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Swachhata Sandesh

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

**First No-Plastic No-Waste
Ijtema Organized in Bhopal**

#FlushKeBaad

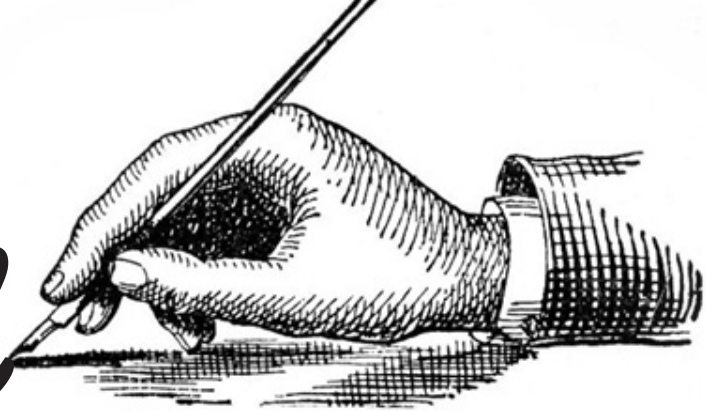


This **SWACHH** **SURVEKSHAN** 2020

Make your city No.1



Editorial



Swachh Bharat Mission – Urban (SBM-U) was launched by Government of India on 2nd October 2014 for five years (2014-2019) with an aim to make a Swachh India. With urban areas of 35 States (except 52 ULBs of West Bengal) Open Defecation Free (ODF), we have realized the Honorable Prime Minister vision of an ODF India. The focus now is on sustainability of the sanitation value chain and strengthening of solid waste management processes with an added emphasis on construction and demolition waste, legacy waste and plastic waste.

According to Central Pollution Control Board, India generates more than 25,000 tonnes of plastic waste every day and 40 percent of which remains uncollected. The issues and challenges of Plastic Waste Management (PWM) has therefore become a crucial aspect of the Mission. The indiscriminate disposal of plastic waste has become a major threat to the environment.

But there is hope and citizens and Urban Local Bodies (ULBs) are putting their best efforts in tackling this issue. Take the example of the 72nd Bhopal Tablighi Ijtema (Congregation), 2019 which was organized from 21-25 November 2019 at Eitkhedi, on the outskirts of Bhopal. The four-day event is one of the largest religious gathering of Muslims in Asia and witnesses the participation of around 1.5 million people from all over the World. It was the first ijtema that was a 'plastic-free no-waste' event in its 72-year history. To address the issues of solid waste management, the Clean Coimbatore Conclave was organized on 16 and 17 November 2019 to showcase the latest technologies available to

bulk waste generators (BWG) such as RWAs, Government Departments, places of worship, commercial complexes and the like. In addition, a review cum consultation workshop was organized at the P.C. Chandra Garden in Kolkata on 5th November 2019 by the State Urban Development Authority (SUDA), Government of West Bengal.

To generate awareness and encourage public discussion, BBC Media Action launched the first of its kind social media campaign on 29 March 2019 – Flush Ke Baad funded by the Bill and Melinda Gates Foundation. The campaign introduces audience to the need for discussion and engaging in public discourse, by creatively challenging the notion that 'out of sight is out of mind'. The '#FlushKeBaad' campaign was implemented between 28 March 2019 to 31st May 2019.

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 issues.

Editorial Team, Swachh Bharat Mission (Urban)

First No-Plastic No-Waste Ijtema Organized in Bhopal

An Effort to Admire, A Duaa to Remember

Ijtema is the largest gathering of Muslims in the world and this time around, it was the first Ijtema which was a complete plastic-free no-waste event in its 72-year history!

