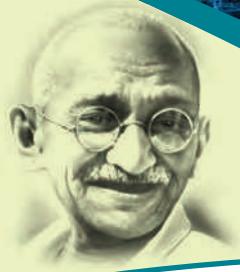


# SWACHH BHARAT

A Monthly Newsletter



## EDITORIAL

The Swachh Bharat Mission (SBM) is an intensive cleanliness drive of the Central government which seeks to achieve universal sanitation coverage. It is India's biggest ever cleanliness drive and three million government employees, schools and college students of the country. The national government has allocated Rs.14,623 crore as a Central share for SBM in urban areas. Apart from the Central assistance of Rs.4,000 per toilet constructed in urban areas, 13 states are providing additional assistance in the range of Rs.4,000 to Rs.13,000. Against the target of building one lakh toilet seats by March 2016, construction of 93,653 toilets seat has been taken up and 24,233 seats have already been constructed.

The Ministry of Urban Development (MoUD), Government of India, is taking numerous steps to improve the sanitation condition and solid waste management system in India so that the goal of 'Clean India' is achieved by 2019. Since SBM is a time bound effort, the National Mission Directorate has undertaken to consolidate the nationwide demand for road sweeping equipment from municipal entities. Thereupon it will develop specifications and will float tenders centrally for procurement by calling bids from major vendors. Another important initiative of the government is to launch the city sanitation ranking survey under SBM to review sanitation and hygiene conditions in 75 major cities including 53 cities with a population of above 10 lakhs each, and state capital. The survey was conducted between the 5th and the 20th of January 2016 by the Quality Council of

India (QCI). The results of the survey are expected to be declared in February 2016. The National Mission Directorate of SBM partnered with NDTV was televised the live telethon event – the 12 hour Swachh India "Cleanathon" on 17th January 2016. The event was co-hosted by Shri Amitabh Bachchan, SBM Ambassador and Shri Vikram Chandra, CEO of NDTV. The Ministry of Environment, Forests and Climate Change (MoEF&CC) announced "Plastic Waste Free city" campaign which will be inaugurated on 13th February 2016 and will be replicated all over India throughout the year.

According to MoUD, Maharashtra state has been focusing on open defecation free (ODF) cities, communities and their sustainability. Steps towards scientific municipal solid waste management (MSWM) have also been initiated. Three cities namely, Panchagani in district Satara, Deolali Pravara in Ahmednagar district, and Vengurla in Sindudurg have declared themselves Swachh cities with 100 percent segregation, collection, transportation and waste processing. There are 88 cities expected to become ODF by 31-03-2016. The Pune Municipal Corporation (PMC) has launched an ICT based feedback and monitoring system through webpage, twitter, facebook, whats app, sms and e-mail for effective grievance redressal and citizen's feedback. Furthermore, PMC and Yardi foundation (as a CSR initiative) conducted training of caretakers and cleaners of community toilet blocks. A booklet on cleaning and record maintenance was prepared and distributed during the same event. Yardi, a software company, has extended its



### CONTENTS

<b>INITIATIVE</b>	<b>2-3</b>
<b>SUCCESS STORIES</b>	<b>4-7</b>
<b>PROGRESS UPDATE: State-wise Progress of Components under SBM upto December 2015</b>	<b>8</b>

support to 180 community toilet blocks in 5 ward offices. Other states have also taken measures during the year, for example, Andhra Pradesh set up Swachh Bharat Corporation; Telangana introduced concept of Parichay to appraise citizens of worker in each ward of the state; Tamil Nadu introduced "Namma Toilets".

This newsletter showcases the progress of SBM, and brings news of success stories from different cities in India, highlighting the champions and ambassadors of changes. It also serves as a vehicle for promoting ground-level practices and knowledge for 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 from states and cities. We thank you for your contribution and welcome suggestions for forthcoming issues.

