

**GOVERNMENT OF TELANGANA
MUNICIPAL ADMINISTRATION DEPARTMENT**

O/o. Commissioner and Director
of Municipal Administration,
Telangana, Hyderabad.

CIRCULAR

Roc.No.E-572186/2023/H1

Dt:15/05/2023

Sub:- Mpl Admn Department - -“Parisubramina Pattanalu” of Pattana Pragathi Programme - Meri LiFE- Mera Swachh Shehar Campaign and setting up of Reduce, Reuse and Recycle (RRR) centers in Cities- Certain instructions issued - Reg.

Ref:- 1. This office Cir.Roc.No.63700/2020-H1, Dt.30.11.2022
2. D.O No 2/3/2023 SBM-IV Dt:12-05-2023 of JS&MD, SBM- U, MoHUA, GoI, New Delhi.

The attention of the MCs of all ULBs are invited to the ref. cited, wherein the Joint Secretary & MD, SBM (U) 2.0 MoHUA has informed that MoHUA is conducting Meri LiFE -Mera Swachh Shehar campaign for 3 weeks duration starting from 15th May 2023 to 5th June 2023 to promote a global network of pro-planet people.

2. In the ref 1st cited, instructions were issued to all the MCs on implementing segregation of waste in commercial areas and developing as litter free areas.

3. Accordingly, the above campaign is being organized to encourage ULBs to set up Reduce, Reuse and Recycle (RRR) centers where citizen can give used plastic items, old books, used clothes, footwear, etc., which will further refurbished, reuse or recycle. Special door to door collection drives and tagging up with organizations/recyclers that will further strengthen the network in all ULBs.

4. The following activities shall be taken up to establish RRR centers based on the number of wards in the ULB and conduct the activities as mentioned below:

- Setup at least 1 RRR centre for each ward /one for 2 wards in ULBs having less than 50,000 Pop at high footfall areas such as public spaces, market Areas, commercial areas etc.
- All the RRR centers to be inaugurated on 20th May 2023 by eminent persons, Swachh brand ambassadors, elected representatives etc.
- Engage SHGs members, NGOs, Swachh TULIP interns, youth associations, students and citizens as volunteers/participants for managing RRR centres.
- ULBs to leverage existing GFC influencer network and SHG women volunteers in conducting awareness campaigns during the campaign from 20th May to 5th June 2023.
- At least 10 volunteers to be engaged for maintaining each RRR centre and required awareness programs in each ward.
- Maintain records of contribution of used items by the citizens and update daily record in the Swachhattam Portal.
- Explore the possibilities of engaging “RRR center on wheels” which is a vehicle-based center for collection of used items on specific days such as Saturday or Sunday (as decided by ULB) every week.

- Constitute a committee for scrutiny and select three best RRR centres in between 1st and 4th of June and to be awarded on the eve of World Environmental Day i.e., on 5th June 2023.

5. Therefore, while enclosing a copy of ref 2nd cited along with detailed SOP & guidelines issued by MoHUA and ref 1st cited the MCs of all ULBs are hereby instructed to establish required number of RRR centers, promote Meri LiFE- Mera Swachh Shehar campaign along citizen and ensure that the progress on daily collection of used items is updated in the swachhatam portal without fail. For any queries may contact PMU team of this office.

Encl:- 1. SOP & Guidelines.
2. PPT

Sd/- Dr.N.Satyanarayana
Director of Mpl Admn

To

The MCs of all ULBs.

Copy to the Commissioner, GHMC with a similar request to conduct the above campaign.

Copy to the RDMA of Hyderabad and Warangal Regions for information and necessary action.

Copy to all the AC LBs (Except Hyderabad & Mulugu Districts) for information.

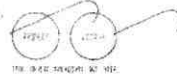
Copy to all the Collector & District Magistrate (Except Hyderabad & Mulugu Districts) for information.

Copy submitted to the Special Chief Secretary to Government, MA & UD Department, Hyderabad for information.