The 72nd Bhopal Tablighi Ijtema* 2019, was organized from 21 – 25 November, at Eitkhedi, on the outskirts of Bhopal. The four-day event is one of the largest gatherings of Muslims in the world. But this year's Ijtema in Bhopal was special for another prominent reason – this was the first Ijtema that was a plastic-free no-waste event in its 72-year history! This was no mean feat given the fact that the event witnesses the participation of around 1.5 million people from all over the world. Turning the Ijtema into a zero-waste event was something that the Municipal Corporation had been attempting to do for the past five years, efforts that finally culminated into this year's congregation. To achieve this zero-waste objective, various important measures were adopted.

- A dustbin was kept at every 10 metres of the congregation site, the area of which on its own was about 70 acres.
- Along with the segregation of waste into wet and dry alternatives,

arrangements were made for the classification and management of a total of 9 different categories of waste.

- To add to that, an on-site facility for the conversion of waste into biogas and compost was also present. All of these facilities provided, and measures adopted were in compliance with the Union Ministry of Environment, Forest and Climate Change's Solid Waste Management Rules of 2016.

Ijtema has often been seen and referred to as a harbinger of change. Various previous editions are remembered vividly for bringing innovation and change in the mindsets and habits of the people in attendance.

**The 3R
mantra of
'Reduce, Reuse
and Recycle'
was well
implemented
in the Ijtema.**



In 2013, there was a ban placed on cigarettes and gutka. But 2014 was the first time when the idea of a plastic free Ijtema was introduced.

- The seating for Wazu (a body-washing process before every Namaaz) in wazukhanawas was made from discarded rolls of copper coils, instead of new seats.
- Old discarded plastic containers (used for liquid materials) were cut and used to create water mugs for use in toilets, in place of buying new plastic mugs.
- Discarded sacks were used as bins. 500 toilets/urinals were made using old iron frames covered with old discarded cement sacks.
- Fibre Reinforced Plastic (FRP) waste received from Indian Railways has been used to create doors of all the toilets.
- 150 cleanliness volunteers were also deployed. The job of this cohesive unit was to minimize waste production and maximize waste recycling.
- Since organizing and monitoring of a high-magnitude event as such while ensuring seamless experience to the pilgrims required a great deal of pre-planning and coordination,



Municipal Corporation, Bhopal



an app was launched to access information regarding facilities available on site and where to find them.

Further as part of the preparations, it was decided that 800 people would be employed shiftwise to take care of various aspects of Swachhata during the Ijtema. It was also decided beforehand that after the conclusion of the event, an additional three days would be given to the Health and Sanitation department to clean the site. This shows the dedication towards total cleanliness shown by the authorities. Furthermore, around 180 surveillance cameras were used for tracking the Ijtema. Nagar Nigam Officers at all levels were involved in this process. The Additional Commissioner, Deputy Commissioner, Health Department personnel, electrical and mechanical

departments, waterworks, etc. were all closely involved with the coordination process for the entire duration of the congregation.

Achievements after the end of the event:

- At the end of the 4-day congregation, 12 tons of wet waste and 17 tons of dry waste was generated.
- The Nagar Nigam, along with the support of SWAHA, a support organization, created on-site compost.
- Majority of the dry waste too was recycled. More than 14.6 tons of PET bottle waste was recycled, other plastic waste recycled also stood at a solid 3.62 tons. Around 170 kg of biomedical waste was also recycled.

Undoubtedly, these are a result of the hard work and commitment of the Municipal body, supporting organizations, volunteers and the participants who successfully gave shape to the dream of a plastic free zero waste Ijtema begun five years ago. This year's Ijtema serves as an inspiration to other such cultural and social gatherings. The way the organizers, authorities, volunteers and the visiting folk came together to conduct a plastic-free and waste-free event was nothing short of sensational. Considering the scale of the event, it was as close to be a 'Model Event for Swachhata' as we have ever seen. Events such as these indeed reinforce the fact that the Honourable Prime Minister's dream of a single-use plastic free India is not too far.

