially single use plastic. Till 21 October 2019, a whopping 4,024 metric tons of plastic waste had been collected with support from over 6.41 core citizens. This is indeed a new Jan Andolan and the movement has just begun. Moreover, regular video conferences were organized under the chairmanship of Shri Durga Shankar Mishra, Secretary of MoHUA with states as well as MoHUA entities to provide direction and track the progress of states and ULBs to achieve the vision of a single use plastic free India. Further, the Cement Manufacturing Association

(CMA) has extended its full support to MoHUA in managing plastic waste during Swachhata Hi Seva (SHS) initiative. The Association is also collaborating with MoHUA to devise longer terms engagement strategies to effectively manage and reuse the non-recyclable plastic waste in their plants as Refuse Derive Fuel (RDF).

The MoHUA has been encouraging the use of plastic waste in road construction as part of its strategy for sustainable PWM. The Ministry is actively engaging with the National Highway Authority of India (NHAI) to ensure reuse of maximum amount of non-recyclable plastic waste collected during the SHS period for road construction. Moreover, the Ministry of Road Transport and Highways encourages the use of waste plastic in construction of National Highways, especially in those areas that have a population of 5 lakh or more. In Vellore the focus has also been on decentralized waste management where 42 Micro Composting Centres (MCCs) were created in to manage. Citizen awareness and engagement activities were also personally helmed by the municipal commissioner of Vellore City Municipal Corporation (VCMC) with efforts made to reach out to different stakeholders to ensure complete segregation of waste at source.

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 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 the collective efforts made by states and cities. We thank them for their contribution and welcome suggestions for forthcoming issues.

Editorial Team, Swachh Bharat Mission



Swachhata Hi Seva

11th September to 27th October 2019



In his Independence Day address to the nation from the ramparts of the Red Fort on 15 August 2019, the Hon'ble Prime Minister appealed to all citizens to make India free from single-use plastics, beginning 2nd October 2019. He urged every citizen and stakeholder to adopt and encourage eco-friendly practices such as use of jute and cloth bags in place of plastic bags. In his Mann ki Baat broadcast on 25th August 2019, Hon'ble PM reiterated his appeal and called for a Jan Andolan to make India free from single use plastic.

My dear countrymen, it is a matter of pride not only for India but for the entire world today, while we are celebrating 'Gandhi 150', our 130 crore countrymen have pledged to be rid from the menace of Single Use Plastic.

In view of the kind of lead that India has taken towards environmental protection, today the countries of the entire world are looking towards India as a model example. I am confident that you will all be a part of the campaign for liberation from the menace of Single Use Plastic on 2nd October. In India, citizens are contributing in this campaign in their own way.

Narendra Modi, Mann Ki Baat, 29 September, 2019

This year, MoHUA is celebrating a six-weeks long "Swachhata hi Seva" (SHS) with large scale participation from citizens, as a part of 150th birth anniversary celebrations of Bapu. SHS commenced on 11th September 2019, on the anniversary of Swami Vivekananda's historic speech at the Parliament of World Religions in Chicago, and will continue till 27th October, i.e. Deepavali Day, the festival of lights, in three phases, with the theme of "Plastic Waste Shramdaan".

Regular video conferences were organized under the chairmanship of Shri Durga Shanker Mishra, Secretary, MoHUA with States as well as MoHUA entities to provide direction and track the progress of States and ULBs to achieve the vision of a single use plastic free India.

A whopping **4,024 MT** of plastic waste had been collected with support from over **6.41 crore*** citizens!

This is indeed a new Jan Andolan and the movement has just begun!



Swachh Snapshots

CMA Joins Hands with MoHUA for Managing Plastic Waste

The Cement Manufacturing Association (CMA) has extended its full support to MoHUA in managing plastic waste during SHS. CMA is also collaborating with MoHUA to devise longer term engagement strategies to effectively manage and reuse the non-recyclable plastic waste in their plants as refuse derived fuel (RDF). CMA has circulated a list of important contacts to States for smooth coordination in collecting and transporting the collected plastic waste to the nearest cement factory.



