

SWACHH BHARAT

A Monthly Newsletter



EDITORIAL

Swachh Bharat Mission - A model for social empowerment envisions covering the entire community for saturated outcomes with the aim of creating 'Clean India' with specific emphasis on 'eliminating open defecation' by 2019. Over 50 percent of India's population practices open defecation which put them at risk of diseases like cholera, diarrhoea, typhoid etc. Lack of toilets also expose one-third of the country's women to the risk/fear of sexual abuse/assault (TERI and Ministry of Water Resources, 20-22 April, 2016). In Chandigarh, a joint team of the engineering department of the UT Administration and the Municipal Corporation inspected 227 buildings, which house the offices of UT administration and the Central government, for the 'clean-toilets' survey. The toilets at the Punjab and Haryana High Court, the Punjab and Haryana assembly buildings in Sector 1, the Income Tax Bhawan and the Old District Court Complex in Sector 17 have been ranked as the cleanest in a survey carried out by authorities in the city on the directions of Ministry of Urban Development, Government of India. The second rank was secured by Punjab and Haryana Civil Secretariat Building, Sector 1 of Chandigarh. The team also judged whether sufficient dustbins were available on the premises, both for wet and dry garbage (Express News Service, Chandigarh, 22 March 2016).

The beginning of the new financial year (2016-17) saw the launch of new set of fortnightly thematic cleanliness drives. These drives led by the Ministry of Drinking Water and Sanitation, will

see participation from other ministries too. The first fortnight viz. 1st - 15th April 2016 was devoted to "cleanliness drives in slum communities" whereas the second fortnight viz 16th-17th April 2016 was devoted to "cleanliness drives in heritage places and monuments". Additionally, ULBs have now been requested to reach out to the local media for press and media coverage of these thematic drives. Each press clipping will earn 1 point each, while each TV clip on the specific thematic drive will earn 3 points each. These points will now be collated and counted towards the final scores for the next round of Swachh Survekshan to be held later in the year.

This newsletter showcases the progress of SBM, and brings news of success stories from different cities in India, highlighting the champions and ambassadors of change. It also serves as a tool for promoting ground level practices and knowledge for those interested in



CONTENTS

INITIATIVE	2-7
PROGRESS UPDATE: State-wise Progress of Components under SBM upto March 2016	8

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



CITIES ACROSS THE COUNTRY SIGN AGREEMENTS FOR PRODUCTION OF CITY COMPOST

In a big boost to waste-to-compost projects, over 41 agreements have been signed across the country during April, 2016 between Urban Local Bodies (ULBs) and compost manufacturers and lead fertilizer companies to market city compost produced from waste. Eleven (ULBs) (Madurai, Trichy, Bengaluru, Mysuru, Panaji, Pune, Ahmedabad, Indore, Jaipur, Kochi, and Coimbatore) were the first to sign agreements with fertilizer companies on 5th April 2016, other cities followed suit across the month. The historic deal announced by the Ministry of Urban Development (MoUD), is expected to increase the country's waste processing capacity towards the production of compost, with an estimated 60 lakh Metric Tonnes (MT) expected to be processed annually to produce over 6 lakh MT of Compost.

The signing of agreements facilitated by MoUD came on the heels of the landmark union cabinet decision passed in January 2016 on the promotion of city compost, wherein a market

development assistance of Rs. 1500/- per MT of city compost would be paid to fertilizer marketing companies. The Department of Fertilizer, Government of India had earlier notified the tagging of lead fertilizer marketing companies with individual city compost manufacturers to enter into similar agreements.

Under such agreement, ULBs would have to ensure delivery of municipal solid waste to compost manufacturers, and review the infrastructure and machinery available at the compost manufacturing location to ensure quality compliance. Compost manufacturers would further be responsible to process the solid waste and convert it into compost compliant with FCO (full form) standards, and properly package the compost. The fertilizer companies would thereafter discuss production and off-take schedule with compost manufacturers and ensure 100 percent off-take of compost manufactured.



Agreement signing at Indore



Agreement signing at Jaipur



Agreement signing at Pune

NATIONAL WORKSHOP ON URBAN SANITATION

Under objectives of Swachh Bharat Mission (SBM), more than 400 cities/towns are poised to become Open Defecation Free (ODF) by 31st December 2016.

In order to achieve ODF status, the states, cities/towns have to accelerate the pace of implementing SBM toilet components along with sustained Information, Education, and Communication (IEC) and capacity building. Further, the next level of sanitation challenge is of safe treatment and disposal of human waste and safe treatment and disposal of fecal matter, through Faecal Sludge Management (FSM) and Sewage Treatment Plants (STPs) etc.