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दैनिक भास्कर

26-Nov-2019
Page 2

शुक्रवार, 26 नवंबर, 2019 | 2

इज्तिमा के समापन पर सफाई की मिसाल • शहरवासी बोले- ऐसी व्यवस्था रोज हो जाए तो स्वच्छ सर्वे में नंबर वन हो सकता है हमारा भोपाल

शहर में पहली बार इतनी तेज सफाई... जमातियों के रेलवे स्टेशन पहुंचने से पहले ही चकाचक हो गया इज्तिमा स्थल

700 निगमकर्मियों ने 5 घंटे में की आयोजन स्थल की सफाई

इज्तिमा के आयोजन स्थल से सटे वैरिसिया रोड की सिर्फ चार घंटे में नगर निगम के सफाईकर्मियों ने बदल दी तस्वीर

ऐसे वे इंतज़ाम... इज्तिमा के आयोजन स्थल से सटे वैरिसिया रोड की सिर्फ चार घंटे में नगर निगम के सफाईकर्मियों ने बदल दी तस्वीर

77वीं अजमेरी जयंती के शुभम का रोडवार्ड की सफाई के लिए इज्तिमा के आयोजन के दौरान 700 निगमकर्मियों ने 5 घंटे में पूरे आयोजन स्थल को सफाई का दिया. नगर निगम की सफाई विभाग के 700 निगमकर्मियों ने 5 घंटे में पूरे आयोजन स्थल को सफाई का दिया. नगर निगम की सफाई विभाग के 700 निगमकर्मियों ने 5 घंटे में पूरे आयोजन स्थल को सफाई का दिया. नगर निगम की सफाई विभाग के 700 निगमकर्मियों ने 5 घंटे में पूरे आयोजन स्थल को सफाई का दिया.

17 टन गीला कचरा निगमकर्मियों ने इज्तिमा के आयोजन स्थल से सटे वैरिसिया रोड की सिर्फ चार घंटे में नगर निगम के सफाईकर्मियों ने बदल दी तस्वीर

12 टन सूखा कचरा निगमकर्मियों ने इज्तिमा के आयोजन स्थल से सटे वैरिसिया रोड की सिर्फ चार घंटे में नगर निगम के सफाईकर्मियों ने बदल दी तस्वीर

6400 टन के सफाई का काम निगमकर्मियों ने इज्तिमा के आयोजन स्थल से सटे वैरिसिया रोड की सिर्फ चार घंटे में नगर निगम के सफाईकर्मियों ने बदल दी तस्वीर

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निर्भर और निष्ठा का एक ही रूप आयोजन के दौरान 700 निगमकर्मियों ने 5 घंटे में पूरे आयोजन स्थल को सफाई का दिया. नगर निगम की सफाई विभाग के 700 निगमकर्मियों ने 5 घंटे में पूरे आयोजन स्थल को सफाई का दिया. नगर निगम की सफाई विभाग के 700 निगमकर्मियों ने 5 घंटे में पूरे आयोजन स्थल को सफाई का दिया.

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With inputs from Bhopal Municipal Corporation and UNDP

Swachh Snapshots

INDIA WASH TEAM IN INDONESIA

28 October – 3 November 2019 saw an India WASH team visit Indonesia to learn about the Indonesia Urban Water, Sanitation and Hygiene Program (IUWASH) Plus program and share the learnings of the Swachh Bharat Mission- Urban (SBM-U). The India team was led by Shri Binay Jha, Director (SBM & PHE), Ministry of Housing and Urban Affairs and



included the Municipal Commissioner of Ghaziabad, Chief Engineer of Delhi Urban Shelter Improvement Board (DUSIB), three officials from the Department of Economic Affairs, Ministry of Finance along with three members from the Centre for Urban and Regional Excellence (CURE).

The IUWASH Plus is a national program of the Government of Indonesia supported by USAID Indonesia for a period of five years (2016 – 2021). Over 260 urban authorities and civil society groups are participating in the program to bring improved water and sanitation to more than 500,000 low-income households in nearly 50 cities.

