



D.O No. AS/SBM/11/2016

30 August 2016

Sub: Request to establish "Swachhata Parks" in your city

Dear Sir/Madam,

As you are aware, the Ministry of Urban Development is implementing Swachh Bharat Mission (Urban) with the goal of achieving a Clean and Open Defecation Free India by 2nd October 2019. While significant steps have been taken to trigger demand for toilets and inculcate behaviour change to practice effective solid waste management, it is imperative to close supply side gaps by providing individuals and institutions easy access to affordable, innovative and latest technologies in the area of sanitation and solid waste management.

2. A sanitation park was established in Pali district of Rajasthan, to showcase different toilet options to the resident households, who can visit the park, select a toilet of their choice and directly approach the entrepreneurs for constructing these toilets at competitive prices. This concept park has not only provided households with the freedom to choose their preferred design and service provider but also eliminate the misconceptions about the cost of construction. Further, the park provides information regarding design of safe and sanitary toilets, price range, suitability and available technologies which helps in creating awareness and eliminating misconceptions, related to sanitation practices and toilet construction. This concept has also provided a platform for local entrepreneurs who can offer these products and technologies at competitive prices.

3. We wish to emulate this successful example by setting up "Swachhata Parks", which can act as a single platform for displaying sanitation technologies as well as increasing citizen awareness about the supply side of sanitation, across all cities. The park may have two sections – one focused on sanitation and the other on solid waste management.

- i. Solid Waste Management section displaying range of products and technologies for dustbins, brooms and decentralized waste management.
- ii. Sanitation section displaying types of materials for cleaning, materials for construction of super structure, various toilet technologies including prototypes of innovative sub-structure, mid-structure and super-structure designs, and hand-washing stations integrated with the sanitation system.

4. In this regard, we request you to kindly setup these parks within your city by identifying an open space either within the ULB office premises or any suitable location in the city where entrepreneurs/vendors in the sanitation and solid waste management space can setup stalls for displaying their respective technologies. Please request the entrepreneurs/ vendors to invest in this initiative to make it a success. The costs related to landscaping and publicity of these parks can be met from the capacity building and A&OE funds of your city.

5. For further guidance regarding this, you may kindly contact the undersigned on 011-23062309 praveenprakashud@gmail.com or alternatively Ms. Aditi Sharma on +91 7042284584/ aditisharma2@kpmg.com.

We look forward to your cooperation in making this initiative a success.

With Regards,

Yours sincerely,


(Praveen Prakash)

To:

Municipal Commissioners of 500 cities

Copy to: PS (VD) All States

State Mission Directors States/UTs (SBM)

PPS, Secretary (UD)

DS (SBM – I & II)

CPHEEO