

प्रशासनिक सुधार और लोक शिकायत विभाग  
Department of Administrative  
Reforms & Public Grievances



सत्यमेव जयते

## **NATIONAL GOOD GOVERNANCE WEBINAR SERIES 2022-23**

**“PUBLIC PARTICIPATION (JAN BHAGIDARI) THROUGH SWACHH  
BHARAT MISSION”  
OCTOBER 28TH, 2022.**

**“Promoting People’s movements through Public Participation  
(Jan- Bhagidari) — Swachh Bharat Mission (Gramin)”  
Government of Gujarat**

**&**

**"Promoting People’s Movements through Public Participation  
(Jan- Bhagidari) — Swachh Bharat Mission (Urban)”  
Government of Madhya Pradesh**

**Organized by  
National Centre for Good Governance (NCGG)  
Department of Administrative Reforms & Public Grievances  
Ministry of Personnel, Public Grievances & Pensions  
Government of India**

## BACKGROUND

To realize the vision of the **Hon'ble Prime Minister of India Shri Narendra Modi** of a self-reliant India, the NCGG under the aegis of the Department of Administrative Reforms and Public Grievances, Government of India is organizing the National Good Governance webinar series for the year 2022-2023. These webinars covering Award Winning Initiatives which will help different stakeholders to broaden their skills, as well as to attain new knowledge that can supplement or complement their work areas.

The thirteen webinars would be on different themes and sectors under the good governance initiative that have been felicitated with the Prime Minister's Award for Excellence in Public Administration. Award winning nominations under the PM Awards since the inception of the scheme which have proved replicable and sustainable will present their experiences.

The purpose of conducting the webinars is to highlight the best practices and award-winning achievements to create a precedence for other states to follow. Doing so would also infuse a new spirit and enthusiasm among administrators and other stakeholders involved in the implementation of different government governance schemes.

As a part of the National Good Governance Webinar Series (NGGWS), NCGG has convened the Webinar on “**Public Participation (Jan Bhagidari) Through Swachh Bharat Mission**” “**Promoting people's movements through Public Participation (Jan Bhagidari) — Swachh Bharat Mission (Gramin) Government of Gujarat**” and “**Promoting people's movements through Public Participation (Jan Bhagidari) — Swachh Bharat mission (Urban)**” **Government of Madhya Pradesh.**” on October 28<sup>th</sup> 2022.

## THEME – “Public Participation (Jan Bhagidari) Through Swachh Bharat Mission”

**“Public Participation (Jan Bhagidari) Through Swachh Bharat Mission”**  
Announced on 02 October, 2014 by Prime Minister Narendra Modi, the Swachh Bharat Mission (SBM) aims to change the image of rural India through mass scale behaviour change. The Swachh Bharat Mission is a nation-wide campaign of the Government of India which aims at construction of household owned and community owned toilets, their usage and Solid and Liquid Waste Management (SLWM) thereby establishing an accountable mechanism for achieving Open Defecation Free (ODF) Plus India and future India must be a clean and green.

## INITIATIVE – “Promoting People’s Movements Through Public Participation (Jan Bhagidari) — Swachh Bharat Mission (Gramin)”

Government of Gujarat

Swachha Bharat Mission (Gramin) is a mass movement, which cut through the barriers of cast creed, age occupation. On the top all each and every citizen of mehsana district, who brought about a total change in their socio-cultural ethos to make this dream come true. It is a LOK JUVAL in real sense public participation by all means people representative like Hon’ble MP, MLA District, Taluka and village panchayat representative extended their valuable time and manpower for this mass movement.

Mahesana with its 658 villages and 605 Gram Panchayats has rural population of 16.63 lacs with 3.47 lacs rural households. Mahesana poses some unique and typical challenges to implementation of SBM(G). These include rocky terrain making construction of toilet difficulty; illiteracy, social norms and habit of open defecation; availability of water supply for toilets, mind set of Below Poverty Line (BPL) and wage earners and usual inertia in implementing in mission mode with other ongoing workload of the district level administration

## INITIATIVE – “Promoting People’s Movements Through Public Participation (Jan Bhagidari) — Swachh Bharat Mission (Urban)”

Government of Madhya Pradesh

Indore, the largest city in Madhya Pradesh and central India’s business and education hub, has set a record of winning the title of the cleanest city in India every year since 2017. Not only has the city continued to retain its position, but every year Indore also manages to better its own performance and make the city more sustainable, green, and eco-friendly with unique initiatives. After making the whole city Open Defecation Free (ODF) and landfill-free, for the last few years, Indore Municipal Corporation (IMC) has been making the city cleaner by focusing on waste management at the source.

Indore has developed a unique model of “Waste Management and Sanitation” through public participation. Public led team initiatives, and the efforts of public representatives and administrative officials of Indore city have been so successful that Indore has been declared the “Cleanest City of India” continuously from the year 2017 to 2022.

PROCEEDINGS – Webinar on “Public Participation (Jan Bhagidari) Swachh Bharat Mission-Rural and Urban”

WELCOME ADDRESS BY SRI V SRINIVAS, IAS, Secretary, Department of Administrative Reforms & Public Grievances (DARPG)

SRI V SRINIVAS, IAS, Secretary, Department of Administrative Reforms & Public Grievances (DARPG) & Director General, NCGG commenced the welcome session by extending his warm and hearty welcome to the distinguished delegate's from Singapore and Sri Bharat Lal Newly Appointed Director General of NCGG and lead speakers, Directors of State ATIs, State AR Secretaries, State IT Secretaries, District Collectors, IAS Probationers from LBSNAA, Officer Trainees from State ATIs etc.

He mentioned that the Hon'ble Prime Minister of India Shri Narendra Modi on the auspicious occasion of Civil Services Day held on April 21<sup>st</sup> 2022 mandated DARPG to conduct virtual conferences with State Governments and District Collectors over the next twelve months, to disseminate award-winning initiatives which have been conferred the Prime Minister's Award for Excellence in Public Administration in the past years since its inception in 2006. Hence The Central Government through DARPG we are making lot of efforts and comprehensively revamping the whole system of public grievance disposal. Various states also taking various initiatives and some of the states have done outstanding job in this regard. Now today we have to outstanding Civil servants who had done excellent work in their own districts and this gives an opportunity for us to listen to them how they went about, what are the challenges they faced and what are the issues which other districts can basically tackle. Through this platform They can get in touch with officers directly also and they can devise how experience from these two districts and from these two officers. He was also delighted to announce that this VIIth webinar on **“Public Participation (Jan Bhagidari) Through Swachh Bharat Mission”** was highly successful with participation of one thousand (1000) administrators across from India and its highest record of this webinar series.

**Inaugural Address by:**

**Ms. Vini Mahajan IAS** (Secretary, Department of Drinking Water and Sanitation, Ministry of Jal Shakti, Government of India)

**About Ms. Vini Mahajan IAS**

Ms. Vini Mahajan, is an IAS Officer of 1987 batch, Punjab Cadre. Department of Drinking Water and Sanitation is responsible for two flagship programs viz. Jal Jeevan Mission and Swachh Bharat Mission (Gramin). The Prime Minister of India launched the Swachh Bharat Mission on 2nd October 2014. Under the mission, all villages, Gram Panchayats, Districts, States and Union Territories in India declared themselves "open-defecation free" (ODF) by 2 October 2019, the 150th birth anniversary of Mahatma Gandhi, by constructing over 100 million toilets in rural India. The Mission is moving towards the next Phase II of SBMG i.e ODF-Plus. ODF Plus activities under Phase II of Swachh Bharat Mission (Gramin) will reinforce ODF behaviors and focus on providing interventions for the safe management of solid and liquid waste in villages.

Ms. Mahajan holds an MBA from Indian Institute of Management (IIM) Calcutta, where she was placed on the Roll of Honour. She has served as the first woman Chief Secretary of Punjab and has also led several crucial offices in the State such as Departments of Housing & Urban Development, Industries & Commerce, IT and Investment Promotion, Health and Finance. Ms. Mahajan served as Director/ Joint Secretary to the Prime Minister of India from 2005-2012, and earlier in 2004-05 as Director in the Department of Economic Affairs, Ministry of Finance.

**Inaugural Address:**

Good morning friends, colleagues and greetings from Kewadia where I am presently.....