-Editorial Team, NIUA

## CITY SANITATION RANKING SURVEY

With the advent of the new year, a new feather was added to the cap of the Ministry of Urban Development (MoUD) with the launch of the City Sanitation ranking survey under Swachh Bharat Mission (SBM), to review sanitation and hygiene conditions in 75 major cities - including 53 cities with a population of above 10 lakhs each, and state capitals. This was the first such survey since the launch of SBM in October 2014, and was carried out by the Quality Council of India (QCI).

As part of initiatives to publicise the survey, an audio byte in the form of radio announcements by the Hon'ble Minister of Urban Development, Shri Venkaiah Naidu, was played on major radio channels, exhorting them to participate in the survey in spirit and action, and make it successful.

The survey, titled "Swachh Survekshan", collected data from nearly 7.5 crore citizens across these 75 cities, to evaluate cities along various parameters such as (1) construction of individual household toilets and community toilet seats, (2) door-to-door collection of garbage, and (3) waste management and treatment. The most notable component of this survey was the three-pronged strategy used for data collection:

- **Collection of data from, and interactions with Municipal Body** – Assessors met individual municipal and ULB heads to understand the work carried out by each one of them under Swachh Bharat. Non-submission of documents by municipalities would have impacted their score and final ranking. Survey agencies took care to collect and systematically analyze the data following the protocol set out, and that the process is independent and unbiased.
- **Collection of data from direct observation** - Assessors visited 42 locations in each city across several categories such as planned colonies, unplanned colonies, bulk waste generator, public toilets, community toilets, bus stand, railway station, religious places and



main market areas—to grade the level of cleanliness.

- **Collection of data from citizens' feedback** – Citizen feedback from local populations was obtained through the Interactive Voice Response System (IVRS) questionnaire set on a national toll-free number (1800-267-2777), to find out or confirm data on certain indicators. Citizens could give their feedback till the 20th January 2016. The minimum sample size for the same was to be at least 1000 respondents per city or 0.1 percent of the city, whichever is lesser. By the end of the survey, nearly 90000 citizen feedback had been received.
- **The survey parameters were aligned with the objectives of SBM** : solid waste management was given 60 percent weightage followed by 30 percent for availability and use of household individual toilets and public and community toilets, and the balance 10 percent for city level sanita-

tion plans and Information, Education and Behaviour Change Communication (IEBCC) activities.

In order to ensure transparency and credibility in the survey procedure, the urban ministry brought in QCI to conduct the survey. Realizing the importance of the role of survey assessors play in the whole process of evaluation, QCI assessment team of 110 trained and experienced professionals also underwent elaborate training sessions to understand the whole process of evaluation, and to guarantee that the survey results reflect ground-level realities. The training covered lectures by MoUD experts, municipal officials and QCI project team to ensure that the surveyors were equipped with adequate IT tools to minimize physical intervention and reduce chances of errors. A central helpdesk was set up to assist assessors and solve any queries they might face

during the survey. Furthermore, mock sessions were organized for assessors to provide first-hand experience of the survey process, including a detailed discussion on the questionnaire. The exercise helped the centre to ensure transparency in the process and to build the credibility of the survey results.

The survey and subsequent ratings was aimed at fostering a spirit of competition among cities, to ensure cleanliness in urban areas. Additionally, the survey offers a comprehensive assessment of the level of cleanliness, and the Municipal Corporations' level of preparedness in achieving objectives of SBM, and will help the government to mentor and guide different cities.

The survey was conducted between the 5th and the 20th of January, 2016. The survey results are expected to be declared in February 2016.

## MINISTRY OF URBAN DEVELOPMENT PARTNERS WITH NDTV ON SWACHH BHARAT MISSION

In an effort to reach out to different stakeholders, and garner the support of every concerned citizen, the National Mission Directorate of Swachh Bharat Mission (SBM) partnered with NDTV to televise the live telethon event - the 12 hour Swachh India 'Cleanthon' on 17<sup>th</sup> January 2016. The event was co-hosted by Shri Amitabh Bachchan, himself a Swachh Bharat ambassador, and Shri Vikram Chandra, CEO of NDTV. As part of the event, a video showcasing school students taking the 'swachhata' pledge was prepared by the Ministry of Urban Development (MoUD) and NDTV, and aired during the event. The video also had sound-bites from the Minister of Urban Development, Shri Venkaiah Naidu. As part of the partnership, names of various individuals and organizations who have been working proactively in the area of sanitation and cleanliness were shared by MoUD with NDTV, and featured live by NDTV during the day, to act as inspirations to viewers to participate. A high point of this partnership was an hour-long live discussion of Shri Venkaiah Naidu with the co-hosts – Shri Amitabh Bachchan and Shri Vikram Chandra. During the discussion, Shri Venkaiah Naidu thanked NDTV and Shri Amitabh Bachchan for the Cleanthon