V. Sainath
for Director of Mpl Admn

रूपा मिश्रा

संयुक्त सचिव एवं मिशन निदेशक

ROOPA MISHRAJoint Secretary & Mission Director
Swachh Bharat Mission - Urbanभारत सरकार
आवासन और शहरी कार्य मंत्रालय
निर्माण भवन, नई दिल्ली - 110011GOVERNMENT OF INDIA
MINISTRY OF HOUSING AND URBAN AFFAIRS
NIRMAN BHAWAN, NEW DELHI-110011

(10)



D.O No. 2/3/2023 SBM-IV

Dated: 12th May, 2023**Subject: Rolling out Meri LiFE Mera Swachh Shehar Campaign and setting up Reduce Reuse and Recycle (RRR) Centres in Cities**

Dear Madam/Sir,

As you are aware on 20th October, 2022 Hon'ble Prime Minister has announced the Mission LiFE (Lifestyle for Environment) to promote a global network of pro-planet people.

2. As a run up to the World Environment Day, Swachh Bharat Mission-Urban 2.0, under the aegis of the Ministry of Housing and Urban Affairs (MoHUA), will be launching a national campaign titled - 'Meri LiFE, Mera Swachh Shehar' from 15th May to 5th June, 2023.

3. Under the campaign all cities will be encouraged to setup up **Reduce Reuse and Recycle Centre (RRR) Centres** where citizens can give used plastic items, old books, used clothes, footwear, etc. which will be further refurbished, reused or recycled. Special door-to-door collection drives and tagging up with organisations/recyclers will further strengthen the network. A detailed concept note on the campaign is at Annex.

4. I have already held the first meeting with States/UTs and Cities on this topic on 10th May, 2023 with a follow-up meeting with lead Cities on 12th May, 2023. The National Mission will work in close coordination with cities and States/ UTs to work on this unique concept. It is expected that after the campaign, each city should have at least one RRR facility that the public can use to drop off things that can be taken forward up in the value chain for reuse and recycle.

5. Looking forward to your support and cooperation to plant the seed of RRR Centre during the campaign period.

With warm regards,

Yours Sincerely,

(Roopa Mishra)

ACS/Principal Secretary/Comms-cum Secretaries of Urban Development all States/ UTs

CC: Mission Directors of all States/ UTs SBM-U
Municipal Commissioners of all States/ Cities



Meri LiFE, Mera Swachh Shehar

Reduce Waste – Adopt LiFE
Reuse Waste – Adopt LiFE
Recycle Waste – Adopt LiFE

(#RRR4LiFE)

Dates: 15th May – 5th June, 2023

As a run up to World Environment Day, Swachh Bharat Mission-Urban 2.0, under the aegis of the Ministry of Housing and Urban Affairs (MoHUA), will launch a national campaign titled – ‘**Meri LiFE, Mera Swachh Shehar**’ to nudge cities to undertake a drive to setup collection centres for citizens to give used plastic items, old books, used clothes & footwear and any other item that the city chooses which will be further refurbished, reused or processed. Such a drive will not only further strengthen the resolve of SBM-U to reduce, reuse and recycle waste but also align with LiFE Mission's objective of undertaking collective action for protecting and conserving the environment by adopting sustainable living habits. Hence, these collection points would be termed as “**Reduce, Reuse and Recycle**” Centres or **RRR Centres**.

2. An **RRR Centre** is conceptualized to be a **one-stop solution** for citizens, institutions, commercial enterprises etc. to deposit unused or used plastic items, clothes, footwear, books, and toys. Once collected these items would be handed over to different stakeholders to be refurbished for reuse or would be made into new products. Cities are to setup such RRR Centres, with appropriate signage and branding, at every ward across various locations identified during the preparatory phase.

3. The campaign is proposed to be launched on the **15th of May 2023** for a period of **three weeks** till World Environment Day on 5th June 2023.