Along with a series of invigorating discussions among the team members, the India WASH team visited the province of Tangerang to see the provincial level implementation of the program and interacted with the beneficiaries. The team was also briefed about the implementation of behaviour change communication and the use of dedicated microfinance products to fund the household toilet construction.

The India team extended an invitation to Indonesia to visit Indian cities like Indore, Mysuru, Ambikapur etc, who have done outstanding work under SBM-U and returned to India bringing back ideas to further strengthen the Clean India Program.

JOINT SECRETARY AND NATIONAL MISSION DIRECTOR, SBM-U PARTICIPATES IN ENVIRONMENT COOPERATION FORUM FOR INDIA

Shri V. K. Jindal, Joint Secretary and National Mission Director, Swachh Bharat Mission- Urban (SBM-U) on the “Current Challenges in the Water and Sanitation Sector” as part of the Environment Cooperation Forum for



India. The event was organized by Asian Development Bank (ADB) in

partnership with Republic of Korea on 27 November 2019.

The Forum saw innovative technologies in the field of water supply, wastewater management and solid waste management being shared. Alongside, the platform also provided an opportunity for participants from the Indian government, ADB and Korea Environment Industry and Technology Institute (KEITI) to discuss issues, challenges and solutions in the sector.

MOHUA AND GIZ JOIN HANDS FOR BILATERAL COOPERATION PROJECT ON ‘CITIES COMBATING PLASTIC ENTERING THE MARINE ECOSYSTEM

A Joint Declaration of Intent regarding the cooperation in the field of prevention of marine litter was signed during recently concluded 5th Indo-German Governmental consultation in New Delhi on November 01, 2019.

Subsequently, on November 7, 2019 the agreed minutes of an appraisal mission for bilateral cooperation

project on ‘Cities Combating Plastic Entering the Marine Environment’ were signed between MoHUA and GIZ. This created the foundation of preparation of project proposal to the German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU). Kanpur, Kochi and Port Blair have been selected as pilot cities under this new project. The project will demonstrate improved procedures for segregation, collection and recycling of non-biodegradable waste and strengthen the capacities for managing non-biodegradable waste.



REVIEW CUM CONSULTATION WORKSHOP ON SBM-U ORGANIZED IN KOLKATA

A review cum consultation workshop was organized at the P.C. Chandra Garden in Kolkata on 5 November 2019 by the State Urban Development Authority (SUDA), Government of West Bengal. Shri Firhad Hakim, Minister-in-Charge, Urban Development and Municipal Affairs, Government of West Bengal, was the Chief Guest for the event which saw participation of over 300 representatives. Shri Durga Shanker Mishra, Secretary, Ministry of Housing & Urban Affairs (MoHUA) along with other officials from MoHUA were also part of the program which covered a range of issues under

SBM-U including the status of Ganga Towns in West Bengal, Emergency Response Sanitation Units (ERSUs) and Technologies for faecal sludge and septage management (FSSM).

It is also noteworthy to mention that all the posters and banners made for the event was printed on a special biodegradable material called JUCO (a mix of jute and cotton).

15 November 2019 saw delegates from the IVL Swedish Environmental Research Institute, an independent research body with expertise in development of cost-effective waste management solutions, visit MoHUA for a presentation on technologies pertaining to co-digestion, biomethanation technologies,



wastewater management and treatment and solid waste management technologies feasible for the Indian context.

The Ministry intends to collaborate with IVL and extend this cooperation to States and Urban Local Bodies (ULBs) for effective waste management.