We are all meeting here to understand and perhaps emulate in the good work called we done and my complement those who are going to present today who have received awards from good governance and will be presented today but let me begin by actually stepping back little bit and reminding all of us present here today of the massive efforts like this country under the leadership of all review and the people like you and supported by the Jan Bhagidari that we want to also talk about today has taken as true and we know that this country which had been trying for many decades actually to overcome the problem of open defecation .

It's not just an Indian problem it is a problem that a lot of work especially the developing world had we experiencing and we know the impact of open defecation on health particularly. We know about the impact on women especially women's dignity and security. We know about the impact on poverty because when there is

health impact on any family. The resulted health expenditure is there and the lots of earnings of productive members leads to massive increase at poverty levels.

We know particularly about the impact on children and senior citizens. So the massive effort may when the Prime Minister in 2014 itself said that we will make the country open defecation free and we will do so in a time bound manner by 2019 and it was the efforts of each and every one of ours actually citizens and especially rural India lead by so many of our colleagues many present here today and many others that we were in fact able to say that each gram panchayat in the country has declared itself open defecation free and therefore which target and per the UNDPs sustainable development goals was to be achieved by 2030.

The country was able to proudly say that we have achieved this as of 2<sup>nd</sup> October, 2019 and wonderful tribute to Mahatma Gandhi on his 150<sup>th</sup> anniversary. But also know that open defecation is only one of the aspects of sanitation important one it is and so now the next call to action under Swachh Bharat Mission, Gramin phase 2 and this is where I seek the attention of each one of you. In the district, in the state headquarters, in the urban local bodies wherever you are located. Please look at the sanitation issue and see what is being done about it and what more be better.

This is again a massive opportunity when we have so much attention focused on this issue that for example you know at the 15<sup>th</sup> finance commission is responsible for the devolution of funds between the government of India and the State government. The importance that has been able at the National level to sanitation is reflected in the fact that the 15<sup>th</sup> finance commission has here mark as much as 60% of the grants going to the rural local markets for water and sanitation. 1 lakh 42 thousand crores over a five-year period. Couple with other opportunity from conversion of funds especially under MGNREGA and the state finance commission funds that many of your states have provided and so many other sources like district mineral fund etc. Look at what is the opportunity in your jurisdiction and please see can we make all-out effort now in this next.

I would urge you let's see if you can make an effort right now to make sure that all are rural areas in particular and the same applies to as well. Our fully covered under sanitation efforts. And what do we mean by sanitation, we mean first and foremost of course that there must be proper fickle like management. So we know that toilets were built and access to toilet is essential. If you want to achieve an open defecation free status but sometime those toilets are either single paid or septic tank paid etc. We know that toilets properly made allow in see to management of the fickle matter and so when one pit is use and it get fill even a border size which is recommended gets filled after several years. You close that pit and then the first pit after 18-24 months very safely can be open and this is emerging and be handle by hand without



any damage because the pathogens are care off. So let's do that what is the status of toilets? What is the manner in which fickle matter is been managed in our cities also know in our towns not all areas have several systems we do have the septic tanks in our slums and another open area as well? Please take a look at those if there are septic tanks they need to be safely defecation.

There cannot be nay manual labor in that people using it must have mechanize solution and will fully equipped to be able to handle it and the declaring trucks should not go an empty. The fickle matter in the nearest open space or river etc. that them find and steeply or fickle slash statement plans and we need to look at convergence between rural and urban areas. So that the steeply capacity is spare in the urban local body can catered to the intellect and if required in deeply can come up in the rural area and catered to both rural and urban India local body and the villages around. So fickle sludge and he management of fickle sludge and there is one of the thing I would request each one of you to look at very carefully. Let's not take this for granted. We have achieved open defecation free status but that does not mean that if we now stop looking at this issue and if we don't take care of the sustainability and of how the toilets have been constructed and how there being used we could lose the gains that we have made under our massive efforts like a said to achieve the status.

There are other aspects of grey water management and I would like to draw your attention to the fact that there is so much work is going on again many of you are giving leadership to that under the jal jivan mission and every rural household is to be given at least 55 liters. Per capita daily of water through tap supply in their homes and that has to be quality of water. But we also know that once the water comes in it is used for various purposes like washing, bathing, cooking etc. over 80% of water is going to be waste it's called grey water as again black water which is contains fickle sludge but the other water coming out of kitchens and washing etc. grey water must be manage safely so that two things: 1- we need to be able to use this as a resource and re-use, re-cycle. So if there can be soaped at the household level or at the community level that you have to see for each village what works best. If that water can safely recharge the ground water than we will be able to assure going forward that will do not run out of water or it can be reused for kitchen gardens and other purposes so can we all look at the grey water question and see how that is possible to manage.

Then we all at the solid waste that needs to be tickle care off and there is lot of organic way in especially the rural areas so kitchen waste and left over of course at everywhere but there is also as you know agriculture residue. So can we look at that whether compost pits are appropriate or if there are larger kind of opportunity such as if there is a gaushala in a district there is a dairy and there are enough cattle



providing cattle dung. Can we look at using the agri residue both for biogas and for bio slurry which is fertilizer? So you know that there are biogas plants which have been advocated now increasing and suggesting look at community based larger plants and in fact under the Ministry of Petroleum and Natural Gas. There is a massive scheme where there can be large projects coming up and they would use agri residue including over but also thinks like Padi straw other residue and use those for generating compressed biogas which has the same properties as LNG and can be put it into the gas pipelines for meeting requirements of domestic cooking industry etc.

And for generating bio slurry which is organic made manure can you look at all this? This is really a look wealth. This is the kind of thing “Kachre se Kanchan”. Can you look at all these possibilities in your jurisdiction? Can you also look at other non-biodegradable waste? So we know plastic is now a big question. Everywhere you have plastic, glass waste etc. We need to start making sure in our villages also and in our town cities we educate people about the segregation and source. We should have systems in place for door to door collection and we should take that collected material to some segregation shed have a chain where you have perhaps some recycling facility. So that again we are able to tickle re-use this waste. This is a huge opportunity because we have today the availability of funding, we have the understanding for instance that plastic waste can be used in road construction the Ministry of Rural Development the IRC have given guidelines that we should use roughly about 8% between 5-10 percent of plastic can be used to replace betterment.

It makes the cost effective to collect and use plastic in road construction. Are we doing that what is the possibility is? Remember that we will do all this while has to give a leadership, has to conceptualize. It will actually happen only we will have the communities and therefore jan bhagidari is not just a mantra. Jan bhagidari is essential for ensuring all that we believe is to be able and is to be done. Actually not just done on crown but sustains because the ownership must best in the community.

We want each village to have a village water and sanitation community is must be lead from the front by the sarpanchs, panchyats, gram Pradhans must have women because this is an issue which is important to women. We have to try though we have active women self-help groups. Can we give the responsibility to them? There are parts of the country where assets like e-rickshaw or hand rickshaws etc. after chased using SBM funds or other resources handed over to women self-help groups free of cost for been running and these women self-help groups are able to collect even villages, poor parts of the country. They are collecting like 30 rupees something per households per months and the women have chased then unable to engage a driver and engage a helper to door to door collection facility have been sougled out

there and put in to their recycling chain using the paniwalas and the other phase of economic value.

So look at what works in your areas how you can drive to change but remember the change must be owned by the communities and the communities have shown that they needed they want to do its just had spin a little gap in understanding how to go about it but once people understand the opportunities and possibilities they have shown that they lead from the front and they will take it over from you and they will run it, maintain it and show that these are sustainable and these are also responding that things. So that I want to urge each one of you please see if you can keep the sanitation agenda in your top of mind as you do so many other multiple things. Each one of us is dealing with so many complex issues. There is so much going on but if you can prioritize because there are some things where it appears sometimes that it is an idea whose time has come.

Perhaps I too believe very strongly that sanitation is an idea whose time has come in India. There is a felt need as people are getting economically a little better of as you have seen the world around more closely. Everyone understand that they deserve a clean healthy environment and there is an opportunity to deliver on it. But that opportunity gets realized only with the leadership that you and people like you will be praying to bear on this theme. So I will conclude with once more congratulating those who have done great work, who have received Prime Minister's Award and again urge you to see if you can look at these issues in your own local context.

