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सत्यमेव जयते



भारत सरकार  
आवासन और शहरी कार्य मंत्रालय  
निर्माण भवन

GOVERNMENT OF INDIA  
MINISTRY OF HOUSING AND URBAN AFFAIRS  
NIRMAN BHAWAN

नई दिल्ली-110011, तारीख 20  
New Delhi-110011, Dated the 20

D.O. No. 15/02/2021-3BM-5

22<sup>nd</sup> March 2021

Dear Sir/Madam,

As you are aware, under Swachh Bharat Mission- Urban, we have been making concerted efforts to ensure that the SBM-U becomes a citizen-led movement. In order to sustain and build upon the achievements of Swachh Bharat Mission – Urban, we now need to take this movement – the Jan Andolan – to the next level, by strengthening the last mile connect between ULBs and each of their citizens. This will not only enable the citizens to become active participants in governance and implementation of SBM-U but also give them a platform to make their voices heard and grievances addressed more efficiently and effectively.

2. It is now proposed to create such formal channels in every ULB between ULBs and identified citizen representatives. This can be done by formally creating and registering formalized Community Based Organizations (CBOs) and self-governing local community bodies (LCBs), which include Resident Welfare Associations (RWAs), Housing Societies, Self-Help Groups (SHGs), Special Interest Groups (SIGs), Common Interest Groups (CIGs), Jan Kalyan Samiti, Non-Government Organizations (NGOs) and Slum Development Associations (SDAs).

3. The objective of this initiative is to ensure that every citizen in Urban India is covered under at least one of these CBOs or local community bodies (LCBs) where he/she can engage with ULB through a formal channel for multiple municipal services. These bodies, once formalized, will also play a crucial role in building capacities of citizen volunteers, the Swachhagrahis to become last mile agents of behavior change and lead awareness creation and volunteering initiatives, and community funded projects in local communities. This model of citizen participation has proved to be successful in many cities, as highlighted in a few indicative case studies presented in Annexure 1 for reference.

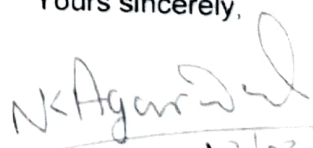
4. To realize this objective, the **Janbhagidari Initiative** is being introduced under Swachh Bharat Mission – Urban, under which all ULBs will be required to:

- direct citizens to create and register new CBOs and LCBs as listed above if there is no such registered body currently present in a locality
- facilitate the registration and formalization process by organizing one stop melas to register these new associations and citizen groups
- create a register of contact details (name, phone number, designation) of nominated representatives from both new and already registered and operational citizen groups and associations, including creation of social media groups, for speedy exchange of information and resolution of issues

5. As a first step, ULBs are requested to **identify 2-3 locations** (across citizen demographics and SEC categories), and build up '**model colonies**' in each of these locations, which can then be emulated by other similar colonies and neighbourhoods. The model colonies, in addition to having all the outcomes envisaged under SBM-U (Garbage free, complete source segregation, ODF++, etc) will also have the above formalized citizen groups registered and functional. Once this model is successfully implemented in these model colonies, it can be scaled up to cover the entire city/ town.
6. ULBs are requested to start working on the above points immediately so that they have a database of contact details of representatives of all existing and registered CBOs and LCBs operating in the authorized area by 30<sup>th</sup> June 2021. MoHUA will be tracking the progress of the same during the periodic review VCs with States / UTs and their ULBs.
7. Going forward, these model colonies and formalized RWAs / LCBs etc will also be included as indicators for scoring in Swachh Survekshan.
8. For any queries / details, you may kindly reach out to the undersigned at [naveen.75@gov.in](mailto:naveen.75@gov.in), +91 98701 62277

With regards,

Yours sincerely,

  
22/03/2021  
(Naveen Kumar Agarwal)

To: SBM-U Mission Directors of all States / UTs  
Copy: MCs/ EOs of all ULBs



**Annexure 1**

**Case Studies of Community Based Organizations and Local Community Bodies bringing citizen participation in governance and implementation of SBM-U objectives.**

**Case Study 1 – How this RWA in Visakhapatnam led the urban transformation of the locality.**

**Jagannadharaju Nagar RWA** in Visakhapatnam was formed in 1993 with a humble beginning with about four members, but today it is one of the most prominent RWAs in the city. It is a conglomeration of about 20 apartment complexes and about 50 individual houses, accommodating nearly 1,500 residents. JR Nagar RWA has won several awards and appreciations for its achievements in serving the residents at the micro level. It has its



website and has two WhatsApp groups for quick dissemination of any information about the colony's activities. It is affiliated to the **Andhra Pradesh State Federation of RWAs (APFERWAS)**.

