



Ministry of Housing and Urban Affairs
Government of India



October 2019 • Volume 2 • Issue 9

Swachhata Sandesh

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



Swachhata
Hi Seva

**India Celebrates Bapu's
150th Birth Anniversary**



1,51,490

**Events
Organized**



5,318 MT

**Plastic
Waste sent
to recycler/
MRF Centers**

70,63,7,604

People Participated



7,792.2 MT

**Plastic Waste
sent to CMA**



13,254 MT

**Plastic
Waste
Collected
during SHS**



Editorial



It is an observed fact that with the growing population and changing lifestyle of people, solid waste management (SWM) has been an area of concern for Urban Local Bodies (ULBs). The Government of India launched Swachh Bharat Mission -Urban (SBM- U) to address both elimination of open defecation and SWM in all ULBs of the country by October 2019. Moreover, it was launched to pay a befitting tribute to Mahatma Gandhi on his 150th birth anniversary by making cities and towns of India clean in five years. 2nd October 2019 marked the 150th birth anniversary of the Father of the Nation. To commemorate this occasion, citizens across India came together to pay their homage to the Mahatma in the form of 'Plastic Waste Shramdaan' as part of 'Swachhata Hi Seva' (SHS) movement.

The overarching theme for this issue is the 2nd October celebration which marks the 150th birth anniversary of the Mahatma. Shri Hardeep Singh Puri, the Minister of State (I/C) for MoHUA launched the SHS India Plog Run to spread awareness about the harmful effects of plastic waste and enlist the support of citizens to eliminate single-use plastic. The Honourable Minister also launched the Delhi Cyclist Plog Run. The Run was held in 50 cities across the country by United Way of India and Go Native with active support from the Ministry. Furthermore, the Cement Manufacturers Association (CMA) organized CONSERVE, Green and Sustainable Resources on 30th September 2019 at Hotel Hyatt Regency, New Delhi. The conference covered issues associated with circular economy, waste management, examined the present regulatory framework perspectives and also,

the success stories of alternative fuel usage in cement plants.

The Uttar Pradesh government has decided to bring a new UP State Septage Management Policy for the treatment of waste of the septic tanks in all ULBs in the state by the year 2023. The new policy will have three phases. The target of the septage management will be assessed by the end of 2019 whereas the second phases will be completed when the data is completed and by 2023, the whole process will be implemented. Himachal Pradesh launched a scheme to buy back non-recyclable, single-use plastic with a minimum support price of Rs.75 per kg. at a function to mark the 150th birth anniversary of Mahatma Gandhi. Moreover, a unique collaboration of #MakingCitiesPlasticFree took place between Bhopal and Mahashakti- a non-profit organization in the city. Bhopal uses plastic flex banners to make shopping bags in order to eliminate plastic and generate livelihoods.

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

Editorial Team, Swachh Bharat Mission

India Celebrates Bapu's 150th Birth Anniversary Through Plastic Waste Shramdaan



cities across India by United Way of India and Go Native with active support from the Ministry. The plogging drive at India Gate covered a 3 kilometre stretch around India Gate.

Plogging is a combination of jogging with picking up litter and was first organised/held in Sweden in 2016 following increased concerns around plastic pollution. Today, plogging has become a popular activity with several plogging drives being organized in India by citizen groups, Urban Local Bodies, etc and is in convergence with the Fit India Movement.

2 October 2019 marked the 150th birth anniversary of the Father of the Nation. To commemorate this occasion, citizens across India came together to pay their homage to the Mahatma in the form of 'Plastic Waste Shramdaan' as part of Swachhata Hi Seva (SHS) movement which had commenced on 11 September 2019.

PLOGGING FOR A PLASTIC FREE INDIA

As part of the celebrations, Shri Hardeep Singh Puri, Minister of State

(I/C) for the Ministry of Housing and Urban Affairs (MoHUA), Government of India launched the SHS India Plog Run at Rajpath Lawn, India Gate. The event was aimed at spreading awareness on the harmful effects of plastic waste and to enlist the support of citizens to eliminate single use plastic (SUP) to fulfill the Honourable Prime Minister's vision. The event also saw participants taking the pledge against SUP. The Honourable Minister also launched the Delhi Cyclists Plog Run.