Your solutions must be appropriate and suitable for your not just the geography but the manner in which your people deal with issues and respond to issues. But give them your guidance, give them your leadership and I am very hopeful there will be many more prize win. And just the last word under the Swachh Bharat Mission mean we are announcing shortly the new Swachh Sarvekshan Gramin under which we are giving you the baseline information. It will be available on our websites starting 1<sup>st</sup> November, 2022 for each Gram Panchayat where does it stand is it one star two star three star four star five star or is it a no star Panchayat.

So some of you may know that out of the 6 lakhs plus villages in the country over 1 lakh 20 thousand have already said that they have achieved some level of open defecation and ODF plus status. ODF plus status means that they are sustaining ODF open defecation free status but in addition they have done either solid waste management or liquid waste management and a moving urge in modern status in the village has both solid and liquid management and own legacy waste.

So there should be no garbage around in the villages and must be look clean villages with proper systems in place and so we are assessing this like if you look at on your mobile and other device, if you search for Swachh Bharat Mission Gramin SBM-G

## NGGWS – Webinar Report

Phase- 2. You will see on that you can drill down in the map of India. You can see in your state, in your district. You can go down to the village and see where do you stand. We will be putting out which districts are doing well on a monthly basis till 15 November. Looks search, looks more where does your district stand and based on the delta, based on the improvement that you show.

We will want to honor each one of you does the good job including the end of the year but every month this will come out so 15 November. Please look at the dashboard and see how your district is doing, how your panchayats are doing and see if you can motivate them to do the things are discussed earlier which will take them to the ODF plus status, ODF plus is highly rising model. We want to see all of you in the modern category but I am sure that you will be able to nudge support and guide your panchayat and looking forward to seeing your status move up very quickly in the coming few months with that.

Thank you

### **Public Participation (Jan Bhagidari) — Swachh Bharat Mission Rural- (Gramin)”- Government of Gujarat**

**MR. MANOJ DAXINI IAS, ADDITIONAL SECRETARY, PANCHAYAT AND RURAL DEVELOPMENT DEPARTMENT, (GOVERNMENT OF GUJARAT)**

Mr. Manoj Daxini is an IAS officer of 2008 Batch Gujarat Cadre. He has held various positions including Executive Director of Science City, Gujarat, Commissioner for Youth and Culture, District Development officer of Tapi District and Mehsana District, Collector of Anand District, etc. At Present he is Additional Secretary in Panchayat and Rural Development Department, Government of Gujarat. He was awarded the Prime Minister’s Award for Excellence in Public Administration 2020 in the category of “Promoting People’s movements- “Jan Bhagidari” through Swachh Bharat Mission (Gramin)”

Mahesana with its 658 villages and 605 Gram Panchayats has rural population of 16.63 lacs with 3.47 lacs rural households. Mahesana poses some unique and typical challenges to implementation of SBM(G). These include rocky terrain making construction of toilet difficulty; illiteracy, social norms and habit of open defecation; availability of water supply for toilets, mind set of Below Poverty Line (BPL) and wage earners and usual inertia in implementing in mission mode with other ongoing workload of the district level administration.

### **Public Participation (Jan Bhagidari) — Swachh Bharat Mission Rural- (Gramin)”- Government of Gujarat**

Mahesana that was declared ODF in October 2016 has a rural population of 16.63 lakhs and rural households of 3.47 lakh, residing in 658 villages (605 Gram Panchayats). It enjoys the distinction of consistently achieving the 1st Rank in the country in the Swachhata Darpan Ranking in 2016-17, 2017-18 and 2018-19, scoring 100 per cent in the predefined criteria.

Swachhata Darpan Awards were instituted under Swachh Bharat Mission to encourage states and districts to focus on ODF Sustainability and solid and liquid waste management that would lead to visual cleanliness of villages.

**Toilet Construction:** Under Phase I of SBM-G, the district had constructed 2,84,876 individual household toilets, ensuring that backward communities, marginal farmers and landless labourers, differently abled and women headed households had access to sanitation. In addition, 59 community sanitary complexes, 102 solid and liquid waste management units, separate toilets for boys and girls in all 997 government schools and toilets in 1920 anganwadi centres

were constructed. If a household did not have access to a toilet facility, a member would make a representation based on which the sarpanch or gram sabha passed a resolution to construct a toilet and a survey team would give approval for the same. After construction of a toilet, it would be inspected and verified by an SBM employee after which the incentive was credited into the beneficiary's account.

**IEC activities:** A variety of IEC activities were undertaken – at schools (rallies, essay, rangoli and painting competitions); within the community (puppet shows, folk songs, etc) to emphasise the importance of safe sanitation; setting up of monitoring mechanisms (Gram Sabhas, Nigrani Samitis, Bal Vanar Sena, appointment of swachhagrahis, triggering activities to promote toilet usage); use of social media; swachhata raths and involvement of SHGs, NSS, NCC in promoting swachhata messages. Alongside this were several awareness programmes promoting handwashing with soap, curbing the use of plastics as also wall paintings and decoration of CSCs to bring about behaviour change while ensuring that no one was left behind without access to safe sanitation.

**Capacity building:** IPC (Interpersonal communication) was used to trigger demand and use of toilets through NSS/NCC/Scout students, school parents, teacher committees, NGOs, religious leaders, government employees, milk cooperative societies, and GP leaders. The capacities of these leaders were strengthened for effective communication on sanitation matters. Further, several joint workshops were organised with the support of UNICEF for government employees to provide training and to increase awareness on sanitation, toilet construction and usage. This empowered them to carry out IEC activities. Additionally, swachhagrahis were trained and incentivized for sanitation work to conduct surveys, and for awareness building and motivation activities at the village level.

**Community mobilisation:** To promote community participation, a letter was written by the District Development Officer to all Sarpanches asking them to encourage village communities to construct and use toilets. While households were called upon to assist in their toilet construction, the aged, the physically challenged and widows were provided help. The communities could avail of funds from the 14<sup>th</sup> Finance Commission. The mass campaigns such as Swachhata Hi Seva went a long way to generate awareness and bring about community participation while the penalty clause ensured toilet usage by all members of a family. As many as 1600 ASHA workers and 1980 Anganwadi workers, 600 women-based community-based organisations and 1200 self-help

groups were already working in 605 GPs. They too were engaged for effective IEC under the SBM-Gramin.

**Monitoring mechanism:** A Swachhata Yodha (warriors) committee was set up for effective monitoring of toilet construction and usage in each GP. The committee also looked into generating awareness on safe sanitation and solid and liquid waste management. Moreover, all government employees of the district that made a total of 187 class I and II officers, adopted one village each to facilitate and supervise the work of toilet construction. They had to ensure that the maximum toilets were constructed and provide sensitization on the use of toilets.

**Outcome:** Among the multiple outcomes were – reduction in medical expenses of families, mal-nourished children, water-borne and abdominal diseases; enhanced security of women and increased comfort of elderly and people with disability. Between 2018 and 2020, 16,132 new toilets were constructed to cater to new households, leaving no one behind.

**Way forward:** Top priority is being given to sustaining ODF status and to solid and liquid waste management in all gram panchayats to make them ODF plus by 2025. In this regard focus is being given to managing plastic waste, recycling, managing of biodegradable waste, etc.



### **“Public Participation (Jan Bhagidari) — Swachh Bharat Mission (Urban)”- Government of Madhya Pradesh**

#### **MR. MANISH SINGH, IAS, COLLECTOR AND DISTRICT MAGISTRATE, INDORE, (GOVERNMENT OF MADHYA PRADESH)**

Mr. Manish Singh is an IAS Officer of 2009 batch, MP cadre. He has worked in various senior positions in the state government, such as CEO, Indore Development Authority; Commissioner, Bhopal Municipal Corporation; MD, Madhya Pradesh Audyogik Kendra Vikas Nigam Limited (MPAKVN) Bhopal; Commissioner, Indore Municipal Corporation; Collector, Ujjain; and State Mission Director (SBM), Urban Administration Development Department (UADD). At present he is working as Collector, Indore District, Madhya Pradesh. Under his leadership, Indore was awarded first rank in Swachh Survekshan for six consecutive years and other notable awards in SBM and AMRUT. For his initiative of constructing rainwater harvesting units in government buildings and for the rejuvenation of traditional water sources, he was presented the Best District of West Zone award by the HON'BLE President at the 3rd National Water Awards-2020 in March 2022. He was awarded the Prime Minister's Award for Excellence in Public Administration, 2020 in the category of “Promoting People’s movements- “Jan Bhagidari” through Swachh Bharat Mission (Urban)” its main goal is to make recycling, reusing, and disposing of waste faster and in a more organised way.