Seen here are representatives from CMA presenting their concept of "Plastic Ka Ravana" at MoHUA

Second Meeting of Project Steering-Cum-Advisory Committee for Sustainable Cities Integrated Approach Pilot (SC-IAP) Project, India

The Second meeting of the Project Steering cum-Advisory Committee (PSAC) was held on 26 September 2019 under the chairmanship of Mr. V.K. Jindal, Joint Secretary (SBM & PHE), Ministry of Housing and Urban Affairs (MoHUA) for Sustainable Cities Integrated Approach Pilot (SC-IAP) Project, India. Mr. Rene Van Berkel from the United Nations Industrial Development Organization (UNIDO) outlined the strategy towards sustainable cities, focused on low carbon infrastructure and services, urban-industrial symbiosis and low carbon innovation, among which the first is particularly addressed under the Sustainable Cities Integrated Approach Pilot (SC-IAP) project. Apart from UNIDO, there was participation from UN-Habitat, National Institute of Urban Affairs (NIUA), PwC India and Indicsoft Technologies Private Limited. Municipal Corporations of Bhopal, Vijayawada, Mysuru, Guntur and Jaipur were also a part of the deliberations.



Secretary MoHUA Interacts with Citizens on All India Radio on the Show Post Box No 111 on All India Radio

NHAI Commits to Managing Plastic Waste Through Usage in Road Construction

MoHUA has been encouraging the use of plastic waste in road construction as part of its strategy for sustainable plastic waste management. To further strengthen this initiative, MoHUA is actively engaging with the National Highway Authority of India (NHAI) to ensure reuse of maximum amount of non-recyclable plastic waste collected during the SHS period for road construction. NHAI has shared a list of 1500 collection points where ULBs may deposit their collected plastic waste.

States and Urban Local Bodies Organise Workshops to Gear Up for Swachh Survekshan 2020

SWACHH SURVEKSHAN 2020

Cities have been busy preparing themselves for Swachh Survekshan 2020. A total of 27 capacity building workshops have been conducted in the month of September with participation

of over 9000 ULB and state level officials.

These workshops are being organized to keep Urban Local Bodies



(ULBs) updated on the Swachh Survekshan (including SS League) methodology, components and various indicators and address queries related to the same. The workshops are being conducted by Ministry officials along with representatives from the National PMU. Queries and concerns on other protocols such as ODF++, Water PLUS are also being addressed in these workshops with representatives from Quality Council of India (QCI).



MoHUA Participates in 7th International Workshop on Decentralized Domestic Wastewater Treatment in Asia' At HaNoi, Vietnam

September 2015 saw the adoption of the United Nations' SDGs for sustainable development goals with target 6.3 setting out to halve the ratio of untreated wastewater by 2030.

It is with this context that the Ministry of the Environment (MOE), Japan; Vietnam Environment Administration (VEA), Ministry of Natural Resources and Environment (MONRE), Vietnam and Administration of Technical Infrastructure (ATI), Ministry of Construction (MOC), Vietnam organized the "7th International Workshop on Decentralized Domestic Wastewater Treatment in Asia' At HaNoi, Vietnam on 24 September, 2019. The Ministry of Housing & Urban Affairs (MoHUA) was represented by Dr. Ramakant, Deputy Adviser (Public Health Engineering). Dr. Ramakant also made a presentation on Swachh Bharat Mission - Paving the Way for a Clean India highlighting the achievements of the government's flagship program before an international audience.

This workshop provided a platform for stakeholders to come together and build an understanding of the legal framework and operation and maintenance (O&M) within the major Asian countries on decentralized domestic wastewater treatment. Participants also shared best practices and experiences on the same and committed to achieving the targets of SDG 6.3 in their respective countries.

Chhattisgarh Says Apna Jhola Layega!

The movement against plastic waste has gathered great momentum across the country with citizens coming up with witty and catchy posters and other IEC collaterals. Case in point are the colourful posters that are dotting the cityscape of Chhattisgarh. Using popular characters like Shaktimaan, Lion King and Guruji from the popular Netflix show, Sacred Games, the state is enthusing its citizens to bring their own reusable bags instead of plastic ones through their tagline 'Apna Jhola Layega'.



Poster on 'Apna Jhola Layega' campaign

Swachh News: NHAI to use plastic waste to build Jammu-Srinagar highway

Tribune News Service, Jammu, September 30

In a first of its kind experiment in Jammu and Kashmir, the National Highways Authority of India (NHAI) will use plastic and polythene dumped in godowns of the State Pollution Control Board (SPCB) for laying road on the 270-km-long Jammu-Srinagar National Highway, which is undergoing four-laning.