and for taking an important step towards making it a Jan Andolan. He also requested various stakeholders in terms of what they could do to make Swachh Bharat - a success and towards ensuring successful utilization of the man hours being pledged by individuals and organizations during the show. Shri Naidu requested the print and electronic media to spread the message of Swachh Bharat to every corner of the country and to be a part of the Behaviour change campaign. He further requested all Swachhata Ambassadors to appeal to the people to join the cause and be a part of the change. The Hon'ble Minister of Urban Development emphasized on the fan following of the ambassadors and opined that what government cannot do, the ambassadors can. He requested corporates to contribute to the Swachh Bharat Kosh and to support the government in not just construction of toilets, but also for their maintenance, for putting an end to Open Defecation. Finally, he sent a heartfelt request to students to be change agents and to devote their time to the cause of cleanliness, while encouraging the adults to follow their example. He also supported the idea of emphasizing on a sanitation curriculum in our education system.

In turn, Shri Amitabh Bachchan committed to the Hon'ble Minister of Urban Development his willingness to be a part of any initiative that MoUD undertakes and wishes him to be a part of, towards Swachh Bharat Mission.

Various interesting suggestions were put forward by participants during the day for effective implementation of the Mission. Some representative suggestions included:

- Inclusion of a hygiene curriculum in schools.
- Focusing on cleanliness of tourist places, including training of tourist guides on issues related to sanitation and hygiene.
- Empowering urban local bodies to spend the money allocated to them.
- Focus on improving working conditions of sanitary workers and safai karmacharis, by providing them with protective gear and safety equipment.
- Making crematorium green and eco-friendly, and encouraging tree plantations at cremation sites.
- Focusing on mega-size waste, and effective use of technology to improve service delivery on all sanitation components.

## LAUNCH OF NATIONAL STUDENT ENGAGEMENT CAMPAIGN



In order to capitalize on the momentum generated through the NDTV "Cleanthon" event, Ministry of Urban Development (MoUD), in association with Ministry of Human Resource Development (HRD), and Central Educational Boards such as Central Board of Secondary Education (CBSE), Indian Certificate of Secondary Education (ICSE), All India Council for

Technical Education (AICTE), University Grants Commission (UGC), Kaplan Virtual Education (KVE), Navodaya Vidyalaya School (NVS) etc.) launched a nation-wide student engagement campaign. The first phase of this campaign involved mass pledges by every educational institution in the country between 26<sup>th</sup> - 31<sup>st</sup> January 2016. The pledge taking was to be

uploaded on the official portal: [mygov.in](http://mygov.in). In the second phase, following the pledge, each institution is expected to constitute a 'Swachh Ambassadors' Committee (SAC)' to take charge of the overall sanitation, cleanliness and hygiene conditions in the school/college.

## “ONE LAKH HANDS” AN INNOVATIVE SCHOOL ENGAGEMENT INITIATIVE IN HYDERABAD

In order to harness the motivating power of school students, an innovative initiative “One Lakh Hands” was piloted in Hyderabad during January 2016. The project – community activation platform – was aimed at sensitising young students on various urban issues, and making them a part of the solution.

### The behaviour change happens through stages:

The children are encouraged to write directly (through a poem, painting etc) to a person who is guilty of littering, briefing him/her about problems about garbage/dirty roads/dirty places and importance of Swachh Bharat. The letter requests the person to Reduce, Reuse and Recycle, and to not throw garbage. The letter ends with a hand print of the child, and a plea to take



the swachhata pledge on [swachhbharat.mygov.in](http://swachhbharat.mygov.in).