At present, the cleanest city in the country practices six-bin waste segregation at source for the household and commercial levels, which include bins for dry waste, wet waste, plastic waste, e-waste, domestic sanitary waste, and domestic hazardous waste. The IMC, however, credits the people of Indore and their commitment and cooperation for being able to achieve a spectacular waste management mechanism, Asad Warsi, Centre’s Swachh Bharat Abhiyan adviser for Indore Municipal Corporation explains,

## **“PUBLIC PARTICIPATION (JAN BHAGIDARI) — SWACHH BHARAT MISSION- INDORE (URBAN)”**

### **About Indore Municipal Corporation:**

Indore, the largest city in the state of Madhya Pradesh The city has managed to win the top rank every year since 2017. After making the whole city Open Defecation Free (ODF) and landfill-free, Indore Municipal Corporation (IMC) has been making the city cleaner by focusing on waste management at source. The city has now moved to six-bin segregation of waste at source or the household/commercial place level which include separate bins for dry waste, wet waste, plastic waste, e-waste, domestic sanitary waste, and domestic hazardous waste. The aim is to make recycling, reusing and disposing off the waste faster and in a more organised way. here is a lowdown on how Indore has been gearing up to win top ranking for the sixth time.

Since 2016, Indore’s municipal corporation (IMC) has eliminated garbage dumps, ensured 100% household-waste segregation and converted waste to usable products, such as compost and fuel. It partnered with non-governmental organisations for an awareness campaign to change the behaviour of its citizens, contracted private companies to run some waste management operations, used technology, and improved municipal capacity to ensure the implementation of its waste management plan. “Due to political and administrative will, the city has become the cleanest in the country and The city has definitely resolved about 90% of its solid waste challenge.” the people of Indore exhibited immense faith in their municipal body and proved that with mutual cooperation and understanding, everything is possible. There have been instances when people have spent money on their own to support IMC in making the city better. A place where people are so enthusiastic and supportive and Indore continue to win as the best city in the country.

Under Swachh Bharat Mission(urban) Indore Municipal Corporation major motto is Indore city must be as a: i) Bin free ii) Litter Free iii) Dust free.

### **Dedicated Separate Vehicles for Collecting Waste from People**

Indore is generating around 5-6 tonnes per day of COVID waste, said Mr. Warsi. He added that COVID waste is collected separately in order to keep it separate from the rest of the waste collected. For this, all the households have been asked to put their masks, gloves, medicine wrappers, face wipes, tissue paper in the yellow bin. In order to ensure that the waste collected from households and whole chain of recycling and processing does not get contaminated, separate vehicles are dedicated to collecting waste from households that have people receiving COVID-19 treatment at home or are in quarantine or isolation at home. An App helps IMC keep a track of such households in quarantine to collect their waste in isolation from

others. Separate vehicles have been deployed to collect waste from people in quarantine or in home isolation.

### **Solid Waste Management**

While explaining about the city's solid waste management system it is based on 4R-Reduce, Recycle, Reuse and Recover in order to build a sustainable and environmentally friendly model of waste management. The ultimate aim is to make the whole city 'Bin Free, Dust Free and Litter Free'. Indore fully complies with Solid Waste Management Rules, 2016 and has been implementing compulsory segregation of waste at the source in six parts. It is the only city in the whole country that is following the 6-bin system. The waste collected by the municipal corporation is transported in covered vehicles and all the people employed by IMC for waste collection and handling, have been provided with personal protective equipment (PPEs). The collection, transportation and processing of the 100 per cent of the waste is done on the same day and the city has also gone a step ahead and set up stalls at Palasia intersection where car dustbins, eco-friendly straws, cloth bags, containers for making compost are given on rent, to ensure that citizens do not throw the trash from moving cars and also learn the importance of managing their own waste.

### **Wet Waste Processing**

The IMC has established several wet waste processing plants, both centralised and decentralised facilities to process its wet waste which refers to organic waste like food items, garden waste, tissues and paper towels, sewage sludge and organic industrial waste. The city has undertaken an initiative to convert waste into energy with an aim to deal with wet waste and at the time reduce the city's dependence on fossil fuel which causes more air pollution. The Waste-to-Energy plant installed by IMC converts wet waste into 95 per cent pure biogas called Methane which is further converted into CNG (Compressed Natural Gas).

Along with this, the city is also managing its organic waste through a waste-to-compost plant which was installed in 2009 and has a capacity of processing about 600 tonnes of wet waste per day. Other ways in which the city is managing its wet waste include garden waste management under which about 59 tonnes of bulk garden and horticultural waste is being processed every day. IMC also uses Mobile Composting Units for making compost through waste. These mobile vans can process up to 250 kgs of waste per hour and are being used to cater to wet waste generated from residential apartments or such events that are expected to generate a large amount of wet waste. The city administration has also been encouraging people to practice home composting. Currently, about 50,000 households in the city are composting their kitchen waste at home.

## **Fighting The Plastic Waste-Public Participation**

Indore has been taking up many initiatives to reduce the use of single-use plastics. Under one of such initiatives, all the households that come under IMC area have been given two large bags for them to store plastic waste separately. When one bag is filled, people send a message to the agency appointed for recycling the plastic waste in the city. The agency sends its personnel to the household to buy the plastic from them at a minimum price of Rs. 1.5 per kilogram up to Rs. 5 per kg depending upon the quality of the plastic. Thus, not only is IMC saving on transportation and handling of plastic waste by this process, but it is also helping people gain out of their scrapped plastic products. Plastic recycling units buy plastic waste from households at Rs. 1.5- Rs.5 per kg depending on the quality of plastic. Apart from this, the municipal body has been running 'Bartan Banks' in the city since 2019 which provide steel utensils like plates, bowls, glasses, spoons and other items free of cost to the people in order to discourage the use of single-use disposables. It has also been running 'Jhola Banks' in lieu of the ban on single-use plastic bags. Jhola Bank provides citizens with bags made by women Self-Help Groups from old clothes donated by residents. By establishing 'Bartan Banks' at various places in the city, IMC aims to encourage people to give up single-use plastic items.

## **Cleaning of Drains and Water Bodies**

IMC has applied for Water Plus (Water+) certification as the corporation has been able to treat its wastewater completely and thus, no sewage sludge for industrial wastewater goes into the lakes and rivers without being treated first. One of the largest drains in the city has been cleaned and dried completely. An official at the Department of Urban Development and Housing, Madhya Pradesh informed that Indore has laid an underground closed sewer line in the whole city and has 100 per cent treatment capacity for the sewage generated in the city. Currently, the city generates around 300 Million Litres per Day of wastewater. There are no more open drains in the city and the treated wastewater is being used for various purposes like cleaning of roads, gardening and agriculture purposes.

Indore Municipal Corporation has been cleaning its water bodies on priority. The city has made efforts to clean its water bodies as well. According to IMC, there are 147 water bodies in the cities including nine river stretches, nine ponds and 129 wells and all of these have been cleaned and made free from floating and suspended waste. The municipal corporation has also been running awareness campaigns around water bodies to educate people to keep those clean.

## **Focus On Sanitation and Toilet Facilities Continues**

Even though the city has already achieved and retained its ODF status, it has not stopped focusing on providing access to clean toilets to its people. It has installed a smart sensor system in 100 of its public toilet complexes and urinals that send a text message to concerned municipal officers and cleaning staff members when the level of the stink of ammonia rises. The officials ensure immediate cleaning of those toilets. All of our public toilet complexes are of a high standard in terms of cleanliness and amenities. Each toilet has a sanitary napkin vending machine installed. There are soap dispensers and paper towel dispensers in each toilet. The city has over 100 Pink toilets dedicated to women. Each of these toilets has a shop inside which provide sanitary pads, baby diapers and other sanitary products. There are feeding spots and diaper changing stations in each of Pink Toilet. Currently, four toilet complexes are operating for people from transgender communities in the city. These toilets are located in the areas where the majority of transgender people reside.