About 400 metric tonnes (MT) of polythene seized by the SPCB and other agencies after the State High Court banned the use and manufacture of polythene in 2008 has not been disposed of and the agencies have chalked out a plan to utilise it. Environmentally fragile J&K is facing a daunting task of disposing of tonnes of polythene material generated by consumers every year.

Officials said under the pilot project, five metric tonnes of polythene would

be tested on the Jammu-Pathankot National Highway using the existing technology available in India and if successful, will be replicated on the strategic highway, which connects Kashmir Valley with the rest of India.

There is also a plan to lay roads using waste material in the two capital cities and towns of the state. "If our experiment succeeds, we will find an alternative way of disposing plastic waste. Many states in India have adopted this technique. Roads laid with asphalt mixed with plastic are resistant to water, cold weather and general wear and tear", said Purshotam Kumar, Project Director, NHAI-Ramban, overlooking the four-laning of the Udhampur-Ramban Highway.

As per the technical details polythene and plastic is first shredded and then mixed with bitumen at very

high temperature. Later, it forms one of the layer when macadamisation is carried out of a particular road.

"We are hopeful that the project will succeed. It is becoming difficult to dispose of polythene and plastic waste generated. Other methods cause pollution. We are also in talks with cement plants so that plastic can be used as fuel but for that plants need some modification", said Suresh Chug, Chairman, JKSPCB.

For years, the state has failed to find scientific solution to get rid of the haul and seized polythene, especially carry bags. Since 2015, the Union Ministry of Road Transport and Highways is also encouraging road developers to use plastic waste along with bituminous mixes to overcome the growing problem of disposal of plastic waste, which is threatening the environment.

NHAI to focus on using plastic waste to build highways in urban areas

Hindu Business Line, September 30

Ministry of Road Transport and Highways encourages the use of waste plastic in construction of National Highways, especially in those areas located within 50 km of urban areas that have a population of 5 lakh or more, informed an official release. Highly populated urban areas are likely to generate maximum plastic waste.

NHAI has already used plastic waste in wearing courses of National Highways construction on the pilot basis in the states of Tamil Nadu and Kerala.

It is now scaling up the waste plastic use by mapping ongoing projects

in the proximity of populous urban areas. NHAI has recently constructed a stretch using waste plastic on NH-48 near DhaulaKuan in the capital. A portion of Delhi-Meerut expressway



and Gurugram- Sohna road has also been planned for construction, using plastic waste.

Moreover, all the Regional Offices of NHAI have been asked to collect plastic waste from earlier this month (September 11 onwards). The plastic waste thus collected shall be used for road construction. Regional Officers have also been directed to coordinate with State/Union Territories to receive plastic waste collected at various centres for use in road construction.

Before October 27, NHAI has planned to lay more than 100 kms of road.

Vellore in Tamil Nadu

Shows The Way for Decentralized Composting



Vellore is located on the banks of the River Palar in the north-eastern part of Tamil Nadu. Historically, Vellore is known for its eponymous fort where the first instance of a large-scale mutiny by the Indian sepoys against the East India Company took place on 10th July 1806. The 119 year old Christian Medical College and Hospital is also housed in this southern city. Today, the city is also coming into the limelight for its consistent efforts and impressive results in the area of municipal solid waste management. This endeavor has largely been made possible due to the efforts of Shri. S. Sivasubramanian, Commissioner of Vellore City Municipal Corporation (VCMC) along with corporation

Population **5,68,549**

No of Wards **60**

Area under VCMC **87.92 sq.km**

Total no of households **1,24,380**

No. of MCC plants **42 in operation**

Capacity of MCC plant
ranging between 3 to 5 TPD

Total Waste handled in MCC
150 to 165 TPD

Capital Cost of MCC
Rs 50 lakhs for 5 TPD

O & M Cost of MCC
Rs 2.2 lakhs per ton per year

officials, staff and citizens.

The highlight of the Vellore model of decentralized waste management has been the Micro Composting Centres (MCC) which came into existence as a result of a directive by the National Green Tribunal (NGT) to close the 7.9 acre dumpsite at Sathuperi. Thus 42 MCCs spread across 60 wards were created to manage the waste in a decentralised manner. The first step was to ensure complete doorstep collection of fully segregated waste at source. Resorting to the famous adage of “Practice what you preach”, the Commissioner started posting pictures of himself in his own kitchen with two separate bins for wet and dry waste. The Sub-Collector and Police Commissioner did likewise thus propelling a mass movement on segregation at source. All government officials, municipal staff and workers down to the lowest level were encouraged and urged to join this movement.

