

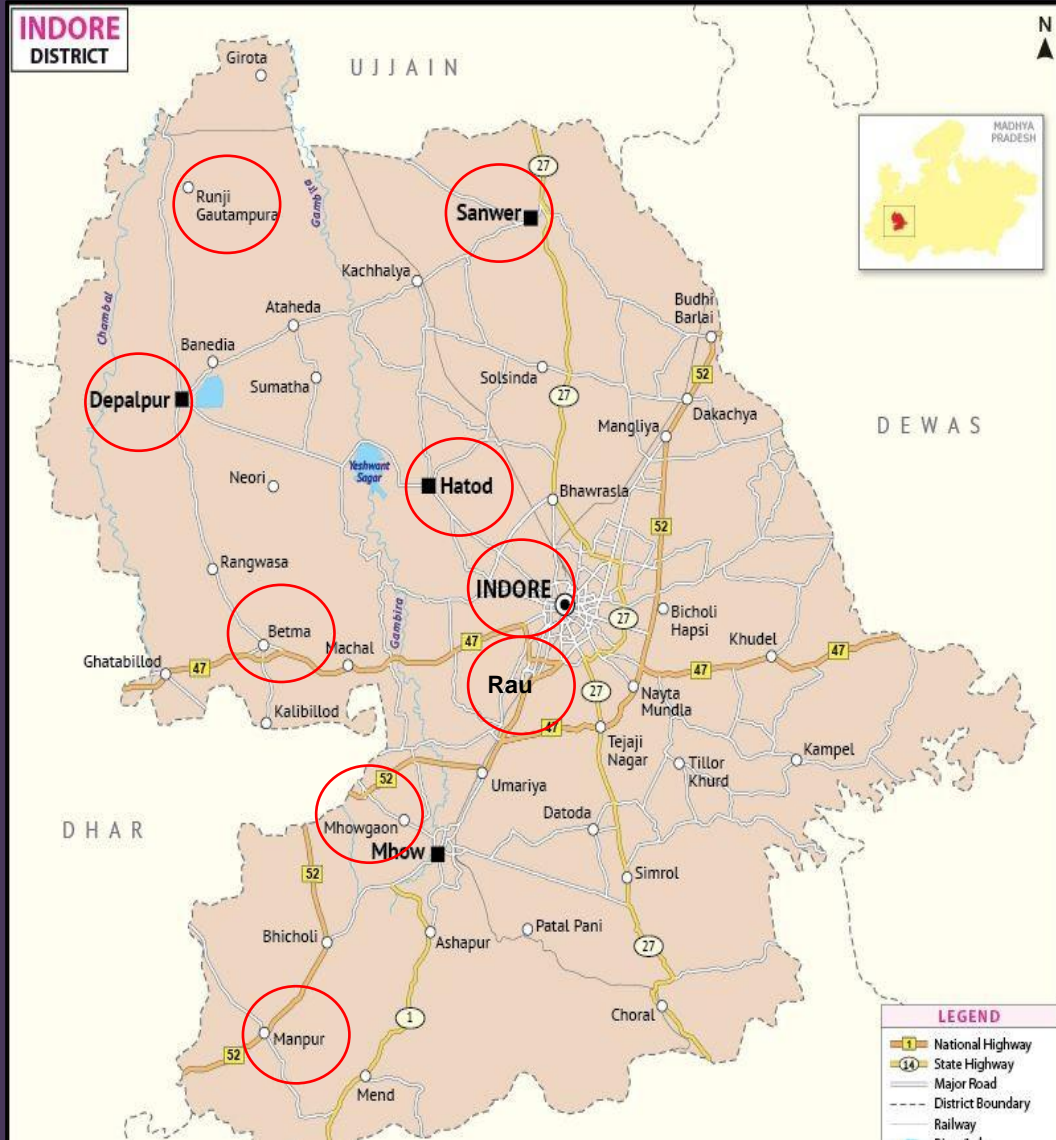


Prime Minister's Awards
for Excellence in Public Administration 2020

Promoting People's Movement- “Jan Bhagidari” through Swachh Bharat Mission (U) in Indore District



About Indore District



1 District population: 32, 76,797

2 One municipal corporation and eight municipal councils

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

Indore is the cleanest city for the last 4 years, the other eight councils, esp. **Hatod, Rau & Gautampura** are also attaining progressive results during the last 3 years.

Survekshan Ranks	2018	2019	2020
Hatod	#161	#111	#21
Rau	#227	#40	#28
Gautampura	#271	#131	#39

Challenges in Indore prior to SBM (U)



Lack of public confidence in the Corporation and administration



Lack of sanitation and waste management infrastructure



Community and public toilets not maintained/unusable



Issues with unions and lack of discipline among municipal staff



Manual attendance system & High absenteeism of staff



Inefficient supervision and monitoring



Scattering of waste nearby container bins & Garbage vulnerable points



Changing the Swachhata Landscape of Indore



Confidence building activities

Two-pronged strategy:

Sanitation & SWM infrastructure; and reaching out to citizens for awareness

Onboarding mayor, president, MLAs and corporators

Setting up infrastructure i.e. D2D comparted vehicles, transfer Stations, MRF center, compost plant etc.