CLEAN COIMBATORE CONCLAVE: EZHIMIGHU KOVAI 2019

Urban Local Bodies (ULBs) across the country are coming up with innovative outreach programs to tackle the issue of solid waste management. In particular, awareness among bulk waste generators (BWGs) who generate over 100 kgs of waste per day becomes crucial. To address this issue, the Clean Coimbatore Conclave was organized on 16 and 17 November 2019 to showcase the latest technologies available to BWGs such as resident Welfare Associations (RWAs), government departments, places of worship, commercial complexes and the like. Over 80 exhibitors comprising manufactures of machines for solid, industrial and biomedical waste and service providers for BWGs participated in the conclave which was inaugurated by Thiru. S.P.Velumani, Honorable Minister for Municipal Administration, Rural Development and Implementation of Special Programme, Government of Tamil Nadu. Coimbatore City Municipal Corporation, on their part, exhibited the Smart City Projects, Bandiqoot 2.0 (robot for cleaning underground drainage), models for rain water harvesting and alternatives to single use plastic items.

Over 900 BWGs and 3500 citizens visited the conclave over two days.



MUNICIPAL OFFICIALS PARTICIPATE WHOLEHEARTEDLY IN SBM-U EXPOSURE WORKSHOPS

MoHUA has collaborated with National Institute of Urban Affairs (NIUA) to conduct a series of Swachh Bharat Mission (Urban) exposure workshops in 26 locations for the period of October to December 2019. Each workshop, spread over three days is going to train about 40 officials comprising two senior Urban Local Body (ULB) officials from 20 cities. In addition, orientation workshops are also being conducted for elected representatives of ULBs to spread awareness about issues and challenges in solid waste management (SWM), faecal sludge and septage management (FSSM), wastewater and sustainable sanitation and provide and guidance to the efforts and initiatives of the ULBs. Till date, over 250 ULBs have participated with more than 400 participants in the 10 workshops (Bhopal, Nashik Trichy, Mysuru, Nawanshahr, Ujjain, Pune, Bengaluru, Tezpur, Goa) that have been conducted till November 2019.



First of its Kind Expo on Waste Management in Odisha

As a first of its kind venture to bring in industry players and urban local bodies (ULBs) to one platform and to have a demonstration-based knowledge sharing experience on solid waste management equipment and machineries in Odisha, Bhubaneswar Municipal Corporation (BMC) organised a day-long expo on 24 November 2019 at the State Urban Development Authority (SUDA) campus,

The Expo included 21 organisations displaying organic waste shredders with conveyor belt, compost sieving machine, napkin incinerator, baling unit (for baling of plastic waste up to 20-25 kg bales), battery operated vehicles (tricycle, four-wheeler-Low duty) to negotiate narrow lanes/streets for short distance transportation and segregated of waste etc on behalf of the Housing and Urban Development Department.

Read more: <http://bit.do/fmrQR>



Bhopal Family Sends out Potted Plants to Invite Guests for Wedding



Invitations at weddings have always been a printed-card-oriented affair. But Bhopal resident Pranshu Kankane made sure that his wedding broke the convention. Instead of wasting paper and sending out invitation cards, Pranshu chose potted plants along with an E-card as to invite guests to his wedding.

Moreover, in order to make the wedding eco-friendly, the invite also had various instructions for the guests - 'don't bring bouquets' and 'avoid using single-use plastic bottles'. Even the decorations were made out of eco-friendly material!

In order to avoid food wastage, the family also asked people to RSVP. The family also partnered with the Robin Hood Army (RHA), a non-profit organization that serves surplus food from restaurants and weddings to the needy and the hungry.

Read more: <http://bit.do/fmrQ7>

Thiruvananthapuram Wins Suchitwa Excellence Award

The Thiruvananthapuram City Council was chosen as the best local body for excellence in sanitation and waste management amongst other local bodies in the district. The city has a greater number of residents who process waste at source than those who either depend on common facility or door-to-door collection as

per the latest report prepared by the National Green Tribunal (NGT). The City Corporation is one of the five local bodies chosen by the Department of Environment to make the city fully compliant with the environmental norms issued by NGT.