S.No.	Activities	Date
1	Briefing States and Cities on the campaign by JS, SBM and gathering inputs	10 th May 2023
2	Preparatory period for cities to set up RRR Centres	10 th May - 15 th May
3	Meeting with State MDs and 100 cities for campaign preparedness with JS-SBM	12 th May 2023
4	Launch of campaign by Hon'ble Union Minister - 'Meri LiFE, Mera Swachh Shehar' (campaign for 3 weeks)	15 th May, 2023
5	Meeting with JS-SBM on preparatory activities undertaken	16 th May 2023
6	Inauguration of RRR Centres by eminent personalities and political leadership and start of collection drive (All activities undertaken to be reported on Meri LiFE Portal and Swachhatam Portal)	20 th May 2023
7	Citizen collection drives and awareness campaigns for RRR Centres	20 th May – 5 th June 2023
8	Evaluation of best RRR Centres by Cities	1 st – 4 th June, 2023
9	Culmination of the Campaign on 5 th June 2023 - World Environment Day: 1. Large scale Cleanliness Drives across wards 2. 'Pledge for LiFE' drives	5 th June, 2023

I. Features of an RRR Centre:

a) **Location of RRR Centre:**

- ✓ 1 RRR Centre to be setup in every ward in the city
- ✓ Identify suitable spaces that will become the RRR Centre. Indicative sites include - housing complexes, shopping complexes, open grounds, marketplaces, pre-established sites, school complexes, any high footfall public place etc.
- ✓ RRR Centre to be accessible to public and be branded as 'RRR Centres' using boards, eco-friendly banners, wall paintings etc. Final branding unit will be shared by MoHUA.
- ✓ RRR Centre to be mandatorily geo-tagged for easy access to public. Details to be captured on the Swachhatam Portal.
- ✓ At the end of the campaign, city is required to submit details of all permanent RRR Centres to MoHUA.

b) **Operation of RRR Centres:**

- ✓ The RRR Centres should remain open from **7AM till 1PM on all days of the week till 5th June 2023.**
- ✓ Each RRR Centre should be run approx. by atleast **10 citizen volunteers** (they could be SHG members, Swachh TULIP interns, RWA members etc.)
- ✓ Strong partnerships with CSOs and industries for strong forward linkage of materials being collected for recycling and reuse.
- ✓ Beautification of RRR Centres must be initiated. Placement of dustbins in and around the Centre is critical.
- ✓ RRR Centres must be appropriately branded with clear signage at the entrance and should display various messages relating to LiFE Mission as well as Swachh Bharat Mission-Urban 2.0.
- ✓ Special collection drives for door-to-door contact to inform citizens on RRR centre and drop items
- ✓ Each RRR Centre to have a registration desk for all contributions to be recorded, a weighing scale to measure and record quantum of items received, water dispenser, and access to clean toilets nearby.
- ✓ The RRR Centre must be a **zero-waste centre** and ALL material being collected at the Centre should ultimately be recycled, reused, or repurposed.
- ✓ NO PLASTIC FLEXES TO BE USED AT THE RRR CENTRES. Only flexes and hoardings on cloth, jute, recycled material is permissible.

c) **Partnerships for RRR Centres:**

- ✓ City to identify individual and organizations that will carry out activities related to the campaign.
- ✓ SHGs, NCC Cadets, NGOs, Swachh TULIP interns, students and citizen volunteers must be engaged by the city to ensure end-to-end management of RRR Centres.
- ✓ Mobilization of Civil Society Organizations that are active in the field of recycling and refurbishment must be done to support RRR Centres. CSOs must ensure that material being collected in RRR Centres is recycled or reused completely.
- ✓ Partnerships with startups as well as large FMCG companies that use recycled material is encouraged.
- ✓ Cities are encouraged to involve Swachh TULIP interns in the day-to-day operations, maintenance, and management of the RRR Centres.
- ✓ Cities may consider partnering with delivery / mobile app-based services to collect contribution from households and deliver to nearest RRR Centre.
- ✓ City is encouraged to think of creative and unique methods to increase citizen involvement and awareness regarding location and purpose of RRR Centres.