The India Plog Run was held in 50

50 Cities

1 lakh Citizens



PLASTIC PET BOTTLE FREE AIRTEL HALF MARATHON

Airtel Half Marathon has become a much sought after annual event in the landscape of Delhi. However, it was a common sight to see pathways littered with plastic water bottles. However, this year's Marathon was very different from earlier ones. Not a single counter used any plastic water bottle. This was made possible due to the coordinated efforts of New Delhi Municipal Council and the responsibility shouldered by citizens in #MakingCitiesPlasticFree. 250 Safai Sainiks worked overnight till the completion of the Marathon to keep the area spic and span.



COMMEMORATING DUSSEHERA WITH PLASTIC RAVANA

This year, urban India decided to put an end to a different form of evil- the Plastic Ravana!!

The Cement Manufacturers Association (CMA) collaborated with the Ministry of Housing and Urban Affairs to create 25-foot installations of Ravana(s) in five cities, including Delhi. Each effigy, made of about 300 kilos of plastic waste, was mechanically destroyed on October 8, in a cement plant. The remnants were then incinerated in a closed kiln under high temperature without leaving any residue. The intent was to personify Ravana in a plastic form as a demon, bad for the society and environment.



BHOPAL USES PLASTIC FLEX BANNERS TO MAKE SHOPPING BAGS TO ELIMINATE PLASTIC AND GENERATE LIVELIHOODS:

A unique collaboration for #MakingCitiesPlasticFree took place between Bhopal Municipal Corporation (BMC) and Mahashakti Seva Kendra, a non-profit organization in the city. Flex boards' which are usually discarded after use and add to the ever-increasing plastic

waste have been put to good use by turning them into multi-purpose bags. The durability of the bags has been increased by adding jute sacs to the bag. Not only is this leading to the reduction of plastic waste but also generating livelihood opportunities for around 100 women from low-income communities who are earning around INR. 2000 per month from this initiative. BMC plans to manufacture around 10,000 bags every month.



PRIME MINISTER LAUDS VIBRANT GOA SUMMIT'S ZERO WASTE INITIATIVES

The Vibrant Goa Global Expo Summit held between 17-19 October 2019 which had over 500 delegates and representatives from over 52 nations was a zero-waste and plastic-free event cutting down single-use plastic, disposable items and non-biodegradable materials. Some of the key strategies adopted to make the event zero waste included:

- No packaged water used at the event
- Usage of compostable baggage cutlery and tableware in place of disposables
- Food waste effectively segregated at waste stations set up at the event
- Eco-friendly delegate kit which included a cotton bag, glass bottle, notepad and pencil

The summit also saw several “clean and green” exhibits on display such as areca nut and sugarcane tableware, terracotta composters as well as bio-digester toilets, sewage, effluent, water, biogas and rainwater harvesting systems.

This initiative drew appreciation from none other than the Prime Minister himself who called the initiative “thoughtful”.



33 SWACHH SURVEKSHAN WORKSHOPS HELD WITH PARTICIPATION OF OVER 12,000 GOVERNMENT FUNCTIONARIES

Urban Local Bodies (ULBs) are busy preparing themselves for Swachh Survekshan (SS), the annual cleanliness survey of Urban India conducted by MoHUA. This is evident from the wholehearted participation of ULB and state functionaries in the SS 2020 workshops. A total of 33 SS 2020 workshops have been conducted across the country with the involvement of over 12,000 participants. October 2019 saw 5 workshops being conducted in Bhubaneswar (Odisha), Jaipur (Rajasthan), Vishakhapatnam (Andhra Pradesh), Shimla (Himachal Pradesh) and Jabalpur (Madhya Pradesh).



SECRETARY MOHUA AT CMA CONSERVE 2019



The Cement Manufacturers Association (CMA) organised CONSERVE, Green and Sustainable Resources on September 30-October 1, 2019, at Hotel Hyatt Regency in New Delhi. The theme of the Conference was inspired by the sustainability imperative of the Nation and the growing realisation towards ensuring a circular economy. Shri Durga Shanker Mishra, Secretary, Ministry of Housing and Urban Affairs who was the Guest of Honour at the valedictory session, said. “I congratulate CMA and the Cement Industry for choosing a topic of such importance for its CONSERVE 2019 Conference. The Cement industry should increasingly consume plastic as fuel across all its plants.”

The Conference, which had over 250 participants, covered themes associated with circular economy, waste management, examined the present regulatory framework, drew upon global experiences and presented domestic perspectives and success stories of alternative fuel usage in cement plants.