## **Way forward**

Financially, the city's model is highly cost intensive, Indore has made a capital investment of Rs 180 crore into the programme, and spent Rs 155 crore on its operations in FY 2017-2018 "Many cities do not get that kind of money for solid waste management and sanitation but Indore also has 'robust collection of user fees, high penalty charges, and makes revenue from the sale of compost and dry waste', which makes it a win-win situation, she said. The programme collected Rs 27 crore in user fees, while the rest of the operation expenditure was funded by property taxes. Households pay between Rs 60 and 150 a month based on the waste they generate, and commercial facilities pay Rs 3 per kg of waste. Indore aims to decentralise waste processing, such as in the street food and vegetable market. "This would help reduce user fees, and the end user could benefit from the end product of waste processing, and help the IMC reduce transportation and processing costs, "The IMC aims to reduce expenses by 10% every year, through such initiatives. Decentralised waste processing is followed in other cities such as Mysore, Karnataka and Panaji, Goa.

## **Awards and Recognitions**

Indore, the largest city in Madhya Pradesh and central India's business and education hub, has set a record of winning the title of the cleanest city in India every year since 2017. Not only has the city continued to retain its position, but every year Indore also manages to better its own performance and make the city more sustainable, green, and eco-friendly with unique initiatives. The success of Indore shows that this is doable It's a lighthouse project for MP, and for other similar cities across the country.

**Prof. Poonam Singh** from the National Centre for Good Governance (NCGG) proposed Vote of Thanks at the Webinar. She threw light on how these innovative initiatives led to become an example and serve as an opportunity for the officers to connect with and serve the people with seamless ways.

Before concluding she expressed her heartfelt gratitude to Sri V Srinivas, IAS, Secretary, Department of Administrative Reforms & Public Grievances (DARPG) Sri Bharat Lal Director General of NCGG and the eminent speakers who presented their views on “**Public Participation (Jan Bhagidari) — Swachh Bharat Mission (Gramin)** Government of Gujarat” & “**Public Participation (Jan Bhagidari) — Swachh Bharat Mission (Urban)**” Government of MadhyaPradesh.

On behalf of NCGG, she thanked all the participants of the webinar comprising of Chief Secretaries/Administrators of All States and UTs of India, District Collectors, IT Secretaries, AR Secretaries, Heads of Administrative Training Institute of All States and UTs of India, LBSNAA, Capacity Building Commission (CBC), Sr. Administrators, Eminent Academicians, and members from Grampanchyats and urban local bodies, Sr. Officials from DARPG and NCGG Team.



## ANNEXURE – I

### PRESENTATION – “PUBLIC PARTICIPATION (JAN BHAGIDARI) — SWACHH BHARAT MISSION (GRAMIN)”

GOVERNMENT OF GUJARAT



PRIME MINISTER'S AWARDS FOR EXCELLENCE IN PUBLIC  
ADMINISTRATION 2020

Promoting people's movements through  
Jan Bhagidari  
Swachh Bharat Mission (Gramin)

Manoj Y. Daxini, IAS  
Additional Secretary  
(panchayat rural housing and  
rural development  
department)

Date: 28<sup>th</sup> October 2022

## Introduction

Swachha Bharat Mission (Gramin) is a mass movement, which cut through the barriers of cast creed, age occupation. On the top all each and every citizen of mehsana district, who brought about a total change in their socio-cultural ethos to make this dream come true. It is a LOK JUVAL in real sense public participation by all means people representative like Hon'ble MP, MLA District, Taluka and village panchayat representative extended their valuable time and manpower for this mass movement.

## Mehsana-An Overview

**Area** 4484.10 Sqm

**Population (Rural)** Approx. 16.63 Lakh

**Total Household (Rural)** Approx. 3.47 Lakh

**Nos. of Villages** 658

**Nos. of Gram Panchayat** 605

- Commercial centre of district : UNJHA APMC is as one of the biggest market of Fennel, Cumin seed and Pslyum Husk.
- Dudhsagar dairy has created white revolution in the field of milk procurement and animal husbandry by forming 671 milk cooperatives of milk producers and cattle breeders. Mehsana has integrated urban and rural values in the life style of its people.
- Vadnagar, Taranga, Modhera and becharaji are famous Place of Interest in the district.



## Summary of Achievements (FY 2018-FY 2020)

Swachhata Darpan-I (2016-17)	National Rank	State Rank	-	-	-	Total Score
	1	1	-	-	-	100.00
Swachhata Darpan-II (2017-18)	National Rank	State Rank	Performance	Sustainability	Transparency	Total Score
	1	1	50.00	25.00	25.00	100.00
Swachhata Darpan-III (2018-19)	National Rank	State Rank	ODF Related (60%)	IEC and Capacity Building (20%)	SLWM (20%)	Total Score
	1	1	60.00	20.00	20.00	100.00

Mehsana district achieved **1st Rank** in India consistently in Swachhata Darpan Ranking- I (2016-17), II (2017-18) and III (2018-19) scoring **100%** in predefined criteria.

## First Rank in National Swachahhata Darpan



## First Rank in National Swachahhata Darpan



## Before FY 2018-19

Sr	Information	Before Year 2018	After Year 2018
1	BLS-2012 Individual Household Latrine (IHHL)	284876	301008 (16132)
2	CSC ( Community Sanitary Complex )	59	391(332)
3	MGNREGA & Other Scheme Community Sanitary Complex	0	267
4	IHHL Constructed by CSR/ NGO Fund	0	1960
5	Soak Pit and Compost Pit	0	658
6	Segregation Shed	0	150
7	Solid and liquid Waste Management	102	252(150)

- Constructed toilet for Boys and Girls in all 997 Government School under “Sarve Shiksha Abhiyan”. 1920 Aganwadi have been 100% facilities.
- SCs/STs, Small and Marginal Farmer, Landless Labour, Physical Handicap and Women headed household also constructed individual Household Latrine (IHHL) .

## Initiative

### GRAM PANCHAYAT TOILET

- One male and female toilet is constructed at Village panchayat office (605) for applicants / visitors coming to village panchayat office.
- Under 14<sup>th</sup> Finance Commission approximate value Rs. 50,000 was sanctioned for each toilet constructed at Panchayat Office.



### Jetting Machine

- 3000 Ltr capacity Jetting machine was purchased for every taluka under district panchayat fund for management of liquid waste at village.
- Sewer Jetting Machine suitable for efficient cleaning of choked Underground drainage and sewer lines.
- Gram Panchayats raise request to Taluka Panchayat office to utilize Jetting machine time-by-time.



## Traditional IEC



### School level IEC activities

- Rally, Essay Competition, Rangoli Competition, Painting Competition.



### Entertainment with knowledge activities at villages

- Shows of LOK Bhawal, Puppet Show, SHERI plays, Folk song programs, display of success stories.



### Monitoring activities at villages

- GRAM SABHA, NIGRANI SAMITI, BAL VANAR SENA, SWACHHA GRAHIS, SWACHHATA YODHA, TIGARING Activities to utilize toilets.



### IEC by Digital Means

- BISAG telecast by SATCOM, Use of social media by Twitter (@dirda\_sbm), Facebook (<https://www.facebook.com/sbm.mehsana>), Whatsapp, Jingles on local FM channels, Display of awareness about cleanliness on different websites and portals.



### SWACHHATA RATH

- Mobile van for IEC activity using mobile van showing various films of scheme wise activities.



### Involvement of Self Help Groups

- SHG, members of Dudh Sahakari Mandali were involved to construct toilets. Cadets of NSS / NCC / Scout & Guide were involved for IEC activity for increasing awareness of utilizing toilets.

## INNOVATIVE IEC

### SWACHHA SANKALP THI SWACHHA SIDDHI

- Essay Competition for General Public "What should I do for SWACHHATA?"
- Short film competition on "My contribution towards SWACHHA BHARAT"
- 26 Short films and 175 essay were submitted.
- Prize amount of Rs. 7000, Rs. 5000, and Rs. 3000 were awarded respectively to First prize winner, Second Prize Winner and Third Prize Winner.



### SWACHHA DIWALI SWACHHA GRAM

- Rangoli Competition in government buildings i.e. GRAM Panchayat, Taluka Panchayat, etc.
  - Cleanliness drive of all government offices i.e. Gram Panchayat, PHC, CSC, etc.
- Cleanliness drive in Villages with the help of Village Sarpanch, prominent people of village.

## INNOVATIVE IEC

### Citizen Hygiene

- Awareness program for benefits of hand-washing.
- Pamphlet distribution for benefits of construction of toilets.
- Showing health related benefits of having toilets at home.