d) **Inauguration Plan:**

- ✓ RRR Centres across cities must be flagged off on **20th May 2023** by elected representatives, eminent city personalities, celebrities, Swachh Bharat Ambassadors, and influencers active in the field of sanitation and waste management etc.
- ✓ Citizens, SafaiMitras, SHG members, Swachh TULIP interns, as well as local influencers are encouraged to participate in the launch event. RWAs located around the RRR Centres must be requested to join the launch event.
- ✓ Eminent personalities may be requested to be the 'first movers' and donate to the RRR Centres after the launch. RRR Centre must be equipped and ready to receive citizen donations as soon as the launch event concludes.
- ✓ The inauguration of RRR Centres must be publicized on social media and newspapers. The event may also be livestreamed across platforms.

e) **Communications and Outreach:**

- ✓ Inauguration of all RRR Centres may be covered by local and regional news media. The same is to be covered extensively on social media.
- ✓ Wall paintings in and around the RRR Centres on themes relating to 'reduce, reuse, recycle' as well as LiFE Mission should be encouraged.
- ✓ Audio and video clippings relating to both Missions should be played (under permissible levels) to increase awareness of citizens.

- ✓ As a build up to the launch of RRR Centres, cities are also requested to prepare IEC collaterals in their own local languages to inform citizens regarding the collection drives, location of RRR Centres, and the message of 'Reduce, Reuse, Recycle'. An indicative set of IEC collaterals will also be shared by MOHUA for social media usage and on ground dissemination.
- ✓ A detailed Communications and Outreach plan is in **Annex 1**.
- ✓ States and cities to use social media with the hashtags #RRR4LiFE #ChooseLiFE #IndiaVsGarbage

f) **Monitoring of quantum of items collected by RRR Centres and reporting**

Each RRR Centre must be equipped to do the following:

1. The RRR Centres should be **accessible** to the public and should be located near high footfall public places across cities. The RRR Centre must have appropriate branding, should be clean and well lit.
2. It is expected that the cities will **mobilize youth groups, citizen volunteers, women SHGs, Swachh TULIP interns** and other groups to be involved in the day-to-day functioning of the RRR Centre. Information and details relating to the same must be shared via the Swachhatam Portal with MoHUA.
3. Each RRR Centre must be equipped with **weighing tools/weight machines** to measure the quantum of contributions being received by the RRR Centre.
4. Once the RRR Centre receives a contribution, the **basic details of the individual/institution must be captured** in a systematic and accurate manner. The details that should be captured in a register are:
 - ✓ Name of individual/institution that is contributing
 - ✓ Photograph of the citizen at the RRR Centre
 - ✓ Mobile number
 - ✓ Basic address
 - ✓ Items contributed (clothes, shoes, used books, toys, plastic items)
 - ✓ Kilogram of contribution
5. Each RRR Centre is to be **tied up with appropriate CSOs, NGOs, startups, and SHGs** that are in the business of recycling waste. Each contribution to the RRR Centre is to be processed collaboratively to ensure every material is either reused, recycled, or sent to waste processing plants.
6. The **category of materials and quantum collected is to be reported** by the ULB on Swachhatam portal and 'Meri LiFE' portal on a daily basis during the campaign period.

7. **DOUBLE REPORTING IS PROHIBITED.** Cities are to ensure that reporting of daily contributions received by the RRR Centre must reflect the true picture on ground. Double reporting of same quantum of waste reported earlier is not permitted.
8. It is to be noted that out of the total RRR Centres established by a city during the campaign period, **atleast one RRR Centre is to be permanent** and are to be continued beyond the campaign period. RRR Centres must act as long-term measure by the city to ensure sustainable and environment friendly living for its citizens.
9. Additionally, ULBs are also to **capture photos and videos** bytes of citizens visiting the RRR Centres. Short movies documenting the journey of RRR Centres of a city may also be created.
10. Daily IEC and citizen engagement activities around the RRR Centre is encouraged. The main messaging should be around LiFE Mission and SBM-Urban 2.0. Citizens must be encouraged to learn about the reduction, reuse, and recycling of waste.