The RWA is associated with several activities in the colony on civic issues like solid waste management, rainwater harvesting, clean and green, solar energy, waste composting, women's security, plastic pollution, etc.

There are three facets of the waste segregation practice that JP Nagar RWA is following: source segregation of daily household waste, separate collection of domestic hazardous waste, and operating an in-situ composting unit for wet waste.

Daily household waste from each individual house or flat in any apartment in the colony is segregated at source into three categories – biodegradables or food waste or wet waste (green bin), non-biodegradable or dry waste (blue bin), and domestic hazardous reject or waste (red bin). After collection, the dry and domestic hazardous waste bins are kept at the garbage collection point which the Greater Vishakhapatnam Municipal Corporation garbage collecting vehicles collect the waste.



To manage the wet waste There are three large size compost pits (6x4x4') in the colony where manure is prepared from the wet waste as part of the solid waste management and the dry and domestic hazardous waste is handed over to the Greater Vishakhapatnam Municipal Corporation garbage collecting vehicles. RWA leaders and volunteer groups of the colonies and worked in tandem in the training of residents, domestic help and on the finer details of waste segregation and collection besides monitoring the entire process hands on.

JR Nagar RWA has also taken special care to develop more oxygen releasing and water absorbing plants as a part of its extensive greenery and plenty of flower plants. The saplings planted after the destructive Hudhud cyclone in 2014 have now become big trees and provide a very good shade giving a cool atmosphere in the colony. The Swachh Bharat Sthupam at the entrance gives a hearty welcome to the colony.

**Case Study 2:** A-Block, Defence Colony, New Delhi Resident Welfare Association (RWA) has more than one thousand households (1000 HH) under its jurisdiction. The households in the colony had the provision of door to door waste collection, however the total waste from the households went to the Municipal Corporation Delhi (MCD) dhalao (secondary waste collection points) that was located within the community which always overflowed with waste making the area filthy and unhygienic. Unsatisfied with the existing system of solid waste management, the RWA decided to take the responsibility upon itself to make its community a cleaner and hygienic place to live in. The RWA collaborated with a local NGO - Toxics Link for establishing an environmentally sound municipal waste management in their community. The launched program was based on the model of decentralized solid waste management. Since its inception, the community was labelled and recognised as the most important stakeholder in making zero waste zone initiative sustainable. It was made clear to the RWA, A-Block, Defence Colony that unless they geared up to drive the project, such initiative would only achieve partial success. Before the intervention began, there was no primary segregation of waste and the MCD dhalao always overflowed with waste and leachate. Post the launch of the programme, almost 70% household handover segregated waste to the waste collectors while the remaining mixed waste is segregated by the waste collectors to recover the recyclable and reusable materials for sale. Kitchen waste is composted in the compost pits. Monthly collection fee from the residents of the RWA supports the salary of the waste collectors. The whole exercise has led to substantial reduction in amount of waste that is dumped to MCD dhalao. The initiative shows a significant impact on the cleanliness and the aesthetic sensibility of the community. To manage the wet waste, four compost pits were constructed, two of which are located in JCO club with the size of 7x5x4 cubic ft and the remaining two in the adjacent MCD Park with the size of 12x5x4 cubic ft. The RWA of this block has made an appreciable effort by constructing the compost pits and coordinating with the waste collectors. The recyclable and reusable materials from the dry waste were sold to the kabariwalas of Sarai Kale Khan Area.



To set up a participatory, decentralised, and eco-friendly system of Household Solid Waste Management in the A-Block, Defence Colony, RWA helped in spreading awareness on solid waste management amongst the residents through door-to-door meeting and by distributing the IEC material and organising orientation programme for all the stakeholders. They also conducted capacity building workshops for all house helps, housekeeping staff, and waste collectors. Trainings were given to waste collectors on segregation and composting of garbage.