Read more: <http://bit.do/fmrRd>



SOCIAL MEDIA



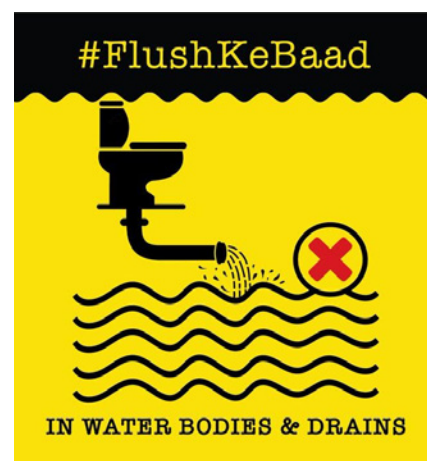
#FlushKeBaad

An Innovative Social Media Campaign Encouraging the Conversation on Faecal Sludge Management

In India, more than 1600 people die every day due to lack of sanitation. While the country has made considerable progress in building toilets, only 30% of the sewage generated is actually treated – with the rest flowing into rivers, heavily polluting water sources and posing a serious health hazard, which means, that shit does not really go away, and can come right back to you! However, most of us would refrain from discussing shit at the dinner table, or in a conversation with a neighbour, or at a wedding, or on a sojourn with a lover. This leads to the

question - do we give a shit about what happens after we flush the toilet?

To generate awareness and encourage public discussion on this issues, BBC Media Action launched the first of its kind social media campaign on 29 March 2019; 'Flush Ke Baad' (After Flushing) funded by the Bill and Melinda Gates Foundation. The campaign introduces audiences to the need for discussion and engaging in public discourse, by creatively challenging the notion that 'out of sight is out of mind' when it comes to poo.



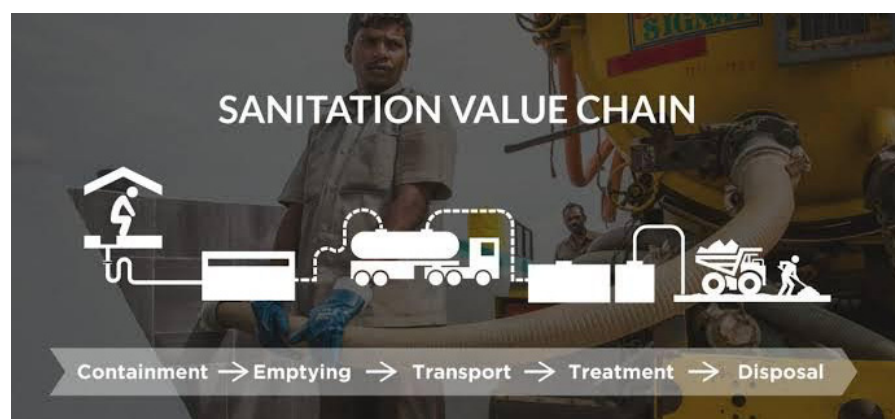
STRATEGY

The centrepiece of the campaign was a digital film which literally makes a song and dance about what happens after you flush the toilet. Using different musical genres, the digital film gives

voice to both sides – those who are aware and want to spread the word, and those who are not, and even when told are sceptical. Around the digital film, multiple creative outputs were

released, such as informative articles, static images, GIFs, videos, comic strips, polls etc; to convey a range of information about FSM, highlighting severe health hazards linked to poor faecal sludge management and nudging people to discuss and ask questions. The #FlushKeBaad content covered five areas: a) the extent of the FSM problem and risks, b) where does poo actually end up, c) how can poo come back to our lives, d) where should poo rightfully go, and e) what can one do about it. Of these, the fact that poo comes back into our lives was emphasised the most

The #FlushkeBaad campaign was implemented between 28 March 2019 – 31 May 2019



Key Results from the Campaign

- On Facebook, the #FlushKeBaad campaign content cumulatively reached approximately 8 million users.
- The videos and GIFs were viewed a total of 2.7 million times.
- The total engagement earned by the campaign was 586,306 with an average engagement rate of 7.5% from all the posts. The average Engagement Rate for all types of Facebook page posts in India is 3.96%
- The reception of the digital film among the audience was encouraging. An estimated 1.3 million unique users had watched the film at least once. The digital film was shared 1,350 times and had earned more than 8000 reactions on the post. A top line analysis of more than 1000

comments received on Facebook revealed that the audiences engaged in the following ways a) tagging friends in comments and initiating conversation; b) expressing concern about the issue of faecal sludge management and acknowledging the severity of it; c) wanting to know what they can do about the issue; and d) suggesting solutions.