II. Evaluation of best RRR Centre

ULBs are to **mandatorily constitute independent evaluation committees** (to include independent experts, Mission Ambassadors, ULB officials, RWA members, and other eminent city personalities) and evaluate efforts of RRR Centres setup across the city. The aim is to **shortlist the best performing RRR Centres of the city** and reward them on 5th June 2023. The suggestive points for evaluation are as follows:

1. Number of individuals contributing
2. Quantum of items collected
3. Involvement of local community, SHGs and Youth Groups in operation and maintenance of the RRR Centre
4. Unique IEC and awareness generation activities conducted during campaign period
5. Any unique initiative taken to improve awareness generation and collection

Post evaluation, ULBs are requested to share with MoHUA a short note on the **3 best RRR Centres in their city**. The selected RRR Centres may also be felicitated by the ULB via a grand ceremony.

III. Culmination of the Campaign on World Environment Day (5th June, 2023)

Activities the following two activities are to be carried out by ULBs on 5th June, World Environment Day:

- a) On the occasion of World Environment Day on 5th June 2023, cities are encouraged to facilitate mass ward-level mobilization of citizens for a **large scale cleanliness drive**. The cleanliness campaign should take place in the morning, in addition to the already functional RRR Centres. The cleanliness drives must be covered on social media and should be reported on the Meri LIFE and Swachhatam Portal.
- b) The **Pledge for LiFE** will be undertaken by the Hon'ble Union Minister Housing and Urban Affairs at Delhi on 5th June, 2023 and will be telecast live. ULBs are to ensure that the ceremony is broadcasted live across social media and in key high footfall public places. Citizens are encouraged to be mobilized to undertake this pledge on MyGOV. ULBs to keep a record of the number of citizens who undertake the pledge and report the same on the Meri LIFE portal and Swachhatam Portal.

Link for the 'Pledge for LiFE' campaign : <https://pledge.mygov.in/life-movement/>

A detailed report on the success and key highlights of the '**Meri LiFE, Mera Swachh Shehar**' to be created by the States highlighting key city activities, best practices and unique initiatives, and should be shared with MoHUA by 10th June 2023.

IV. CAMPAIGN TIMELINES: A SNAPSHOT

Step 1: On ground finalization of location of Centres by cities, branding, and awareness drives from 10th May till 15th May 2023.

Step 2: Pre-mobilization & on ground preparation activities

1. Identification of RRR Centres
2. Geotagging of each RRR Centre
3. Branding of RRR Centre
4. Onboarding of **volunteers** for running of RRR Centres –
(Citizen kiosks with register for material acceptance, sorting/stacking and inventory management of materials, daily coordination with recyclers for daily pick up of materials, coordination with RRR Vans during special drives, daily reporting to city officials on activities, social media promotion and engagement)

5. Awareness and publicity regarding location and timings of RRR Centres
6. RRR Centre tagging with recyclers/NGOs/organizations for reuse and recycle
7. Mobilization of Brand Ambassadors and eminent citizens for donation
8. Plan for inauguration of RRR Centres on 20th May 2023
9. Social media posts and activities at ULB and State level

On 15th May 2023, Hon'ble Union Minister will launch the 'Meri LiFE, Mera Swachh Shehar' campaign.

Step 3: Registration of RRR Centres on Meri LiFE portal and on Swachhatam Portal (from 15th May till 20th May 2023)

Step 4: Commencement of RRR collection from 20th May to 5th June.