### Recyclable / Non-Recyclable Plastic

- Collection of Plastic bags from houses.
- Display of recyclable and non-recyclable plastic bags.
- Making people aware of dangers of using plastic bags.
- Distribution of bag made of clothes in GRAM SABHA.

## INNOVATIVE IEC

### SWACHHA SUNDAR SAMUHIK SHAUCHALAY (S4)

- Decoration of Community Sanitary complex with wall painting.
- All Gram Panchayats were encouraged to do wall-paintings of CSCs.
- Cleanliness drive of CSC and awareness campaign to use CSC



### Display counter at Tana Riri Music Festival, Vadnagar

- Swachha Bharat Mission Scheme wise activities display counter Exhibition of World-class Classical Music Festival Tana-Riri at Vadnagar.
- Distribution of IEC material to visitor of Exhibition.
- Making people aware of benefits of construction of toilet and its utilization.



## Highlights of initiatives

- Physical Achievement of toilets coverage and behavioural change through administrative drive and ensure quality of toilet constructed not inflated.
- Methodology evolved like to crowd source innovations. Rapid action learning workshop for lateral sharing of experiences, immersive research for ground truthing and now CLNOB (Community Leave No One Behind) to facilitate communities to reach and support those behind - people with disabilities the old and infirm, the very poor and weak, migrant, marginalised and others.

## Challenges - Jan-Bhagidhari

- Un-even and un-planned landscape of rural area causes difficulty in carrying construction material.
- Hard rocks in certain pockets making it difficult for the construction of compost pits and soak pits.
- Habitation and practices of defecate in open by villagers resulting in in non usage of constructed toilets.
- Certain group of people (illiterate) resistance while construction of toilets as well as usage of already build toilets.
- Most of the people in BLS-2012 belongs to economically weaker section of society. These villagers were from different community of villages like BPL families, widows, handicap woman, etc.
- Availability of water-supply for toilet



## Highlights of initiatives



## “Jan Bhagidari” Implementation Strategy

- As a Mission execute SBM-G have involved 605 Gram Panchayat, 10 Taluka Panchayat and District Panchayat
- Developing network of Nigrani Samitis, SHGs, Milk cooperatives and school children for continuous community mobilization to sustain ODF AND ODF(+) environment
- Capacity building of PRIs, Frontline workers, SHGs & Milk Cooperatives, school children and teachers on importance of ODF and reasons for necessity of sustainability of ODF status.
- Continuous site inspection, follow ups and actions based on OD status for social norms developed by Panchayats such as penalties
- Integration with all line departments, Mission Manglam and PRIs
- In Village Gram Sabha, if any person who does not have access to toilet facility, he made representation and sarpanch or gram sabha passed resolution to construct toilet. Survey team give approval for the same.







ગુજરાત સરકાર  
Government of Gujarat

## Thank You!



## ANNEXURE – II

### PRESENTATION – “PUBLIC PARTICIPATION (JAN BHAGIDARI) — SWACHH BHARAT MISSION (URBAN)”

GOVERNMENT OF MADHYAPRADESH



## Swachhata “Jan Bhagidari” in Indore



### Introduction

01 District population: 32,76,797

02 One municipal corporation and eight municipal councils

03 Indore city population:- 2,883,563 (covering 88% of Indore district)

Indore is the cleanest city for 6 consecutive years, the other eight councils, esp. Hatod, Rau & Gautampura are also attaining progressive results during the last 3 years.

*Indore is the largest Urban Centre in Madhya Pradesh and Second Financial Capital of India*



## Motto of IMC

Under Swachh Bharat Mission IMC planned to make Indore city:

- Bin free
- Litter free
- Dust free



## March 2015 – Challenges

Open Dumping Point –  
Sep, 2015



Lack of waste  
management  
infrastructure



Only Community  
Collection with No  
D2D





## March 2015 – Challenges

### No collection of waste from Bulk Waste Generators

- Compulsory SWM Rules lacking
- No updated record of BWGs
- No SWM system in place, hence no separate mechanism of collection from BWG.

### In-disciplined Sweeping Staff



### Issues with Outsourced Agency's functioning



## March 2015 – Challenges

### Insufficient CT/PT urinals and lack of



### Road dust and air



### Deterioration of Green Belts across the city



## Strategic Initiatives to address challenges

May 2015 –  
May 2016  
(1 Year)

- Setting up infrastructure, systems and processes for SWM
- Collection, Segregation, Transportation of Waste
- Purchase of vehicles for waste collection/transportation
- Capacity building of Municipal/Sanitation Staff

May 2016  
onwards

- Intensive IEC-BCC Activities to create large scale awareness
- Targeted community involvement at various levels i.e., RWAs, Commercial Establishments, Social Organizations, etc.,
- NGOs were mobilized for large scale awareness campaigns on SWM Components

May 2020  
onwards

- Enhanced public participation like Zero Waste Ward, AQI etc.
- Technological interventions to upgrade waste management processes
- Shift from 3 bin to 6 bin at-source segregation
- Introduction of waste to wealth processes in waste management and carbon credits
- Zero visibility of black and grey water and river rejuvenation (SANKALP)

8

## Sequential process to address challenges

- **'As Is' Review** – Ward/City Level infrastructure and sanitation staff
- **Regular meetings with all key stake holders** - Safai Karamcharis Union, NGOs, Municipal Staff and Citizens
- Key focus on **D2D Collection, Source Segregation**
- **'Dust-Bin' free city** initiative; Special emphasis on Investigation of waste
- **Mobilized NGOs** with each DTDC vehicle to motivate each household
- Led by Municipal Commissioner, Municipal Teams **visited field** daily at 6-6.30 AM
- **Onboarding MLA/ Mayor/ Chairman/ Corporators** in each initiatives/ activities taken by IMC
- **Procurement of vehicles** such as Back-hoe loader, Dumper, Garbage Tippers, Rickshaws, etc.,
- Developing **core competencies** at Municipal Corporation Level –  
*Phasing out of rental machinery/equipment; Termination of contract for outsourced secondary waste transportation; Termination of 1000+ Temporary sanitary workers by taking Sanitary Workers Union in confidence; Establishment of ISO certified vehicle workshop department*
- **Staff Training / Upgradation of Vehicle Workshop (100% in house provision)**

9

Hon'ble Chief Minister, GoMP- Shri Shivraj singh Chouhan, Mayor - Smt. Malini Laxman Singh

## Political willingness to guide and support



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## Scaling up: D2D and Segregation at Source