*Fig 1: Capacity Building of Waste Workers*

Post these interventions, it was found that there was a landfill diversion of approx. 600-700 kg of waste per day which amounts to more than 200 tonnes per annum of waste diverted from landfill. Earlier, the dhalaos and the MCD bins overflowed with garbage. The MCD would clean the dhalaos and the bins daily and transport to the landfill daily. With the start of the community initiative, the use of dhalaos has been



*Fig 2: Inauguration of Community based compost pits*

reduced considerably. There was an increase in the cost recovery from recyclable waste. In total, there was a revenue generation of Rs. 400 – 600 per day only from selling recyclables collected from 1000 HH. Since solid waste management is a people's programme, the RWA members and local NGO partner adopted participatory approaches during the entire course of implementation, which helped in creating a sense of ownership among the people of the RWA to ensure sustainability of the programme.

### **Case Study 3: How Self-Help Groups became agent of transformation of SWM in Ambikapur**

Like any other town in India, Ambikapur faced the challenge of proper segregation, collection and disposal of this waste. Municipal manpower was strained to its fullest potential but was unable to cope with the challenge involved. Many options were explored but all were turning to be capital intensive. The city faced various challenges such as, unavailability of large areas in the city for use as trench grounds, cost of transportation of waste to outskirts of the city. Previously, Ambikapur's waste disposal method was unscientific and ad-hoc. Disposal largely meant dumping waste on land; occasionally the waste was also burnt on streets, either way, creating a major environmental hazard. Citizens complained about the dirt and squalour. Even imposing user charges on citizens got difficult for the city as the users didn't see any improvement in the condition of the services being provided.

A search was made for a practical, scientific, effective, sustainable and cost-effective model. An expert in the field of SWM was invited to Ambikapur for an interaction with the then District Collector, Smt. Ritu Sain. This set the ball rolling for what has now come to be known as the Solid and Liquid Resource Management (SLRM) model. The



Ambikapur model involved workers from the self-help groups in the entire value chain of solid waste management. The model is currently involving around 700 SHG members. The members, also known as the 'Green warriors' participate in Door to door collection activities and are also employed at the Solid and liquid resource management centers and Tertiary segregation center. Each SLRM center has been provided with two rickshaws. The rickshaws have a uniform design code. This helps to create a very constructive visual impact. The rickshaws have a call-bell with a distinct sound. They have two compartments, one for storing dry and the other for storing wet refuse. Organic refuse (kitchen waste etc.) becomes 'waste' only if it putrefies through neglect beyond five hours. If collected and used within this critical time, it is a 'resource'. Hence the guiding principle for the rickshaw to go on a round is not for a full load to pile up, but rather to collect the 'resource' before it degenerates into 'waste'. This, in fact, is the crux of the Ambikapur model. Therefore, there were two calls per day at every door in Ambikapur.

All 17 centers were standardized to ensure uniformity. A four feet high wall was built, and over the wall, four feet of wide metal mesh was fixed to ensure pleasant ambience with abundant natural sunlight and ventilation. To prevent the nuisance of flies and other harmful vectors a green net was attached to the mesh. Each center was built on an area of 4000 sq mt and had sufficient space for working and storing. The work-shed was equipped with electricity and water connections along with a cemented floor. Within the workshed was a storeroom, which also served as the changing room for workers.

At the SLRM, shreds, recyclable, organic and non-recyclable items are packed separately after segregation. From here the recyclables are further sent to a common tertiary segregation center for segregation into further categories, such as, plastics, metal and electronic items etc. These items are then sold as raw materials for recycling to manufacturers that the administration has tied up with. Organic waste like leftovers are fed to cattle, ducks and hens at centres while other remains are used in biogas digester or are composted.

The SLRM model adopted by the city has not only reduced the waste discarded by the city to landfill sites but has also provided an alternate source of livelihood to the members of self-help groups. Over INR.71.80 lakhs have been earned from the sale of segregated inorganic waste. In the whole process, the corporation has also reclaimed 16 acres of land worth INR.25 crores.