Keeping this in view, a comprehensive National Workshop on Sanitation was conducted on 7th and 8th April 2016, for a shortlisted set of 42 cities/towns that are also AMRUT cities. These were mostly smaller cities with population of less than 1.5 lakh who would benefit from guidance and advice for achieving 100 percent ODF status. The participants of the workshop included mayors and municipal commissioners, state mission directors of Swachh Bharat Mission, as well as experts from industry and Non Government Organizations (NGOs) working on sanitation. The objective of the workshop was to sensitize participating cities on good practices and technologies of ODF and next levels of safe disposal and treatment of septage as well as fecal sludge

management, and provide them with a clearer roadmap to achieving ODF status.

The workshop was inaugurated by Hon'ble Minister of Urban Development, Shri M. Venkaiah Naidu, who also delivered the keynote speech.

The agenda of the workshop included sessions on decentralized and centralized septage management solutions and good practices, policy interventions for faecal sludge management and ODF status, as well as good practices on behaviour change interventions. Participating cities presented their Service Level Improvement Plans (SLIPs) for achieving ODF status.



NAMMA TOILETS INAUGURATED IN DELHI

On 6th April 2016, Hon'ble Minister of Urban Development, Shri Venkaiah Naidu inaugurated a 'Namma Toilet' for the public at the Preet Vihar community center. 19 other such 'Namma' toilets built by the National Buildings Construction Corporation (NBCC) were also inaugurated on the same day across the capital. NBCC had taken up the construction of these 20 public toilets as part of their Corporate Social Responsibility (CSR) activity to support the efforts of various Municipal Corporations of Delhi, under Swachh Bharat Mission.

These state-of-the-art, environmental friendly 'Namma' toilets have proper ventilation, water supply and solar-powered lights.

The toilets save water by treating the water used for flushing on-site, and reusing the treated water for future flushing purposes, while also converting human waste into useful end products such as bio-gas, compost, and fertilizers. The toilets have a capacity of catering to nearly 300 to 400 persons a day, and each facility can

accommodate up to 5 people at once. Using composite materials and ergonomic user-friendly designs, these model public toilets hope to serve as a good example for replication by other cities and states.



THEMATIC DRIVES DURING THE MONTH OF APRIL

The beginning of the new financial year (2016-2017) saw the launch of a new set of fortnightly thematic cleanliness drives. These drives, are being coordinated by an inter-ministerial committee, led by the Ministry of Drinking Water and Sanitation, government of India and will see participation from other ministries too. The thematic drive calendar is provided in Annexure 1.

The first fortnight, viz. 1st- 15th April 2016 was devoted to "Cleanliness drives in slum communities". During this drive, Urban Local Bodies (ULBs) were asked to conduct meetings with all the Self-Help Groups (SHGs) in slum communities in their cities, to get them to carry out the following activities:

- All SHGs in slums to take oaths that:
 - None of their members will go out for open defecation.
 - each member of SHG will ensure that their households construct / use a toilet.
 - every member of SHG will have a dustbin in their house to dispose of their waste effectively.

- The proceedings of SHG meetings may be recorded, collected, and uploaded on the swachhbharat.mygov.in portal, and well as published as press clippings.

Additionally, ULBs sensitized teachers of all slum schools / anganwadis about the importance of having functional, gender friendly / child friendly toilets in their schools, and the evils of open defecation. Undertakings were collected from school children on the following:

- No student will go out / allow any family member to go out for open defecation.
- Each student will encourage his/her family to construct / use a toilet.
- Each student will encourage his/her family to have dustbins in the house to dispose of the household waste.

These undertakings from students of the slum schools were also to be uploaded on the swachhbharat.mygov.in portal, and well as



Oath taking by SHG members in Pune



SHGs interacting with Kalanagar slum residents in Vishakhapatnam for constructing Individual Household Latrine



Cleanliness drive in slums of Kanpur

published as press clippings. The second fortnight, viz. 16th – 30th April 2016 was devoted to cleanliness drives in Heritage precincts and monuments. ULBs were asked to conduct the following activities:

- Cleanliness drives around heritage precincts in their cities,
- Motivating school children to clean nearby monuments,
- Printing the SBM logo and messages at the backside of entry tickets for all monuments
- Felicitating individuals and organizations in the city who have been doing

exemplary work around swachhata in heritage precincts.