- On Twitter, #FlushKeBaad content earned approximately 700,000 impressions - total 61,000 engagements (retweets, likes and replies), with an average engagement rate of 9.1%. A total of eight polls conducted on Twitter gathered approximately 20,000 votes.
- The promotion of the campaign content was done in a cost-effective

manner.

~ For Facebook, cost per reach was INR 0.12 and cost per engagement was 1.55

~ For Twitter, cost per impression was INR 0.13 and cost per engagement was 1.46

- #FlushKeBaad content on Twitter was endorsed by the official handle of Swachh Bharat Mission (Clean India Mission (Urban), the flagship Government of India sanitation programme (<https://twitter.com/SwachhBharatGov>). It retweeted most of the campaign content. As a result, the tweets were picked by other state governments and municipal corporations

With inputs from BBC Media Action



This Swachh Survekshan

Be a

Swachhta Hero!

Make Your City No.1



Click here to follow Swachh Survekshan



@SwachhBharatGov



@swachhBharatUrban

UPDATES



Weekly Radio Show Swachhata Selfie is Back!

After a short gap, Swachhata Selfie, our much loved radio program is back on All India Radio (AIR).

Tune in to AIR every Monday. Listen to inspirational stories of Swachhata from across India and be ready to tell yours to the world!

All previous episodes of Swachhata Selfie can be accessed from soundcloud.com/allindiaradio-air/sets/swachhata-selfie

Ambikapur Raises Awareness on Domestic Hazardous Waste

As waste into dry and wet categories. Now the city is going a step ahead and encouraging its citizens to segregate and dispose off its domestic hazardous waste such as sanitary napkins, bulbs, batteries, thermometers, syringes, needles etc in the right manner.

Watch this video to know more <http://bit.do/fmrRk>



Cities Pay Attention!

The five years of Swachh Bharat Mission – Urban (SBM-U) have shown transformative results in the area of both sanitation and solid waste management with significant changes having been observed in several urban areas of the country. The Ministry is keen to showcase these changes through comparison of photographs of various urban areas under ULBs before and after the Mission related interventions.

Please send in **Before-After Pictures** to showcase your **Swachhata journey** on sbmuraniecmaterial@gmail.com. Check the link for more details



SWACHH SURVEKSHAN 2020

We are pleased to let you know that **IPSOS Research Private Limited** has been onboarded to conduct **Swachh Survekshan 2020** (SS 2020).

While Karvy Data Management Services Private Limited conducted Quarter 1 and Quarter 2 of Swachh Survekshan League 2020, IPSOS will anchor Quarter 3 of SS League 2020 and SS 2020.

Gear up for the Swachhata crown today!