JOINT SECRETARY AND NATIONAL MISSION DIRECTOR, SBM-U VISITS ODISHA

Shri V.K. Jindal, Joint Secretary and National Mission Director, Swachh Bharat Mission (Urban) visited Odisha from 4-5 October 2019. Apart from attending the Swachh Survekshan 2020 workshop, Shri Jindal also had a detailed interaction with the Odisha Water Supply and Sewerage Board, and made field visits to the septage o-treatment facility at Puri and the septage treatment plant at Bhubaneswar.



Swachh News

Government to bring Uttar Pradesh State Septage Management Policy

The Pioneer, 23 October 2019, Lucknow

With the entire state heading towards becoming open defecation-free, the state government has decided to bring a new UP State Septage Management Policy for the treatment of waste of the septic tanks in 652 urban local bodies by the year 2023.

The decision was taken on Tuesday in the state cabinet meeting which was chaired by Chief Minister Yogi Adityanath. The cost will be borne by the consumers and the new policy will

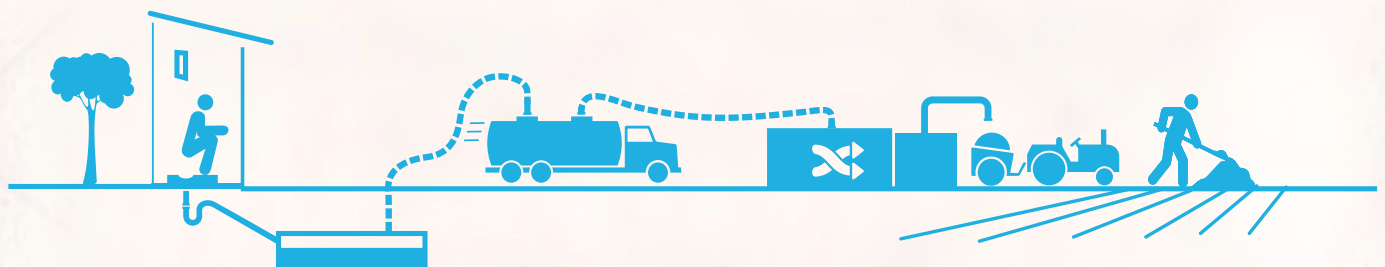
have three phases. Till the end of 2019, the target of the septage management will be assessed and by 2021-end, the second phase will be completed when the data is completed and by 2023, the whole process will be implemented.

Briefing media persons, state government spokesperson Sidharth Nath Singh said the new policy would cover around 5 crore people living in 652 urban local bodies.

“Presently, against the demand to dispose of 5560 MLD of sewerage

through ODF and other schemes, there is a process to dispose of 3300 MLD sewerage through the existing STP while a 1280 MLD STP is under construction. The policy will revolve around seven R’s — re-cycle, re-design, recover, refine, reduce, refurbish and re-guide,” Singh said.

Recently, a media report had said that the government was planning to collect Rs 500 from each house per year for disposing of septage.



Source: Water, Sanitation and Hygiene, BMGF, 2010.

Himachal Pradesh Starts Scheme to Buy Back Single-Use Plastic

News 18, 2 October 2019, Shimla

Himachal Pradesh Chief Minister Jai Ram Thakur on Wednesday launched a scheme to buy back non-recyclable, single-use plastic waste with a minimum support price of Rs 75 per kg at a function to mark the 150th birth anniversary of Mahatma Gandhi.

As per estimates, the total plastic likely to be collected would be about 75,000 kg and the budget required

for it would be about Rs 2.81 crore. The non-recyclable waste comprising polythene bags will be purchased from the rag-pickers, households and urban local bodies.

Since October 2, 2009, there has been a complete ban on the use of polythene bags. The single-use plastic buyback scheme got the cabinet nod on September 16.





SMALLER CITIES TAKE THE LEAD IN DRIVE AGAINST

Hindustan Times, 8 October 2019, New Delhi

PLASTIC WASTE

Indore, Madhya Pradesh

Indore, Madhya Pradesh's most populous city, was choking on plastic waste till early this year. In January, the city's municipal body set up a plastic collection centre (PCC) to reuse and recycle plastic waste, and the results have made the city an example of how plastic can be effectively managed.

Data by Indore Municipal Corporation (IMC) shows Indore generates nearly 50,000 kgs of municipal waste every day, 13,000 kilos of which is plastic waste. Till 2018, the agency used to dispose all of its plastic waste by burning it, which was also becoming a major reason for the deteriorating air quality in the city.

