



D.O. SB / SBM / 169 /2017

August 1, 2017

Dear Sir,

As you are aware, the Ministry of Housing and Urban Affairs (MoHUA) had launched the Segregation at source campaign on 5th June 2017, with the expectation that by 2nd October 2017, all cities in the country will have adopted the practice of source segregation.

As you will agree, the most important role in this historic initiative will be played by the Municipal workers or safai karamcharis. They need to ensure that waste is collected and transported in compartmentalised vehicles so that it can go for processing in segregated manner only. Hence it is imperative for us to communicate the message of segregation to municipal workers, every day, will we see the behaviour change happen.

Additionally, for the source segregation initiative to be successful, other key stakeholders in this initiative – domestic help, housewives, school children, SHG members – will also need to be appraised of the correct way to segregate wet and dry waste into green and blue bins

To make segregation of waste a mass movement the MoHUA has designed a “Waste segregation teaching aid” which details out the process of segregation, with pictorial depictions of what should go into green bin, what goes into blue bin. There is also a self-assessment quiz at the end to test the user’s comprehension on the subject. The teaching aid is also being attached with this mail.

I request you to kindly **download this teaching aid, get it translated into the local language and distribute it to all your municipal workers, as well as among self-help groups, students, and domestic help in households in your cities.**

Once distributed, kindly **collect back the test scores from your municipal workers and mail us the scores**, for information.

We look forward to your continuous support in making the source segregation campaign a success.

With regards,

A handwritten signature in blue ink, consisting of stylized, cursive letters that appear to read 'P. Prakash'.

(PRAVEEN PRAKASH)

To: All Municipal Commissioners

Copy to: All Mission Directors