The children are also encouraged to go home and tell their parents about this, with similar requests to Reduce, Reuse and Recycle, and to not throw garbage. Samples of some letters written by school students are given below:



## SOLID WASTE MANAGEMENT IN PANAJI, GOA

While Panaji, Goa’s beautiful capital city, is a major tourist destination, managing solid waste is one of the greater challenges Panaji city faces on the road to becoming carbon neutral, with the biggest hurdle being to get citizens to segregate their waste. However, the city has been successful in a number of initiatives and has made significant progress in this area with the support of citizens. Some of the initiatives are detailed below.

### Moving towards Zero waste - Landfill free city: 100 percent success in door to door collection and segregation of garbage at source

The city has been practicing effective segregation and door to door collection of garbage since 2003 (through the BIN

FREE Campaign and Mission CHAKKA-CHAK). The city is presently a 100 percent bin free city with 100 percent success in door-to-door collection of garbage and segregation of garbage at source and is moving towards a zero-waste, landfill – free city in the years to come. Segregation into wet and dry fractions is strictly enforced. The residential/housing colonies and commercial establishments segregate their waste in two fractions. It is mandatory for housing colonies and commercial establishments (hotels/restaurants) to segregate their waste into a minimum 5 fractions which include one wet waste fraction and four dry waste fractions (plastic, paper/ cartons, metal/glass and non-recyclable fractions). Despite many challenges, the city has been

successful in educating citizens on the need to segregate waste and has gained the support of the community.

### Processing of Wet Waste at source At the Residential Colony level:

The Wet Waste collected is transferred to the decentralized compost stations present within these colonies. With 65 such composting stations set up in the city, the city composts over 70 percent of the wet waste generated. Further, residential colonies are encouraged to set up kitchen gardens and composting stations (with a capacity to process 100-150 kg of wet waste) within the colony campus. About 120 colonies are effectively running this system to manage wet waste in this way.

It is mandatory for all newly constructed colonies to have a composting/dry waste segregation facility. The maintenance of these decentralized units is done by the municipal corporation with the understanding that the responsibilities will be transferred to the colony management in due course. The City Corporation of Panaji (CCP) collects Re 1 per day per household for the waste collection and processing facility provided.

No effort from urban local bodies





can be a success without citizens' buy-in. While there has been resistance to the segregation process from some quarters, the citizens of Panaji have by and large supported the efforts of CCP in the solid waste management process.

**At the Bulk Generator Level:**

With Panaji city attracting tourists throughout the year, the amount of waste generated by bulk generators such as hotels is huge. The city has strict norms put in place for segregation of waste by bulk generators. Here again, waste is segregated into 3-4 fractions by these generators. The dry waste is transported to the centralized dry waste processing facility where it is further segregated. Wet waste is either processed at their own facility or is collected by sanitation workers at a specified time to be transported to a centralized wet waste processing facility in the city. Each bulk generator is given a number tag. Number tagging of wet waste is done to identify generators sending mixed waste to the waste processing facility. CCP collects charges between Rs. 600-11,000 per month for the waste collection and processing facility provided.

All dry segregated waste collected is transported to the material recovery facility.

A Material Recovery system has been put in place where waste is segregated into recyclable and non-recyclable waste at the sorting and segregation station at St. Inez. The recyclable waste is further segregated into 20 fractions and auctioned off every week. The non-recyclable material is sent to cement kilns. So far, close to 2464 tons of non-recyclable waste has found its way to cement kilns. Every week 3 trucks carrying 8-10 tonnes of waste each, ply between the dry waste facility and the cement kilns, located 600 kms away from

the city. CCP has also acquired use of a Styropactor to create compact bundles of loose thermocol and a Mulcher which aids in the process of shredding horticulture and garden waste for effective use in processing organic waste.

In the period between February 2014 and October 2015, about 926 tons of recyclable material (Including paper, cardboard, glass, plastic bags, Tetrapak, hard plastic, pet bottle, aluminum, metal, cloth, plastic, thermocol, silver foil, etc.) has been sold by the facility.

