Swatch Bharat

A Step by step Approach
for
Zero Garbage

Tried hard for years, let's try smart

Need to establish citizen friendly, smart, humane, green operating system

From administrative approach to systems thinking at top management level

From quantitative monitoring and process orientation

To learning systems and result orientation

shift from regulation mindset to service orientation at field level

It is a governance issue
not a technological problem

- Tackling problems as and when they arise

- Sporadic knee jerk reactions

- Making simple things complex by unnecessary interdependence, and redundant processes

- Treating all important and peripheral issues with same gravity

- ❖ make the situation of waste management look impossible to handle

- ❖ Create cynicism and running the system without having faith in it

It is a Governance Issue

The daily pressure on the SWM system doesn't allow them to get out of firefighting mode

Hence not in a position to make desirable systemic changes by taking a holistic approach

There are 1000 smaller problems which need to be tackled with flexible, innovative solutions

And empowering the huge manpower working for cleanliness by the means of delegation and operational training

If our mental picture is unclear;
we reach nowhere

Everything is created twice. First mentally and then physically.

Many things are related to the concept of cleanliness and we fight to achieve too many things at a time with limited resources

get frustrated as the results are sporadic and short lived

Let's be clear what do we mean by cleanliness

Clean is beautiful?

clean is hygienic and good health?

clean is green and environment friendly ?

Achieve result- move ahead
no juggling balls

Basics first and then the refined aspects should be tackled

Phasing out may be the right answer

1. No chronic spots (bulk garbage spread in public spaces)
2. Segregation door to door
3. Ensure scientific processing
4. No Littering
5. Plain roads/beautification of facade

Concentrate in the phase on single outcome through out the state. It gives sense of achievement and motivation to all stakeholders

DPR In-house visualization intensive involvement of teams

Why in house visualization?

These days much of the funding is coming from various sources like

SBM, CSR..

Use of funds should be for identifying the main constraint and addressing it so the that the core becomes strong

If we have a intensive consultation with all levels of staff, right issues can be addressed through the funds

The agencies may facilitate and document the process

Microplanning

Route mapping for

- all households

- Hotel waste and hawkers food venders vegetable market waste

- commercial establishments for packing material

- hospital waste collected separately may be with household medical waste

- Garden waste, animal carcass and Construction and repair works waste

Shifts according to the convenient time for the stakeholders, timely service, appropriate size of vehicles, clean and safe operations

Contractors in the system should be part of it, tenders draft according to the required indicators, GPS? geo-tagging, use color coding, efficient grievance redressal system

Clean Roads

Need based Sweeping schedules

- Reduce wastage on registering attendance in traditional mode

- More frequency at important roads and markets

- Uniforms to staff

- Litterbins at regular intervals

- Easy to use equipments

- Clear uneven spots on roads and foot path (potential garbage spots)

- Introduce car bins, bus bins

Accountability of cleanliness
bring the unit level cleanliness on same level

Make it a Responsibility of property holders

Special properties

Roads, stations(railway, ST, airport), water bodies

Private properties

Residual... local bodies (urban, rural) including cantonment and defense establishments

Communication!Communication!! Communication!!!

with employees about the vision, clear cut expectations, and help available

with stakeholders so that they take up their role in the big picture, facilitate their operations by providing space, registration, networking and financial support

With masses about the euphoria of cleanliness with a clear message as to how they can be part of it

Effective and sharp messages

Segregate/don't litter/keep the properties in your circle of influence clean/ be volunteer for your vicinity by being a swacchata doot/ mosquito free cities may be the aspects which can be capture phasewise

TVCs and radio jingles

Clarity of brief to advertisement agencies

Emotional appeal .. Not informative

Information

on website

Dedicated Tv shows, radio programs, advertorials in news papers

Ground activation

involving schools NGOs, industry

Learnings

Defining right indicators will galvanize the system in right directin

If systems are ready with less awareness citizens will follow the system, Appropriate messages at appropriate phase of the drive, Message is very important , it should not be generic, A person should get the message from three sources, if possible use the language if the vicinity

System readiness can be conveyed through color coding uniforms to staff and effective grievnce redressal

Need to create zero tolerance for unclean cities and villages

Use of management tools and digitization for systematization and monitoring

Fine segregation leads to increased marketability of waste..thereby enhancing reuse

Need to facilitate further segregation of dry-waste by providing space and subsidy

Make the processing industry independent by giving them necessary support

Research & Training Centre
for cleanliness related issues

Research…

Reuse of various materials

Economics of Garbage

Maintenance and monitoring systems of processing plants

Design research in handling and safety equipments and gadgets

Training …

Management tools

Human recourse management

Operational training for various cadres of the staff

Thank you