Additionally, ULBs have now been requested to reach out to the local media for press and media coverage of these thematic drives. Each press clipping will earn 1 point each, while each TV clip on the specific thematic drive will earn 3 points each. These points will now be collated and counted towards the final scores for the next round of Swachh Survekshan to be held later in the year.



Tiruchirappalli City Corporation Heritage Cleanliness Drives at Akilandeswari temple tank



Cleaning drive at Thirumalainaiakar Palace, Madurai Municipal Corporation



Mumbai Heritage Cleanliness Drives at Babulnath Heritage Mandir at Ward D



Cleanliness drive in heritage precincts in Kochi



Thematic cleanliness drive at Teele Wali Masjid, Netaji Subhash Chandra ward, Lucknow

ANNEXURE 1: CALENDAR OF THEMATIC DRIVES FOR 2016-2017

Sl No	Dates	Suggested theme	Reasons for selecting theme	Suggested activities
1	1st – 15th April 2016	Cleanliness drives in slum communities	Ambedkar Jayanti on 14th April	Sensitize slum communities regarding: <ul style="list-style-type: none"> • Discouraging manual scavenging • Conversion of insanitary toilets to sanitary toilets
2	16th – 30th April 2016	Heritage places and monuments	World Heritage Day on 18th April	<ul style="list-style-type: none"> • Cleanliness drives around heritage sites • Indulging school children to clean nearby monuments • Entry tickets for all monuments to have SBM logo and sanitary related messages printed at the back • Railway stations serving heritage sites to undertake cleaning activities
3	1st – 15th May 2016	All factories and manufacturing premises, using manual labourers and workers	International Labour day – 1st May	<ul style="list-style-type: none"> • Cleanliness drives in and around factory premises • Cleaning and inspection of sanitary facilities for workers
4	16th – 31st May 2016	All government offices	New Ministry of DoNER came into existence on 27th May & 2nd anniversary of current government's swearing-in on 26th May	<ul style="list-style-type: none"> • Mass pledges taken by all Ministries, on swachhbharat. mygov.in • Cleaning activities within Ministry premises; photographs uploaded on mygov.in
5	1st – 15th June 2016	All popular forest sanctuaries, reserved forest areas, parks and animal welfare establishments	In line with World Environment Day – 5th June	<ul style="list-style-type: none"> • Sensitization drives in parks/zoo on safe disposal of animal excreta • Sensitization drives against littering in sanctuaries and forest areas • Cleaning drives in parks and recreational places • Setting up composting equipments in parks
6	16th – 31st June 2016	Corporate volunteering by private organizations and corporate entities, for increasing traffic on swachhbharat. mygov.in	UN Public Service day on 23rd June	<ul style="list-style-type: none"> • Mass pledges by employee volunteers • Volunteer cleaning activities to be undertaken, and uploaded on mygov
7	1st – 15th July 2016	RWAs, housing societies	In line with International Cooperative day on 4th July	<ul style="list-style-type: none"> • Pledge to be taken by RWA residents, and cleaning drives uploaded on mygov.in • Cleaning and inspection of sanitary facilities for maintenance staff, within RWA premises
8	16th – 31st July 2016	Honouring municipal workers, with citizens extending the hand of 'friendship' to all municipal workers working for Swachh Bharat Mission	World Friendship Day on 30th July	<ul style="list-style-type: none"> • Citizens voluntarily put 'friendship bands' on municipal workers serving in their locality • ULB distributes masks and safety kits to all municipal workers
9	1st – 15th August 2016	All NSS, NCC, eco-clubs	12th August: International Youth day	<ul style="list-style-type: none"> • Youth volunteers sensitize citizens and slum dwellers about safe sanitary practices and DSWM • Youth groups take mass pledges on mygov.in, and undertake cleaning drives in various locations in the cities, and upload pictures on swachhbharat.mygov.in
10	16th – 31st August 2016	All registered sports clubs in the country	National Sports Day - Aug 29th	<ul style="list-style-type: none"> • All sports icons -Swachh Bharat ambassadors - to take up special cleaning drives • "Swachhata runs" organized by ULBs • Cleaning drives in sports stadiums, along with functional separate gender-based toilet facilities in every stadium • Sensitization messages for spectators during matches, on importance of cleaning up stadium and arena after the event; no use of plastics, etc • Entry tickets for all matches to have SBM logo and messages printed at the back
11	1st – 15th September 2016	Focused engagement with teachers	Teacher's Day – 5th September	<ul style="list-style-type: none"> • Teachers to hold sensitization meetings with parents on imparting messages of cleanliness and sanitation among their children • Teachers to inspect sanitary facilities in every institution and plan for their repair and upkeep
12	16th – 30th September 2016	All major tourist places	World Tourism Day on 27th September	<ul style="list-style-type: none"> • Special cleaning drives to be conducted in every tourist spot • All tourist places to have sanitary and functional toilet facilities • Entry tickets for all tourist places to have SBM logo and messages printed at the back. • Railway stations serving tourist places to undertake cleaning activities