Special collection drive using vans (may be referred to as '**RRR on Wheels**') is encouraged during the campaign period

Step 5: City identification of best RRR Centres for awards to be ongoing during the campaign period

Step 6: **World Environment Day** (5th June 2023) – large scale cleanliness drives and mass mobilization for 'Pledge for LiFE'. Cities to announce best RRR Centres and felicitate volunteers.

Step 7: Submission of campaign report to MoHUA (between 6th and 10th June 2023).

Additional communication regarding permanent RRR Centres will be sent by MoHUA post the campaign period.

Annex 1

Communications and Outreach

As part of the 'Meri LiFE, Mera Swachh Shehar' campaign, cities and States are to engage in a **3 week intensive online and on-ground campaign** to spread awareness regarding reduction, reuse and recycle of waste..

Cities may develop appropriate IEC collaterals, in their local languages, to create awareness regarding the following **topics**:

1. Reduce, Reuse, Recycle
2. Swachhata Ke Do Rang – Hara Geela Sookha Neela
3. Keeping cities clean and litter free
4. Avoiding single use plastic items
5. Creating 'Wealth' and art from waste items
6. Making eco-friendly lifestyle choices

IEC creatives on social media must aim to inform citizens on the purpose of RRR Centres, items that will be collected at these centres, information on the day of collection as well as timings.

It is also imperative that ULBs engage with organizations to build a list of dos and don'ts for the kind of items citizens can donate. ULBs are to engage SHGs, NCC Cadets, NGOs, TULIP interns, students and citizen volunteers identified during the preparatory period for carrying out this mass outreach programme.

The medium and methods by which ULBs would want to carry out this awareness drive can be varied and is left to the discretion of the ULB. However, it is to be ensured that **COVID-19 protocols** are adhered to strictly by individuals engaged in such activities.

Official hashtags are #RRR4LiFE, #ChooseLiFE, #IndiaVsGarbage.

a) Communications Creatives by MoHUA

MoHUA will be sharing the following branding materials to be utilized as per requirement for awareness generation across cities:

- i. Main design for RRR Centres – to be used as an identifier in each location.
- ii. Banner design for LiFE and SBM-U 2.0 to be used at the Centre along with on social media
- iii. 'RRR on Wheels' branding
- iv. T-shirt and merchandize design for RRR Centre volunteers.

- v. RRR Badge of Honour – for top citizen contributors in a day.
- vi. Indicative posters with 6 themes mentioned above to be used for social media dissemination. Cities are encouraged to adopt and create their own content.

b) Branding and Digital Media:

- Social Media Campaign for 'Meri LiFE, Mera Swachh Shehar' must begin from 10th May 2023
- Official hashtags are **#RRR4LiFE, #ChooseLiFE, #IndiaVsGarbage.**
- Cities to **ensure the usage of the official hashtag in all social media posts** on the subject.
- Cities to **change their social media banner pictures** to 'Meri LiFE, Mera Swachh Shehar' banner.
- Cities to **repost and reshare** all 'Meri LiFE, Mera Swachh Shehar' related content posted by SBM-U 2.0 on Twitter, Facebook, and Instagram. The official Twitter account is **@SwachhBharatGov.**
- Cities to **promote World Environment Day** online via social media posts on 5th June 2023.
- Cities to reiterate the message of '**Zero Waste**' RRR Centres online.
- Cities to ensure **live tweeting** of activities taking place during inaugural event of RRR Centres. Cities to encourage citizens to post their activities using official hashtags.

c) Celebrities and Brand Engagement

- Cities may **engage with Brand Ambassadors** such as celebrities, eminent sports personalities, youth leaders, environment influencers etc., to motivate citizens to contribute to the RRR Centre near them.
- Brand Ambassadors and Influencers may be invited to join the inaugural events on 20th May 2023.
- Cities to **utilize social media templates** sent by MoHUA to promote the involvement of brand ambassadors on social media. All posts for 3 weeks should include official hashtags.
- Brand ambassadors may be requested to promote information regarding the RRR Centres online via their own handles and pages.