"We have tied up with an NGO named 'Sarthak' to come up with ways to recycle plastic waste. They are providing us with the technical expertise. Along with the PCCs, we have installed machines called 'plastic phatka machines', these are used to cleanse contaminated plastic for recycling," said Dhani Ram Dubey, zonal in-charge at IMC.

Dubey explained that rag pickers have been roped in to help the municipality segregate plastic waste that can be recycled. What is left is taken to the PCC and purified and shredded. The shredded waste is then bundled and carried to the cement plants to be used as a fuel for boilers.

IMC estimates show nearly 45,000 kilos of plastic waste is recycled every day.

Gangtok, Sikkim

In 1998, this small city nestled in the Himalayas banned disposable plastic bags. In 2016, the capital of Sikkim set another example and banned the use of packaged drinking water in government offices and events.

Styrofoam and thermocol disposable plates and cutlery was also

banned across Sikkim to cut down toxic plastic pollution and tackle its garbage problem.

"In the 1990s, because of excessive use of plastic carry bags, when a heavy rainstorm hit the state, the plastic got washed down and blocked major drains. This resulted in a huge landslide. Looking at the damage caused, the state government banned plastic bags," said Rajendra P Gurung, CEO, Ecotourism and Conservation Society of Sikkim (ECOSS), a local NGO that works in Sikkim.



STOP PLASTIC POLLUTION

In an action report submitted by the Gangtok municipality earlier this year to the Centre for Science and Environment (CSE), a Delhi-based research and advocacy organisation, the city administration said it is now on its way to clamping plastic bottle bans strictly. The ban will also apply to tourists.

"We are speaking to guesthouses and hotels to put up boards asking tourists to carry their own water bottles and fill water from restaurants before heading for their daily sightseeing schedule," the report said.

Ambikapur, Chhattisgarh

Innovation is at the centre of recycling and reusing plastic waste in

this city in Chhattisgarh. Ambikapur, which bagged the title of the second cleanest city in India after Indore this year, has opened the first 'garbage cafe', which was built to spread awareness against the use of plastic, feeding homeless people, rag pickers and to empower women who have been hired to run the facility.

The concept of this cafe, located near the Ambikapur bus stand, is that people can get their waste weighed, receive a coupon and relish an Indian thali. The 'rate card' of the cafe says that one kilo of waste will get you a full thali, while half-a-kilo can get you a breakfast.

"We are getting great support and recognition for this initiative. We are now working to form a self-financing model for the cafe," said Ambikapur mayor Ajay Tirkey.

In 2015, the city laid a one-kilometre stretch of road by mixing granulated plastic waste with tar in Bhagwanpur.

Ernakulam and Alappuzha, Kerala

The Kerala government in 2017 released a 'green protocol' to manage waste, especially plastic. Apart from issuing strict directives to government offices across the state, the administration also announced incentives such as issuing instant marriage certificates to couples who have plastic free weddings.

"The aim is to reduce the use of plastic. Even if we reuse non-degradable articles, over years there will not be much decline in its presence. Reducing its use is the more effective way to achieve our plastic-free society goal," Suchitwa Mission, the state's nodal agency for sanitation, said in an email response.

The state also launched in 2017 the 'responsible tourism' mission where tourist destinations across Kerala will be given green certification based on how much they reduced plastic use.

International

A Successful Grassroots Movement Towards Zero Waste

ROUBAIX, FRANCE

Roubaix is a town in Northern France, located on the border with Belgium, famous for hosting the international cycling race Paris-Roubaix. It is also one of the most deprived urban areas in France, with a very high unemployment rate and about 50% of the population below poverty line. Yet the town has managed to show an amazing turnaround when it comes to managing its waste. This is the story of how it came about:

Alexandre Garcin, Roubaix Councillor in charge of sustainability says “During the local election campaign in 2014, litter featured really high in people’s list of concerns. We thought we could invest more resources to improve street cleanliness. Another solution was to eradicate litter.” So the town decided to take up the Zero Waste Challenge.

Stakeholders Involvement

The town came up with the approach of changing people’s consumption patterns and providing alternate lifestyle suggestions in a very innovative and ultimately successful way. The change was kickstarted by the municipality itself that focused on reducing its own consumption of resources in its operations. More than 400 civil servants have committed to zero waste already.

Zero Waste Families

Families were recruited via the

council bulletin and local newspapers and word-of-mouth to community organisations. In early 2015 Roubaix launched a 1-year voluntary challenge calling on families to halve the waste they produced and 100 households responded to it. These households were given weighing scales to measure the non-residual waste they produced and were trained by the municipality through workshops. They were focused how on to make cleaning products at home, cook with leftovers etc.