13	1st – 15th October 2016	Massive cleanliness drives and celebrations in all cities and towns	2nd Anniversary of launch of Swachh Bharat Mission – Urban on 2nd Oct 2014	<ul style="list-style-type: none"> • 'Swachhata' Report cards publicized through popular media by cities • Walkathons • Awards and felicitations for individuals and organizations who have done good work on SBM
14	16th – 31st October 2016	All hotels / eateries / restaurants	World Food Day – October 16th	<ul style="list-style-type: none"> • Sensitization drives for all eating establishments about importance of Decentralized SWM • Installing of compost machines by each establishment for handling kitchen waste • Cleaning drives in Durga puja pandals every day post 'prasad' and 'bhog' distribution • Night cleaning post Diwali celebrations
15	1st – 15th November 2016	Massive engagement with students	Children's Day – 14th November	<ul style="list-style-type: none"> • Mass pledge taking by all children • Sensitization by children to their parents about safe practices in cleanliness and hygiene • Cleanliness activities undertaken by students and uploaded on swachhbharat.mygov.in
16	16th – 30th November 2016	Special drive in Community and Public toilets in slums and public places	World Toilet day on 19th November	<ul style="list-style-type: none"> • Sensitization drives among slum communities on Operation & Maintenance of Community Toilets • Clean-up drives, Art and painting drives by local artists on public toilet walls • Drive by ULBs to make all PTs functional
17	1st – 15th December 2016	Focused engagement with armed forces	Navy day – 4th December, Armed forces flag day – 7th Dec	<ul style="list-style-type: none"> • Inspirational messages on public media by Minister (Defence) • Soldiers to undertake 'swachhata marches' • Soldiers to sensitize citizens on themes of cleanliness and sanitation • Cantonment board residents to take up cleanliness drives
18	16th – 31st December 2016	All religious places	Christmas – 25th December	<ul style="list-style-type: none"> • Inspirational messages on public media and special drives by religious icons – Swachh Bharat ambassadors • Cleanliness drives in all religious establishments (temples, churches, gurdwara, mosques, etc) • Entry tickets for Religious places to have SBM logo and messages printed at the back • Railway stations serving religious places to undertake cleaning activities
19	1st – 15th January 2017	Agriculture mandis and grain markets, vegetable markets	In line with spirit of Harvest festivals in that period- Pongal, Bihu, Lohri.	<ul style="list-style-type: none"> • Composting equipments installed in every vegetable mandi to process wet waste • Clean-up drives, hoardings and banners put up at every mandi
20	16th – 31st January 2017	Special drive in Girls' schools and anganwadis, special drive separate toilet facilities for girls in schools	National Girl Child Day – 24th January	<ul style="list-style-type: none"> • Ensuring functional separate toilet facilities in sufficient numbers for girl students in co-educational schools, anganwadis • Sensitization drives among girl students regarding safe sanitation,
21	1st – 15th February 2017	Hospitals, clinics, nursing homes	World Cancer Day – 4th February World Day of the Sick – 11th February	<ul style="list-style-type: none"> • All hospitals / clinics to install waste-bins for segregated waste • Massive cleaning drives in all hospital wards and hospital premises • Sensitization drives by doctors, nurses and medical staff to patients and visitors on importance of safe sanitation and hygiene
22	16th – 28th February 2017	Petrol pumps, flyovers, bridges, state and national highways		<ul style="list-style-type: none"> • Every petrol pump along state and national highways to have separate functional toilet facilities, and separate waste-bins (for wet and dry waste) • Hoardings and banners along highways against littering, use of plastics • Large dust-bins put up every few kilometers along highways
23	1st – 15th March 2017	Special focus on women SHGs in slum communities	International Women's Day - 8th March	<ul style="list-style-type: none"> • Training workshops for women SHGs in slums to empower them to lead behavior change initiatives in decentralized SWM and safe sanitation in their communities
24	16th – 31st March 2017	All water bodies (rivers, ponds, nullahs) and beaches / river banks	World Water Day – 22nd March;	<ul style="list-style-type: none"> • Mass cleaning drives in all water bodies • Mass cleaning of beaches and river banks

TRIGGERING SLUM COMMUNITIES TOWARDS OPEN DEFECATION FREE (ODF)

Swachh Bharat Mission, Hon'ble Prime Minister's flagship programme for a clean India, will now be engaging actively with various self-help groups (SHGs) and line functionaries such as ASHA workers and anganwadi workers to educate residents in slum communities about the ills of open defecation, along with sensitizing them about safe sanitation, and government initiatives and assistance available to facilitate construction and usage of toilet facilities.