### Scaling-up: Door-to-Door Collection



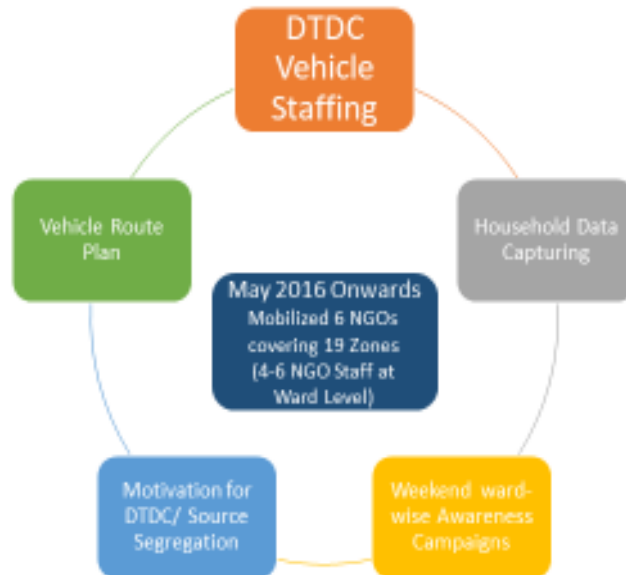
### Scaling-up: Segregation at Source





## Role of NGOs in setting up SWM Processes

NGOs have played a key role in setting up SWM and creating Large Scale Awareness



## Pilot Project D2D collection in Ward 71 and 42 using cycle

Pilot Project started December 2015 to January 2016

40 cycle rickshaw and 01 garbage tipper was used



## Comparison of Motorized and Non-Motorized DTDC

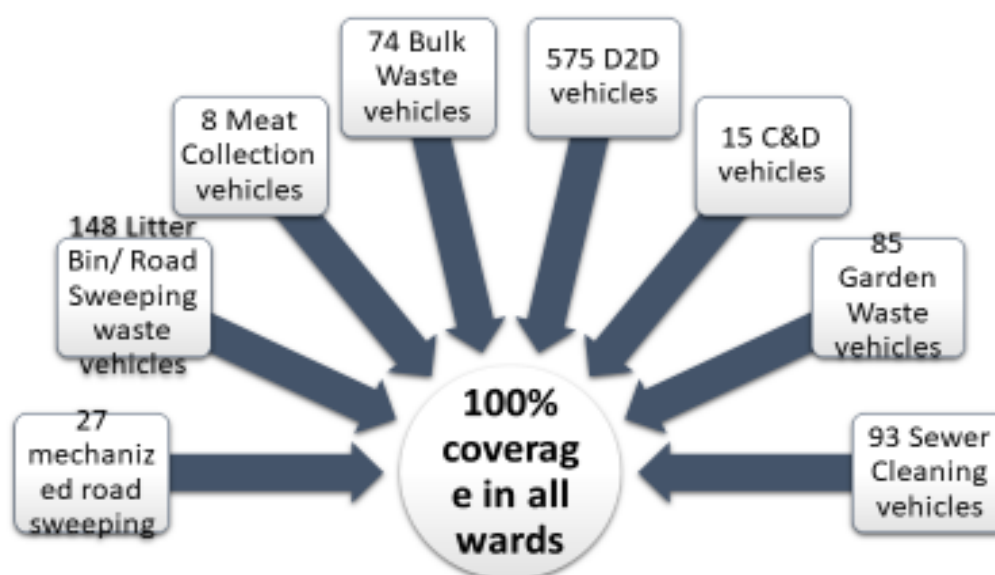
- Cost reduction from Rs. 2,886 per metric ton to Rs. 1,662 per metric ton helped saved crores for IMC

Door to Door Waste Collection through Rickshaws/ Tricycle			
No of vehicle	40		
Safai Mitra	92	7,500	6,90,000
Daroga	1	8,000	8,000
CSI	1	5,000	5,000
Diesel	1	7,000	7,000
Maintenance	1	4,000	4,000
Driver	1	7,500	7,500
Tata ace	1		-
Total Cost			7,21,500
			72,150
Per ton cost			2,886

Door to Door Waste Collection through Tata Ace-Tipper			
No of vehicle	5		
Safai Mitra	40	7,500	3,00,000
Daroga	1	8,000	8,000
CSI	1	5,000	5,000
Diesel	1	50,000	50,000
Maintenance	5	3,000	15,000
Driver	5	7,500	37,500
Tata ace	1		-
Total Cost			4,15,500
			41,550
Per ton cost			1,662

## D2D Collection Fleet Expansion and technological advancement

End-to-end automated service delivery mechanism



## Community Participation In Segregation - Soul Of SWM

Women engagement



Awareness Drive for Wrapping Sanitary Waste



IEC for 6 Bin Source Segregation



Decentralized Drywaste Collection System



## Separate mechanism of collection of waste from bulk waste generator

- Collection of waste from more than 4532 Commercial Bulk Waste Generators





## Collection of waste from Meat market, Fish Market & Poultry Market

08 Separate vehicle for collection of waste from Meat market, Fish Market & Poultry Market



18

## Bin Free City – Sustainability



## State of Art Ultra Modern Mechanized Garbage Transfer Stations (GT)

Automated transfer of 6 types of segregated waste to various processing plants/ disposal sites from GTS



10  
Ultra Modern  
Mechanized  
Transfer  
Stations



## Advance Vehicle Tracking & Monitoring System (VTMS)

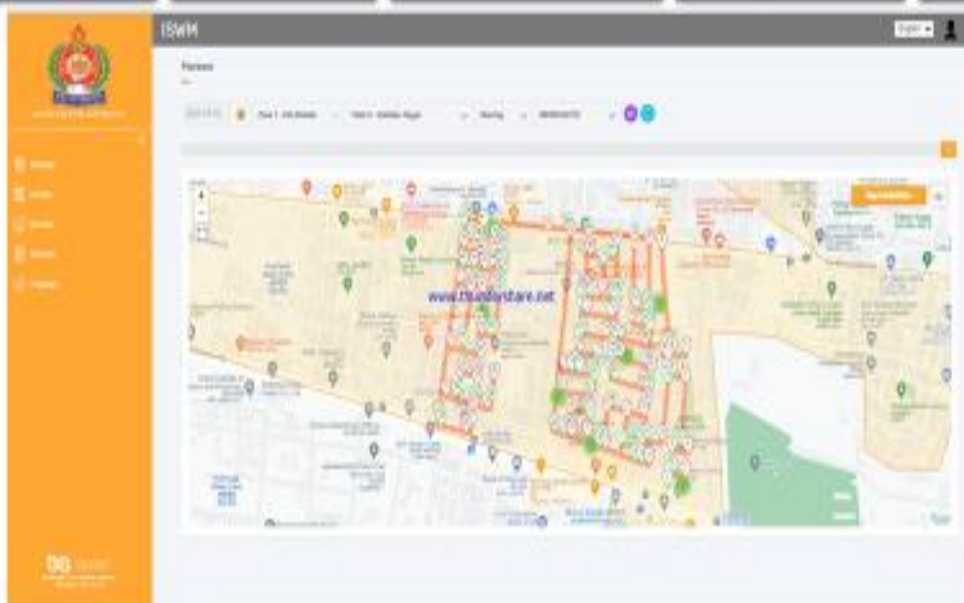
Installation of GPS  
receivers in 700+  
vehicles

Web based vehicle  
tracking solution

Dashboard, Live Vehicle  
Tracking, Route Replay,  
Admin module

Reports, Alerts,  
Integration  
requirement

Integration with  
weight bridge



Video playback



## Ultra Modern Mechanized Road Sweeping

27 Mechanized Road Sweepers covering 700 kms/ night

Elgin Pelican: Removes heavy items (USA)



Dulevo (Italy) & Ravo (Netherland) : High suction power



City Net/ Nilfisk: For narrow areas (France)



Broddson Scandia: For broader roads (Sweden)



## Litter picking

Extensive litter picking in Nov-Dec 2016 to make city litter free



## Bio-CNG Plant (IEISL) (Centralized) - 550 TPD Capacity



Asia's largest facility inaugurated by Hon'ble Prime Minister of India, Shri Narendra Modi

543 TPD wet waste converted to 17000+ kg BioCNG

Revenue- 2.25 cr annually



3D model

## Dry Waste Processing

400 TPD Automated Centralized MRF



44 TPD Manual Decentralized MRF at Zero waste ward



Decentralization of waste management processes and plants

- Indore generates average 481 TPD dry waste.
- Centralized Facilities 400 TPD and 200 TPD
- Decentralized Facilities 44 TPD
- 1200 Rag pickers engaged





## Wet Waste Processing (Decentralized) – 192 TPD capacity

### Decentralization of waste management processes and plants

Pit Composting (84.2 TPD)



Onsite Waste Composters (2 TPD)



Bulk Waste Generators (67.5 TPD)



Mobile Composting Vans (7.7 TPD)



Home/Community Composting (74 TPD)



Garden Waste Drum Composters (22.5 TPD)



## Bio-Remediation: Transformation Into City Forest

- Reclamation of over 100 acres land worth Rs 300 Cr.
- Transformation into City Forest – 1.50 lac trees planted

2022



PRESENT







## Home Composting

- 8th
- 20
- Inc
- Home composting at more than 57,000 HH
- 50% subsidy on home composting units through CSR



enhanced water and energy security, reduced carbon foot-print, and improved land, water and air quality.



## Backlane beautification- adaptive reuse

- More than 3000 backlanes cleaned, concretized and beautified.
- 100% citizen participation and ownership



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## 3R: Waste Reduction Measures



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## Grievance Redressal Mechanism: Indore 311 App

- National award for e-Governance 2020-21 (Gold Category) during the 24<sup>th</sup> National Conference on e-Governance, Hyderabad
- SWM related complaints (11,41,423)
- Current SLA Percentage is **98.8%**
- Total Downloads **6,65,875**



**One Click Towards Cleanliness.**

Report Garbage / Sanitary related issues to your municipal authority now!