Citizen awareness and engagement activities were also personally helmed by the Commissioner with efforts being made to reach out to different stakeholders to ensure complete segregation of waste at source. VCMC also involved the religious leaders of Hindu, Muslims and Christian communities to help spread message of “segregation at source”. Children proved to be the most effective carrier of the message of source segregation. The Commissioner and his team addressed school assemblies and motivated children to get a pledge signed by their parents who urged

them to segregate waste at source, avoid use of single use plastic and not litter. Through the students, the message succeeded in reaching out to over one lakh households

Along with citizen awareness, it also became important to train doorstep waste collectors to strictly refuse accepting mixed waste from households. The Commissioner informed the Safai Karamcharis that bringing in segregated waste was in their own interest and would not only make their own work easier but would also yield high waste value. There has also been a significant saving of Rs 1.25 crores in the waste transportation cost per year. The workers in addition to their salary of Rs 250 per day also earn from (a) the sale of dry waste and (b) the sale of compost.

The expenditure for operating the 42 MCCs is around INR. 3 crore per year. This is met by the revenue collected from residential and commercial entities as user charges and revenue from property tax.

The MCCs set up four years ago are operating effectively with their functioning being monitored and improved on an ongoing basis. The Sathuperi dumpyard today stands sealed. The Vellore model provides a useful and easily replicable method for other cities and towns to follow in their journey towards effective municipal solid waste management.

Compiled by Sreejita Basu, National Program Management Unit, SBM-U with inputs from Vellore Municipal Corporation

International

RISING LIKE THE PHENIX:

From Food Waste to Food Recycling

Reducing waste, creating livelihoods and innovative circular economy model

Since 2014, 30,000 tonnes of waste saved from bin and more than 60,000,000 meals distributed

The Context

According to the Food and Agriculture Organisation of the United Nations (FAO), one third of the world's food is lost or wasted between the time it is produced and the time it is consumed. This has huge implications in terms of environmental and economic impacts.

Over 4 million people in France, about 1 out of every 10 copes with food insecurity and has to rely on food banks, and 10 million tonnes of edible food go to waste every year.

In France, a major legislation was passed in 2015 on the energy transition raising public awareness about the issue of waste and moving towards a more circular economy. However, it is crucial that besides public policy initiatives, entrepreneurs and private-sector actors should also come forward and be a part of this movement. Encouragingly, there has been a spate of startups or citizens' initiatives that have been launched to limit food waste.

In 2014, entrepreneurs Baptiste Corval and Jean Moreau started Phenix to help businesses fight food waste. The objective was that throwing away should become the exception, and products should always have a second life.

A PHENIX Connect platform connected businesses having food surplus with structures able to use this supply, as well as creating a complete support service. Innovative business approach made PHENIX the leader in business-to-business waste prevention services with over 1500 receiving organisations - charities of all sizes, solidarity groceries,

farms, zoos, discounters or recycling facilities - receiving donations from more than 1000 clients. This helps reuse and recover 100% of overflow or unused products from manufacturers, producers, neighbourhood, shops, producers, supermarkets, restaurants, wholesalers etc.

With growing popularity, this French startup has today 24 local offices in France, 2 in Portugal, 3 in Spain, and 1 in Switzerland and hires more than 100 people. So far, thanks to their initiative, 30.000 tonnes of waste have been recovered or repurposed, and more than 60,000 meals distributed.

What Phenix does

Supports businesses for surplus, unsold products and waste management by:

- Establishing partnerships with charities

- Allowing businesses to report the products they have left at the end of the day and their amount through an online platform
- Informing receiving organizations of what is available in real time
- Helping prevent food waste through a digital tool that tracks products about to expire

Hence, it helps individuals to buy products from a neighbourhood shop before it goes to waste. For 20€ per month, they can subscribe to a weekly 3kg basket. PHENIX takes a 1€ commission per basket sold.

Besides channeling the excess food to charities and other receiving organizations, through its Smart Waste model, PHENIX also supports businesses on waste management and administration. Thus businesses have



the option to send food produce too damaged or over-ripe to zoos. Produce can also be turned into alcohol, paints etc.

Businesses can now optimize budgets and create value out of waste, ushering in a truly circular economy model.