A number of informative and educational communication initiatives have been undertaken by the Ministry of Urban Development (MoUD) so far. The combined efforts of these initiatives have generated awareness about adverse impact of Open Defecation (OD), and increased the demand for toilet facilities. To capitalize the momentum generated in the last one year, MoUD is now commencing longer-term investments in engaging communities, especially in slums, and OD-prone localities. The Ministry has now launched a long-term slum activation and awareness program on safe sanitation across all cities and towns in the country in order to address the long-standing problem of open defecation.

As part of the engagement, MoUD conducted an intensive community mobilization and triggering exercise on 19th April 2016 across all cities and towns through respective ULBs, especially near identified OD spots. These activities aimed to trigger demand for toilets from different communities, using trigger tools such as demonstration of faecal-oral transmission route. Members of SHG and line functionaries have formed a number of teams that conducted the triggering exercises, from 5 am to 8 am on the morning of 19th April, across OD spots. Following the triggering, 'swachhata doots' were selected from amongst SHG members and line functionaries. These 'swachhata doots' will now be allotted specific OD spots by the concerned ULBs and will work regularly



Triggering at Varanasi

with the communities around the specified spots, to make them ODF. The 'swachhata doots' will also be paid an amount of Rs 5000 per OD spot, to make them ODF. This amount will be paid in three instalments, the last instalment will be only after paid after the ULB has verified that a particular OD spot has sustained its ODF status for three months.



Triggering at Varanasi



Triggering at Hubli-Dharwad



Triggering in Rajkot slums



Triggering in slums of Chandigarh



Triggering in Jaipur slums





STATE-WISE STATUS OF IMPLEMENTATION OF VARIOUS COMPONENTS UNDER SBM UPTO APRIL 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	90051	6360	1268	987	987	3072	3393	6440	8	40
2	Andman & Nicobar Islands	115	40	0	64	0	5	0	18	24	100	35	80
3	Arunachal Pradesh	31007	2585	0	3229	0	586	0	18	42	181	15	25
4	Assam	63100	833	0	2000	10	2800	28	92	888	650	10	20
5	Bihar	92179	80000	6435	240	57	32	0	519	3229	3703	0	30
6	Chandigarh UT	13830	13830	13830	2016	642	7036	671	26	26	340	100	100
7	Chhattisgarh	246000	228518	85952	7479	1481	2370	2090	739	3232	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	272	8400	52	75
11	Goa	5800	2053	110	70	20	100	20	192	192	183	52	100
12	Gujarat	497634	497634	497634	1930	70	4334	1080	1658	1738	9277	28	44
13	Haryana	90573	37348	7188	2351	961	176	90	332	1449	3490	25	100
14	Himachal Pradesh	2828	416	112	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	93572	56911	3612	415	231	950	0	192	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	401975	182072	14280	6960	0	0	3912	6999	5079	14	35
20	Maharashtra	266536	104274	146385	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	84	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	8948	3350	226	70	0	0	19	234	270	0	25
25	Odisha	170000	103000	2000	2230	570	1810	150	456	1012	2460	2	50
26	Pondicherry UT	6590	6590	2114	100	60	100	0	81	129	495	20	60
27	Punjab	110125	78855	17480	3000	0	2500	20	2000	3065	3900	10	50
28	Rajasthan	243319	100430	10990	4615	1290	3475	590	1300	5247	5247	16	65
29	Sikkim	1290	40	0	8	8	0	0	4	48	49	0	20
30	Tamil Nadu	201184	143126	27880	16656	35254	1500	1500	9182	13667	15272	16	25
31	Telangana	114603	85483	28807	103	5	779	639	1625	1967	6628	49	60
32	Tripura	0	0	0	0	0	0	0	0	244	407	0	0
33	Uttar Pradesh	1658142	151083	177743	5495	1490	2151	807	596	11290	19180	13	27
34	Uttarakhand	25953	21350	1166	1250	153	110	10	90	706	1400	0.7	25
35	West Bengal	26014	12220	12220	0	0	0	0	1130	2875	8675	6	8
	Total	5070513	2465089	1326226	100703	56856	40173	11650	34606	79515	147381	17.97	37.10

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

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