Multiple waste collection system: Silt/ Sweeping waste, horticulture, C&D Collection, BWG, Biomedical, Meat waste

100% segregation through community participation

Special focus on setting up IHHL/CT/PT & Urinal Infrastructure

Intensive IEC activities to create large scale awareness

Bin free city/ towns & elimination of GVP points

Citizen involvement for three bin system (Wet, Dry and Domestic hazardous waste)

Targeted community involvement at various levels i.e., RWAs, Commercial Establishments, Social Organizations, etc.

NGOs mobilized for large scale awareness campaigns on SWM Components

Key Swachhata Initiatives of Indore



Solid Waste Management

- Led by Municipal Commissioner/CMO, Municipal Teams visited field daily at 6-6.30 AM
- Bin Free, Dust free, litter free city/ towns
- Mechanized Road Sweeping
- Training and capacity building of Safaimitra
- Welfare measures for Safaimitra
- Active communication with Safaimitra unions
- Active involvement of corporators in D2D collection

Sanitation

- Making city & towns Open defecations free
- Morning field visits by all officials/ staffs of municipals corporations and councils
- Construction of CT/PT/ IHHL & standalone Urinal
- Restoration & maintenance of defunct CT/PT
- Faecal Sludge Management



Community Engagement

- **'Dabba' Gangs & 'Seetee' Gangs** (120) of young brigade to prevent open defecation
- CSR initiatives: Established **San-mart** for citizens to procure bins, bags, and other items related to SWM at subsidized rate
- **'Indore 311'** Mayor Helpline for citizen grievance redressal & in other associated ULBs Swachhata App & intensive monitoring

'Panch Sutra'- Five Pillars of Indore



Community participation
in soul of SWM



'Bin-Free District'
Initiative



3R Implementation:
Reduction of Waste

Community participation
in Sanitation

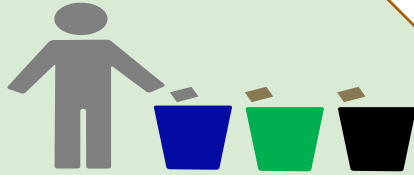


Digital Innovations for
citizen engagement

Pillar-1: Community participation in soul of SWM

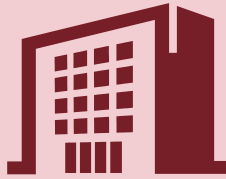


300 Lakh+
people



Segregating waste into 3 categories
(dry, wet and domestic hazardous)

52,000+
households



Practicing home composting since 2019
and help governance for less expenses

~7000
bulk waste
generators



From city/ towns are ensuring
segregation



Pillar-2: 'Bin-Free District' Initiative



CHALLENGE

Container Bins surrounded by litter/ waste caused pollution and posed an ugly image of Indore District

INITIATIVES

- It was decided to remove, in stages, all bins from cities
- Active participation in D2D waste collection resulted - **removal of 1550 garbage bins & 560+ open dump spots**
- **15,000+ open plots and outskirts areas identified as litter zones - special teams deployed to pick litter.**

Pilot Project Started in 2 Wards

Dec 2015 – Jan 2016



Door to Door Collection of Waste in 10 Wards

March 2016



Bin Free Initiative Started in these 10 wards

April 2016



Door to Door Collection of Waste in all Wards

October 2016



Indore got the status of Bin Free City

December 2016



All cities in Indore District got the status of Bin Free

January 2018



Indore
District
is
sustaining
Bin-Free
status

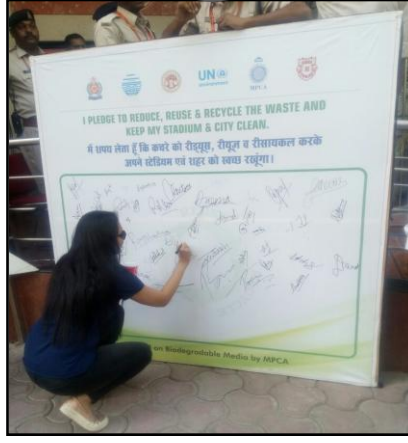
Pillar-3: 3R Implementation: Reduction of Waste



Disposal Free Markets

Secretary MoHUA visit

3R Pledge by Citizens



Initiatives

- 8th UN Regional 3R Forum in Asia and Pacific REGION -held at Indore April 2018.
- Indore 3R declaration for clean land, clean water & clean air.
- Reduction of Waste Generation at source by Decentralized Composting & behavioral change
- Promoting Reuse & Recycling of waste
- 22 Zero Waste Campus/ colonies
- Zero waste events

'Ashara Mubarak'

Jatra (Marathi Festival)