**Waste Reduction Measures at the City level**

A number of waste reduction measures have been enforced within the city. These include the use of:

- Steel, ceramic or biodegradable plates by street stalls and vendors over paper plates and the reduction of use of sachets for condiments.
- Mandatory segregation of waste for stalls coming up during exhibition and events (into 6 Fractions-Wet waste, plastic pet bottles, Metal/Glass, Tetrapak and Hard plastic)
- Training sessions on Segregation, MSW guidelines, etc by the Waste Manage-



ment Cell of the organization for Event Management Agencies to ensure minimum quantity of waste gets generated during event periods.

- Mandatory segregation of waste by commercial establishments, hotels, cafeterias, etc. at source as dry and wet waste in green and black bins/containers within their premises (Green and Black Trolley bins can be purchased at Rs. 3000 per bin.)
- Collection of construction waste for a fee on prior intimation. Wayside dumping is punishable with a fine.

**IEC-Innovative School Engagement Programmes and Other Activities**

**Waste Wise Campaign in Panaji (Goa)**

The Waste Wise Campaign was launched in October 2013 at the hands of Alina Saldanha, Minister of Environment, Government of Goa, in the presence of the Mayor and Commissioner of CCP and other dignitaries.

Waste Wise Foundation, a registered Society, includes prominent citizens from Panaji who have been working along with CCP to find solutions to resolve the city's solid waste crisis. The Society has partnered with the Corporation in helping





the city to create awareness across nearly 1500 registered members from 15 schools, on waste segregation at school level. The program aims to have 10000 students to be enrolled in their program by 2017-2018. They also want to extend this facility to the housing colonies and enrol households to participate in the program as well.

The Waste Wise program ensures that

the participants bring in clean segregated waste, thereby reducing the burden of collection by the Corporation. Students who bring in the dry waste can exchange the waste for Waste Wise stamps, which can be redeemed later for good such as cycles, school bags, caps, pens, etc. Each student is given a Waste Wise passbook. In order to manage the logistics of the

program Waste Wise has designed software and a website through which registered students can view the status of their Waste Wise account. The program also allows the students to view the Waste Wise stamps they are eligible for and further allow the students to redeem the stamps for gifts.

## THEMATIC CLEANLINESS DRIVES DURING JANUARY 2016

### 1. Underpass, Flyovers and Main Roads

During the fortnight of 1st – 15th January 2016, the focus of

cleanliness drives was on underpasses, flyovers and main roads. Some pictures from across the country are given below:



Volunteers working with the workers of Navi Mumbai Municipal Corporation, all geared up for the clean-up drive



Cleaning work in process under flyovers and underpasses in Vijayawada



Bhiwandi Municipal Corporation and volunteers cleaning areas under the city's flyovers



Workers of the Haridwar Municipal Corporation are cleaning areas under the bridges and underpasses, highways and main roads.



Clean-up drive on the streets of Durg, Chattishgarh



Cleanliness drive at Wazirabad, Delhi



Workers of East Delhi Municipal Corporation cleaning up a foot-over bridge



Cleanliness drive in & around the area of Malkajgiri Railway Station in Hyderabad



Volunteers participating in the cleanliness drive at various bus stands in Shimla



Cleanliness drive in outskirts of Srinagar at Bagh-i-Mehtab area



Workers of Mysore City Corporation, Volunteers and Citizens coming together for a walk-a-thon and to pledge for a Clean India

## 2. Cantonment Boards

As part of the cleanliness drive during 16th – 31st January 2016, the Ministry of Defence appealed to all residents of cantonments to conduct cleanliness drives to keep the residential areas clean.