City Swachhta App



## IEC/BCC and Awareness Programs – IMC



Rally being organized under awareness campaign for Swachh Bharat Mission



Program with Member of Parliament, Mayor, Commissioner, Corporators and citizens organized



Oath To keep the city clean at ward level



Padayatra – Awareness Campaign To keep the city clean

## Ban on Polythene Carry Bags



- Initially IMC has banned use of polythene carry bags of less than 50 micron thickness in entire municipal limits.
- Extensive drive against use of polybags.
- Meeting with polybag manufacturer and traders associations and creating awareness about ban on polybags.
- Seizing of polythene carry bag from manufacturers and distributors.





## Consultation meeting with RWAs & Market Association



## Religious Leaders Engagement

- Conducted meeting with Religious leaders
- All religious leaders agreed to collaborate with IMC to promote source segregation and decentralized composting





## Participation of Transgender for Awareness



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## Awareness Events:

### Walkathon



### Indori-subha on Swachhta & Pledge



### स्वच्छ इंदौर के लिए एक स्मार्ट इंदौरी सुबह





## IEC Activities: Talk Shows



## Creating Awareness and warning citizens on Open Defecation

Specific triggering activities and planned campaigning to stop OD at 12 Km stretch of railway track/ river bank/ slums near water bodies in the city.



## Creating Awareness and Investigation of Garbage



## Spotfine notification to ensure compliance

कचराविक्रय समग्र पारितोषिक विनिर्देश, दुधौरी			
समाचारिक सूचना			
क्र.सं.	विवरण	अवधि	नियम
1	कचराविक्रय समग्र पारितोषिक विनिर्देश, दुधौरी	1	कचराविक्रय समग्र पारितोषिक विनिर्देश, दुधौरी
2	कचराविक्रय समग्र पारितोषिक विनिर्देश, दुधौरी	2	कचराविक्रय समग्र पारितोषिक विनिर्देश, दुधौरी
3	कचराविक्रय समग्र पारितोषिक विनिर्देश, दुधौरी	3	कचराविक्रय समग्र पारितोषिक विनिर्देश, दुधौरी
4	कचराविक्रय समग्र पारितोषिक विनिर्देश, दुधौरी	4	कचराविक्रय समग्र पारितोषिक विनिर्देश, दुधौरी
5	कचराविक्रय समग्र पारितोषिक विनिर्देश, दुधौरी	5	कचराविक्रय समग्र पारितोषिक विनिर्देश, दुधौरी
6	कचराविक्रय समग्र पारितोषिक विनिर्देश, दुधौरी	6	कचराविक्रय समग्र पारितोषिक विनिर्देश, दुधौरी
7	कचराविक्रय समग्र पारितोषिक विनिर्देश, दुधौरी	7	कचराविक्रय समग्र पारितोषिक विनिर्देश, दुधौरी
8	कचराविक्रय समग्र पारितोषिक विनिर्देश, दुधौरी	8	कचराविक्रय समग्र पारितोषिक विनिर्देश, दुधौरी
9	कचराविक्रय समग्र पारितोषिक विनिर्देश, दुधौरी	9	कचराविक्रय समग्र पारितोषिक विनिर्देश, दुधौरी
10	कचराविक्रय समग्र पारितोषिक विनिर्देश, दुधौरी	10	कचराविक्रय समग्र पारितोषिक विनिर्देश, दुधौरी
11	कचराविक्रय समग्र पारितोषिक विनिर्देश, दुधौरी	11	कचराविक्रय समग्र पारितोषिक विनिर्देश, दुधौरी
12	कचराविक्रय समग्र पारितोषिक विनिर्देश, दुधौरी	12	कचराविक्रय समग्र पारितोषिक विनिर्देश, दुधौरी
13	कचराविक्रय समग्र पारितोषिक विनिर्देश, दुधौरी	13	कचराविक्रय समग्र पारितोषिक विनिर्देश, दुधौरी
14	कचराविक्रय समग्र पारितोषिक विनिर्देश, दुधौरी	14	कचराविक्रय समग्र पारितोषिक विनिर्देश, दुधौरी
15	कचराविक्रय समग्र पारितोषिक विनिर्देश, दुधौरी	15	कचराविक्रय समग्र पारितोषिक विनिर्देश, दुधौरी
16	कचराविक्रय समग्र पारितोषिक विनिर्देश, दुधौरी	16	कचराविक्रय समग्र पारितोषिक विनिर्देश, दुधौरी
17	कचराविक्रय समग्र पारितोषिक विनिर्देश, दुधौरी	17	कचराविक्रय समग्र पारितोषिक विनिर्देश, दुधौरी
18	कचराविक्रय समग्र पारितोषिक विनिर्देश, दुधौरी	18	कचराविक्रय समग्र पारितोषिक विनिर्देश, दुधौरी
19	कचराविक्रय समग्र पारितोषिक विनिर्देश, दुधौरी	19	कचराविक्रय समग्र पारितोषिक विनिर्देश, दुधौरी
20	कचराविक्रय समग्र पारितोषिक विनिर्देश, दुधौरी	20	कचराविक्रय समग्र पारितोषिक विनिर्देश, दुधौरी

क्र.सं.	उल्लंघन की श्रेणी	अर्थदंड (Spot Fine) की राशि	आरोपित स्पॉट फाइन/अर्थदंड करने हेतु अधिकृत अधिकारी
1	सार्वजनिक स्थानों पर वा नाले/नादियों से स्तव्यक अवशिष्ट या हानिकारक प्रेषण करना।	₹ 2000/- अधिकतम	क्षेत्रीय स्वच्छता अधिकारी एवं क्षेत्रीय मुख्य स्वच्छता निरीक्षक (सीएसआई)
2	इंद्रीय नगर सीमा क्षेत्र के प्रतीक्षित क्षेत्रों में एक से अधिक कैमरा/फैस वा पशु चालना, गुरजर चालना तथा अशुद्ध कचरा/कचरा फालना, इन पशुओं को अशुद्ध सड़क पर छोड़कर फेंकना करना।	₹ 1000/- अधिकतम	क्षेत्रीय स्वच्छता अधिकारी एवं क्षेत्रीय मुख्य स्वच्छता निरीक्षक (सीएसआई)
3	निर्माण एवं विध्वंस अवधि निर्माण सामग्री कुटपथ एवं सड़क पर रखना करना।	₹ 1000/- अधिकतम	ग्राम अधिकारी, उपमुख्य सौदागरी, क्षेत्रीय स्वच्छता अधिकारी, क्षेत्रीय मुख्य स्वच्छता निरीक्षक (सीएसआई)
4	विभिन्न रेस्टोरेंट होटल व अन्य खाद्य पदार्थों से संबंधित संस्कारों में वैश्विक अपशिष्ट अथवा निम्न अपशिष्ट सीधे उस क्षेत्र की सीवरेज अथवा स्टर्म वॉटर चैनल में फालना।	प्रथम उल्लंघन पर ₹ 1000/- द्वितीय उल्लंघन पर ₹ 2000/- तृतीय उल्लंघन पर ₹ 3000/- चौथी व अधिकतम उल्लंघन पर	क्षेत्रीय ग्राम अधिकारी (क्षेत्रीय सीएसआई) की मदद लेकर



## Spotfines to ensure compliance by citizens



## Stray Cattle Removal



## Stray Cattle Shelter Removal



## Removal of Hoardings





## City Beautification

### Key measures include

- ✓ Removal of illegal posters and banners
- ✓ Uniformity in branding
- ✓ Sufficient parking areas
- ✓ Reduction in traffic
- ✓ No vehicle Zones
- ✓ River stretch beautification
- ✓ Cycling Path
- ✓ Removal of Stray Cattle



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## City Beautification

Well-lit Public Places



Well Maintained Footpaths, Squares,



Pothole-free Roads and Pavements



Pedestrianization of Public Areas



## Way Forward



Zero Landfill city  
(allowed only drain  
silt and dust of street  
sweeping)

Scaling up zero waste  
wards to other wards  
in the city

Striving to lower per  
capita waste reduction

AQI value below 50 as  
per National Air Quality  
Standards

Phasing out Single Use  
Plastic

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## Thank You



Swachh Survekshan Award 2017



Swachh Survekshan Award  
2018



Swachh Survekshan  
2019



Swachh Survekshan Award



Swachh Survekshan Award



Swachh Survekshan Award





# NGGWS – Webinar Report

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**Inaugural Address: MS. Vini Mahajan IAS (Secretary, Department of Drinking Water and Sanitation, Ministry of Jal Shakti, Government of India)**

## Glimpses of webinar





# NGGWS – Webinar Report

## Glimpses of webinar