Cricket Match:3R Protocol



Impact

- 5 Zero waste wards initiative out of 150 wards have been selected
- More than 0.52 lakhs of citizens doing home composting
- Reduction in transportation cost per metric tons
- Reduction in use of single use plastic

Pillar-4: Community participation in Sanitation



16,500+ IHHL
527+ Public Toilets



Have been repaired/ newly constructed

8 cities- ODF++
1 city- ODF



Certified by MoHUA

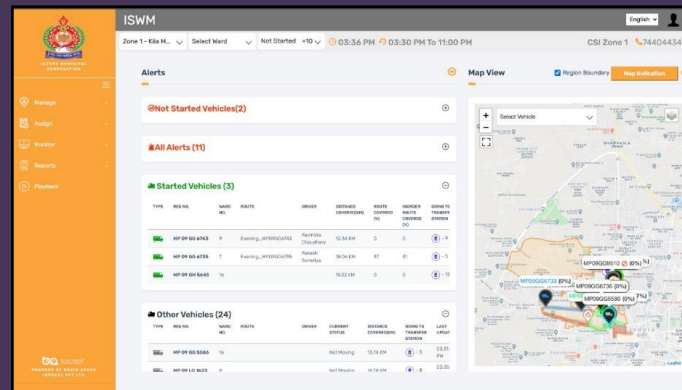
5 FSTP &
3 STP



In the district to treat Faecal Sludge



Pillar-5: Digital innovations for citizen engagement

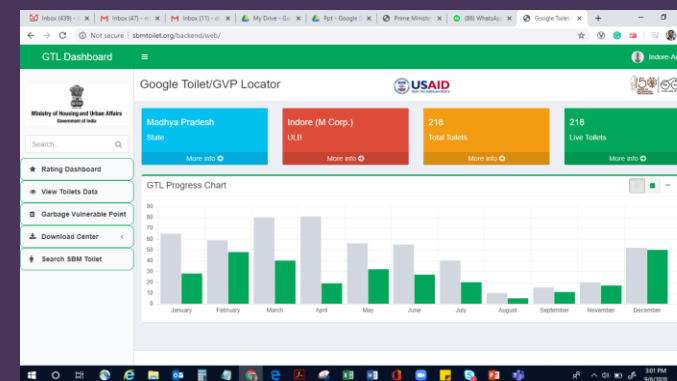
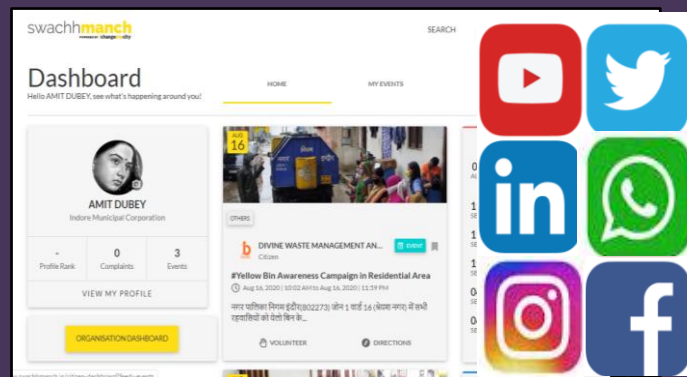


SWACHHATA APP:
84.21% complaints resolution
within SLA

INTEGRATED SWM: Vehicle
tracking, talk button with driver,
100% weighing at transfer stations
and disposal site

SEGREGATION MONITORING APP:
Startup initiative for monitoring
Segregation

CITIZEN PARTICIPATION:
Bhopu Mohalla App,
Indore Talk, Indore
Wale, Indore HD,
Indore Meri Jaan,
FM channels,



GOOGLE TOILET LOCATOR:
500+ toilets mapped
across the district
and used actively by
citizens

“Swachhata Hi Sewa” Campaign (Sept’19-Oct’19)



Awareness generation activities for plastic waste management

Key Interventions:

- Elimination of single use plastic
- 'Thaila Bank' in Sabzi mandi
- 'Bartan Bank' to discourage use of disposables
- Sharmadan to segregate plastic from mix waste
- Disposal of collected plastic waste

46,23,402

69.13% Citizens
participated

903

Events
held

58,113 KG

Plastic Waste
Collected

57,566 KG

Plastic Waste
Segregated &
processed



Citizen Centric Campaigns & Participation



388 Road rallies were conducted with **66,100 participants**

408 street plays were done involving **22,876 people**

Around **476 RWA** were approached consisting of **11,785 residents**

525 oath ceremonies involving **25,860 children** from different school and colleges

Training to more than **7,200 Safaimitra** through **567 sessions**; Route mapping finalized for 449 vehicles

Community distribution of dustbin **approx 2.5 lac** in marriages and community functions

108 meetings with different market associations

73,000 Citizens participate in cleanliness drives, especially on 'Goga Navami' – a festival for Safaimitra



Saluting every citizen for their commitment to Swachhata



Video





Thank You