



D.O. PL / SBM / 01 /2017

Date: 14th March 2017

Dear Sir,

Sub: Segregating waste at source from 5th June 2017 on occasion of World Environment Day

It is an accepted fact that uncontrolled dumping of wastes on precious land resource in and around towns and cities has created huge piles of waste often running into millions of tonnes, and are a source of contamination of ground water and air pollution posing a risk to public health.

2. While the first two years of the Swachh Bharat Mission (Urban) was focused on bringing about necessary regulatory and policy changes to facilitate the scientific processing of waste, it is now felt necessary to capitalize on the conducive environment so created by shifting the focus to bringing about mass-scale behaviour change among citizens towards source segregation of waste, prior to their scientific processing.

3. Accordingly, it is now proposed to give a massive thrust to this effort and make the issue of source segregation into a mass movement, where every household, and every waste generator starts segregating their waste into two bins – green and blue (green bin for bio-degradable, wet waste, and blue bin for non-biodegradable, dry waste).

4. In order to enthuse cities and citizens in this initiative, and create the necessary excitement to make it into a mass movement, **MOUD proposes to make this initiative a historical effort where all 4041 cities start source segregation (along with transporting the segregated waste in a segregated manner) on 5th June 2017 on the occasion of World Environment Day.**

6. To give an added thrust to this effort, MOUD will also partner with an agency that helps to establish international world records to create a world record for maximum number of pledges by households across the country to start segregating waste at source (and sustain the practice).

स्वच्छ भारत
एक कदम स्वच्छता की ओर

7. In case the residents are unable to procure dustbins on their own, **ULBs are advised to procure in large number, "Swachh Bharat Waste Container Set (Plastic Garbage Bins)" from DGS&D, Government e-Marketplace (GeM) Portal (<https://gem.gov.in/>) to distribute among the residents.** Alternatively, this order for procurement can also be made through Ministry of Urban Development, as the ministry will be centrally procuring number of Swachh Bharat Waste Container Set (Plastic Garbage Bins) to distribute among Municipal Corporations across the country for the purpose of household waste segregation.

8. In light of the above, it is requested to kindly assign a nodal officer from your office to coordinate with MoUD regarding procurement. The contact details of the Nodal officer (Name, Designation, Department, Email id and Mobile No) may be mailed to Mr. Danish Mushtaq (+91-8375841883) sbmurban.moud@gmail.com by Thursday, 15th March, 2017.

Looking forward to your continuous support in making Swachh Bharat Mission successful.

With regards,

Yours Sincerely,


(PRAVEEN PRAKASH)

To:

Mission Directors- All States /UTs

Municipal Commissioners- All cities

Copy to:

DS (SBM-I)

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