d) NGOs, Self Help Groups, Youth Groups

- Cities to invite young citizens who are part of youth clubs, SHGs, volunteering organizations, as well as environmental collectives/action groups to volunteer at the RRR Centres.
- Cities to **mobilize youth members** of the National Cadet Corps (NCC), Nehru Yuva Kendra Sangathan (NYKS), and National Service Scheme (NSS) across the State to be part of the collection drive.
- Youth volunteers are encouraged to post on **social media** using the official hashtags.

e) Political Leadership and Eminent Citizen Participation

- **City political leadership** may be requested to participate in the launch of the RRR centres.
- Political leadership and eminent persons may be requested to nudge for maximum citizen participation in the event by **spreading awareness regarding LiFE Mission and SBM-U 2.0.**

f) Media Engagement

- Local media to be invited to adequately cover the events as part of the 'Meri LiFE, Mera Swachh Shehar' campaign.
- Local radio channels may also be involved in promoting the campaign.

Annex 2

Inaugural Event of RRR Centres
Event Management Protocol

As part of the 'Meri LIFE, Mera Swachh Shehar' campaign, 'Reduce, Reuse, Recycle' (RRR) Centres will be inaugurated on the 20th May 2023 as a run up to World Environment Day on 5th June. To ensure that inaugural activities planned for this event meet safety and Swachhata standards, cities are strongly advised to consider the following points of protocol:

- a) **Clearly designate individual nodal persons for:**
 - Overall management of launch events across RRR Centres
 - Grievance redressal
 - Emergency contact
- b) **Ensure crowd management by planning the following:**
 - Fully equipped first aid facilities
 - Provision of adequate drinking water
 - Urinals and toilets
 - Public announcement systems
 - Multiple assembly points for volunteers
 - Traffic diversions
 - Special precautions for heat
- c) Ensure that all activities in RRR Centres are **Zero-Waste** and **Zero-SUP** (i.e. have zero use of Single Use Plastics).
- d) All inaugural events must be executed in a smooth, orderly manner without causing inconvenience to the general public. None of the activities should leave the cities littered. In case refreshments are being organized, the same must be done in a litter-free manner.
- e) Information kiosks to provide accurate information on the activities being undertaken by cities, time for assembly with location details and landmarks and social media information dissemination channels.

Mera LiFE Mera Swachh Shehar

Lifestyle for Environment (LiFE)

“This word is LIFE, which means ‘Lifestyle For Environment’. Today, there is a need for all of us to come together and take Lifestyle For Environment forward as a campaign. This can become a mass movement towards an environmentally conscious lifestyle.”

Prime Minister Shri Narendra Modi at COP 26



Meri LiFE Mera Swachh Shehar Campaign

Duration – 15th May – 5th June, 2023

Objectives

- Setup collection centres for citizens to give used products at the “**Reduce, Reuse and Recycle**” Centres or RRR Centres

Volunteers/ Participants

- NGOs
- SHGs
- Swachh TULIP interns
- RWA members
- Citizen volunteers

Activities

- Citizens to give used plastic items, old books, used clothes & footwear and any other items which will be further refurbished, reused or processed

What is an RRR Centre?



- RRR Centre is a one stop solution for citizens, institutions, commercial enterprises etc. to deposit unused or used plastic items, clothes, footwear, books and toys.
- Post collected items to be handed over to different stakeholders for refurbished, reused or recycled to create new products

1 RRR Centre to be setup in every ward in the city

RRR Centre may be located at housing & shopping complexes, open ground marketplaces etc.