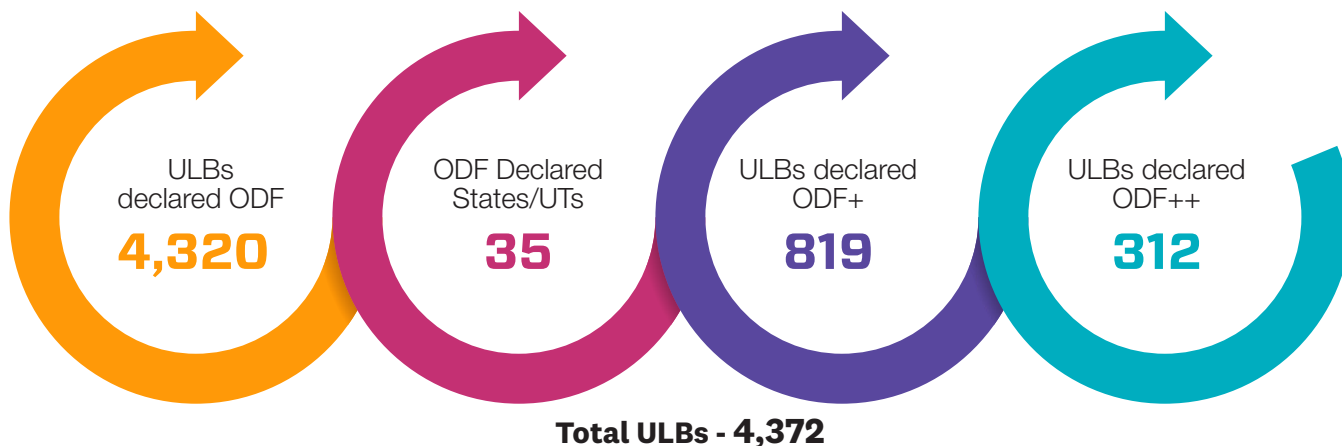
For more information and to view SS 2020 alerts, visit the Swachh Survekshan 2020.

www.swachhsurvekshan2020.org

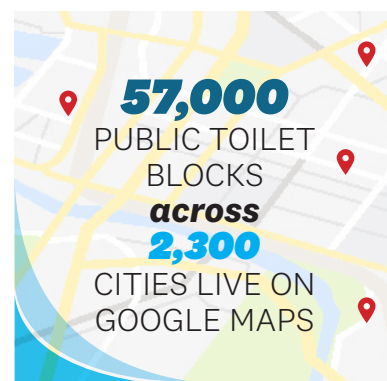
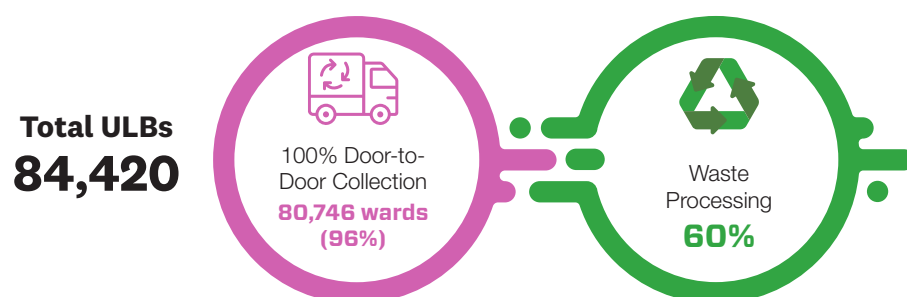


SBM-U Mission Progress

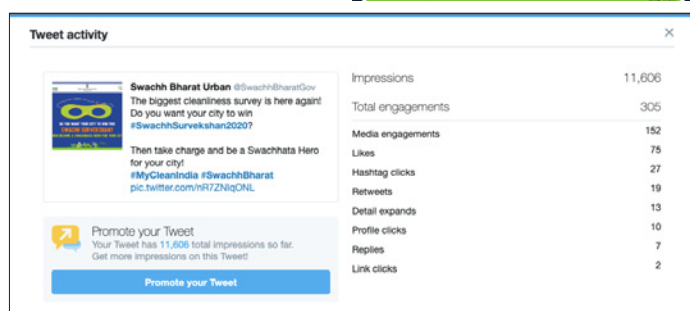
Sanitation



Solid Waste Management



Swachh Social Media



Star Rating for Garbage Free Cities



BE A

SWACHHATA HERO



**CARRY YOUR
ECO-FRIENDLY
BAG. SAY NO TO
PLASTIC BAGS**

Make your city No.1