## STATE-WISE STATUS OF IMPLEMENTATION OF VARIOUS COMPONENTS UNDER SBM UPTO JANUARY 2016



S.No.	Status of Toilets								Status of Solid Waste Management				
	Individual Household Toilets				Community Toilets (Number of Seat)		Public Toilets (Number of Seat)		Ward with 100% door to door collection (Nos.)	Total Wards (Nos.)	Total Waste Generation (MT/D)	Total waste processing (%)	Processing of waste to be achieved by March 2016 (%)
	State & Cities/Towns	Application Received (Nos.)	Work commenced	Completed (Nos)	Work Commenced	Completed	Work Commenced	Completed					
1	Andhra Pradesh	333000	174475	74515	6360	923	987	987	3072	3276	6440	8	40
2	Andman& Nicobar Islands	115	40	0	64	0	5	0	18	18	100	35	80
3	Arunachal Pradesh	31007	0	0	3229	0	586	0	18	27	181	15	25
4	Assam	63100	200	0	2000	10	2800	28	42	883	650	10	20
5	Bihar	92179	80000	3597	240	57	32	0	519	3229	3703	0	30
6	Chandigarh UT	0	0	0	2016	642	7036	671	26	26	340	100	100
7	Chhattisgarh	246000	228518	53204	7479	1481	2370	2090	739	2884	1896	0	10
8	Daman & Diu	0	0	0	0	0	0	0	13	28	85	0	0
9	Dadra & Nagar Haveli	0	0	0	0	0	0	0	0	15	35	0	0
10	NCT of Delhi	11117	0	0	16901	4656	3008	1120	232	314	8400	52	75
11	Goa	5800	960	110	70	20	100	20	192	197	183	52	100
12	Gujarat	405212	405212	381639	1930	0	4334	949	1608	1730	9227	28	44
13	Haryana	90573	37348	7188	2351	961	176	90	332	1449	3490	25	100
14	Himachal Pradesh	1122	416	108	0	0	0	0	167	502	300	20	25
15	Jammu & Kashmir	34933	4282	0	125	6	0	0	989	1163	1792	2	40
16	Jharkhand	40745	28000	325	415	0	950	0	161	815	3570	0	25
17	Karnataka	300061	145577	8669	7000	340	2160	237	3962	5252	8784	34	40
18	Kerala	1000	0	0	0	0	0	0	1280	2096	1576	50	70
19	Madhya Pradesh	393930	391438	135616	13810	6910	0	0	3602	6855	5079	14	35
20	Maharashtra	266536	104274	91385	2472	1236	2864	1453	508	7054	26820	10	25
21	Manipur	19682	2579	126	30	0	140	140	130	315	176	50	60
22	Meghalaya	5066	0	0	23	0	170	0	6	114	268	58	84
23	Mizoram	2000	550	300	35	18	30	18	66	193	253	4	20
24	Nagaland	9330	0	225	0	0	0	0	165	234	270	0	25
25	Odisha	170000	103000	2000	2230	570	1810	150	300	1012	2460	2	50
26	Pondicherry UT	6590	6590	2114	100	60	100	0	81	129	495	20	60
27	Punjab	110125	78855	7480	3000	0	2500	20	2000	2479	3900	10	50
28	Rajasthan	243319	88010	9318	4615	1290	3475	510	1300	5022	5247	16	65
29	Sikkim	1290	40	0	8	8	0	0	4	48	49	0	20
30	Tamil Nadu	149416	143126	2797	12865	2413	500	0	9182	13667	15272	16	25
31	Telangana	114603	85483	16283	103	5	414	139	1625	1862	6628	49	60
32	Tripura	0	0	0	0	0	0	0	0	244	407	0	0
33	Uttar Pradesh	1028541	151083	72845	4331	851	2151	807	491	11290	19180	13	27
34	Uttarakhand	25953	21350	841	1212	118	110	10	90	706	1400	0.5	25
35	West Bengal	26014	12220	12220	0	0	0	0	1130	2875	8675	6	8
	<b>Total</b>	<b>4228359</b>	<b>2293626</b>	<b>882905</b>	<b>95014</b>	<b>22575</b>	<b>38808</b>	<b>9439</b>	<b>34050</b>	<b>78003</b>	<b>147331</b>	<b>17.96</b>	<b>37.09</b>

For further details about SBM-U, please visit: <https://swachhbharaturban.gov.in/>

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