Companies can now control the quantities they buy to limit products that expire, find buyers quickly for their products before they expire, and hence save money. All this also helps buyers connect with hitherto unknown local shops and businesses. A truly win win solution for both consumers and companies.

However, addressing the upstream issue of a broken food system of which food waste is an inherent part, will require the adoption of bold systemic policies to make all the stakeholders responsible for their waste.

What India can learn

The Food and Agriculture Organization(FOA) in its report titled 'The State of Food Security and Nutrition in the World, 2017' uncovered that 190.7 million, approximately 14.5%, people are undernourished in India . Approximately 40% of the food produced in India was wasted in 2013, meaning around Rs. 50,000 crore worth of food is thrown in the proverbial bin (Scroll, 2017). The disturbing irony is that India ranks 100 among 119 countries in the Global Hunger Index, despite its over production of food . However, this is not solely an issue of hunger. Food waste also accumulates in landfills leading to environmental and health disasters. Hence, food waste solutions like Phenix present a great opportunity for an integrated holistic response. It offers an alternative to landfills and incineration, finding the best value chain for unsold products: promotion

on short-term products, donations to charity, animal feed, and recycling.

If the food waste generated is dealt with premeditatedly, India can pioneer a zero waste movement in the retail sector. It is crucial to close the cycle of food production. We need to work towards sustainability, not as an ideal but as a necessity.

References:

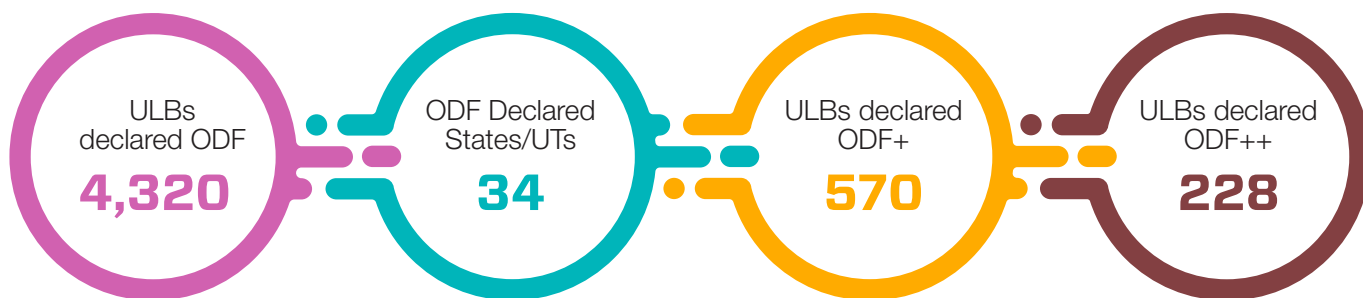
<https://zerowasteeurope.eu/>
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Photo Credit-<https://www.independent.co.uk/environment/phenix-food-waste-environment-france-health-recycling-a8419226.html>

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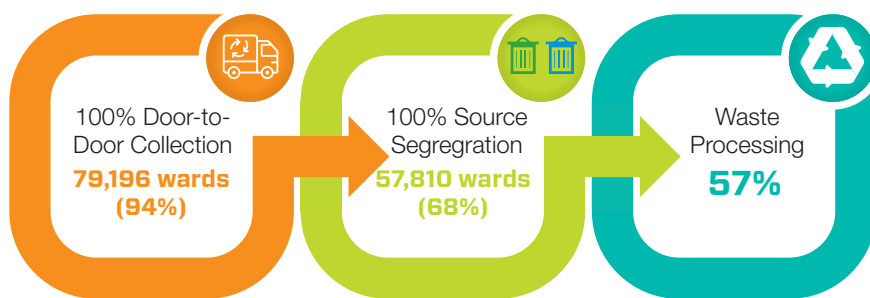
SBM-U Updates

Sanitation



Total ULBs - 4,372

Solid Waste Management



Total ULBs - 84,420



Plastic Waste Shramdaan

More than

1.1 lakh

events
uploaded on
Swachh Manch

More than

6.41 cr

People participated
in making cities
plastic free

More than

4,024+ MT

total amount of
plastic waste
collected

* As on 21 October 2019



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Government of India



“
**Desh Ko bachana hai
plastic
ko hatana hai**
”



**Let us stop the use of plastic
and encourage others to
adopt eco-friendly practices if we want
a plastic free nation.**