After one year 25% of households participating managed to reduce their waste generation over 80% and 70% of them reduced it by 50%.

Roubaix did not have a separate collection for organic waste, and so the town hall supported the community in home composting with the introduction of 6 different community composting sites.

To aid composting on a larger scale, the households lacking a garden were provided with a tower garden, a vertical composter that has been designed by the municipality to allow both composting and gardening on terraces without access to the soil.

Zero Waste Schools

Roubaix started with 4 pilot schools of different sizes and it has spread to more schools with 10 school-canteens working against food waste and 15 schools having their own composting site. The aim is to involve all schools in Roubaix by 2020. In schools, the canteens were the focus by aiming for separate collection, reducing food waste and substituting single use cutlery with reusable alternatives. About 150 staff members of school canteens were trained and awareness campaigns were done for establishing dedicated waste streams for wet waste and setting up composters in the schools.

Zero Waste Businesses

The town hall worked with small businesses, shops, cafés and restaurants in public markets to reduce waste and implement the ban on plastic bags.

The project has succeeded to include more than 30 small businesses in this challenge. Moreover, those households taking the challenge receive a voucher equivalent to half their waste fee (150€) to spend in those shops.

A Repair Café has also recently been opened in the town for reuse of old products.

Roubaix has not only transitioned to a zero waste city but also has succeeded to overhaul its image from an economically poor town to one with a progressive vision that is based on sustainability, social inclusion and a dynamic and vibrant social fabric.

Things We Can Do

Encourage composting in wards and colonies to take care of problematic organic waste and divert it from landfills

Mandate only reusable foodware to be used by restaurants and shops including for takeaway orders to cut down on disposables

Introduce minimum charges for take-out disposable cups and food containers

Subject online food ordering to the mandatory cup and container charges; customers can only be given accessory foodware items (straws, lids, stirrers, condiment packages, napkins, utensils, etc.) only on request

References:

<https://zerowasteurope.eu/>
<http://www.zerowastelondon>

Contributed by Chintan
Environmental Research and
Action Group



Cities Pay Attention!

To make the Swachh Survekshan framework more robust and aligned with the on-ground situation, some of the performance indicators have been modified.

To know more, visit

www.swachhbharaturban.gov.in

Amendments to ODF, ODF+ and ODF++ Protocols

As part of its continuing efforts to encourage cities to improve the status of urban sanitation, MoHUA has released OD, ODF+ and ODF++ Protocols to adjudge Urban Local Bodies (ULBs) on parameters of sustainable sanitation. To strengthen this further, certain amendments have been made to these protocols.

To know more, visit

drive.google.com/file/d/1Gcrue92-JktVNF4TBqVYl8dRnm2gAf5e/view

Is your city ready to receive its Star Rating?


To see the latest alerts on Star Rating Protocol for Garbage Free Cities, visit

https://gfcstarrating.org/Images/GFC_Alert_21_Oct_2019_Revised.pdf



मन की बात

27 अक्टूबर 2019



प्रधानमंत्री, नरेंद्र मोदी

“आज, घर घर की अगर कोई एक कहानी सब दूर सुनाई देती है - उत्तर से दक्षिण, पूर्व से पश्चिम, हिंदुस्तान के हर कोने से, एक कहानी सुनाई देती है तो वो है स्वच्छता की। हर व्यक्ति को, हर परिवार को, हर गाँव को, स्वच्छता के सम्बन्ध में अपने सुखद अनुभवों को कहने का मन करता है, क्योंकि, स्वच्छता का यह प्रयास सवा- सौ करोड़ हिंदुस्तानियों का प्रयास है। परिणाम के मालिक भी सवा- सौ करोड़ हिंदुस्तानी ही हैं।”



SBM-U Updates

Sanitation



ULBs declared ODF

4,320

ODF Declared States/UTs

34

ULBs declared ODF+

684

ULBs declared ODF++

228

Total ULBs - 4,372

Solid Waste Management



100% Door-to-Door Collection

80,100 wards (94%)



100% Source Segregation

60,833 wards (72%)



Waste Processing

58%

Total ULBs - 84,420

Swachh Social Media



183.6K
FOLLOWERS



270K
LIKES



Star Rating for Garbage Free Cities

67


CITIES

3 Star Rating

4

CITIES

5 Star Rating



“ A CLEAN
BODY CANNOT
RESIDE IN
AN UNCLEAN
CITY. ”

- MAHATMA GANDHI