RRR Centre to be mandatorily geo-tagged for easy access to public

By the end of the campaign, city to submit details of all permanent RRR Centres to MoHUA

Details of RRR Centres to be shared with MoHUA via Swachhatam Portal

Timings of RRR Centre - 7AM till 1 PM on all days of the week till 5th June, 2023

**Centre to be run by approx 10 volunteers (such as SHG members, Swachh TUL
interns, RWA members etc.)**

**Presence of a registration desk to record items contributed and quantity
collected**

**Special collection drives for door- to- door contact to inform citizens on RRR
Centre and drop items**

NO PLASTIC FLEXES TO BE USED AT THE RRR CENTRES

City to identify individuals/ organizations to operate & spread awareness on RRR Centres

City to mobilize CSOs active in the field of recycling and refurbishment to support RRR Centres

Establish partnerships with startups and FMCG companies that use recycled material

Cities may consider partnering with delivery services to collect contribution from households and deliver to nearest RRR Centre.

Inauguration

Inauguration of Centres on 20th May, 2023

Citizens, SafaiMitras, SHG members, Swachh TULIP interns, as well as local influencers are encouraged to participate in the launch event

Eminent personalities may be requested to donate to the RRR Centres

Inauguration to be publicized on social media & newspapers

Communication and Outreach Activities

Coverage by local and regional news media

Wall paintings in and around the RRR Centres on themes relating to 'reduce, reuse, recycle' as well as LiFE Mission should be encouraged

Cities to prepare innovative IEC collaterals in their local language to inform citizens regarding the collection drives, location of RRR Centres, and the message of 'Reduce, Reuse, Recycle'

States and cities to use social media with the hashtags #RRR4LiFE, #ChooseLiFE, #IndiaVsGarbage

Monitoring and Reporting

Contributions received at RRR Centre to be recorded and reported both on Meri LIFE portal and Swachhatam Portal daily

Of the total RRR Centres setup by a city during the campaign period, every city to have 1 RRR centre

ULBs to capture photos & videos bytes of citizens visiting the RRR Centre. Geotagging is mandatory

Short movies documenting the journey of RRR Centres of a city may also be created

Evaluation of Best RRR Centre

ULB to setup independent evaluation committees to shortlist the best performing RRR Centres

Award Ceremony of best performing RRR Centres on 5th June 2023

Post award ceremony, ULBs are requested to share with MoHUA a short note on the 3 best RRR Centres in their city

The best performing RRR Centres along with 10% of the city's total RRR Centres must be made permanent and should be fully functional after the campaign period elapses

End of Campaign & Activities for 5th June, 2023



Part (A)

On 5th June 2023 (World Environment Day) cities to conduct scale cleanliness drive

Cleanliness drives to be captured on social media and to be reported on the Meri LiFE and Swachhatam Portal

Part (B)

Pledge for LiFE to be undertaken by Hon'ble Union Minister Housing and Urban Affairs, Delhi on 5th June, 2023 and will be telecast live

ULBs to broadcast the live ceremony across the city

Mobilize citizens to undertake the pledge and keep records, and upload on Meri LiFE portal and Swachhatam Portal

Detailed report on key highlights, best practices, unique initiatives of campaign be shared with MoHUA on 10th June 2023

Daily Reporting of Activities – Swachhatam Portal



Step 1- Registration on Swachhatam Portal

Fields to be filled

- State/ UT
- District
- ULB Name
- Type of RRR Centre : Permanent/ Temporary
- Address of RRR Centre: (Location Coordinates to be shared)

Step 2 - Daily reporting on Swachhatam Portal

Fields to be filled

- Each city to report on 3 activities:
- No. of volunteers involved (house to house + RRR Centres)
- No. of donors (those who have contributed)
- Quantum of waste collected

Step 3 – Reporting on World Environment Day – 5th June, 2023

Fields to be filled

- Details on cleanliness drives
- Details of awards given to best performing RRR Centres
- Details of 'Pledge for LiFE' initiated by citizens



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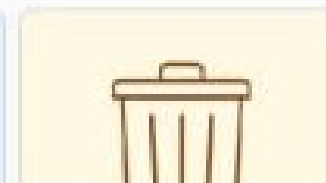
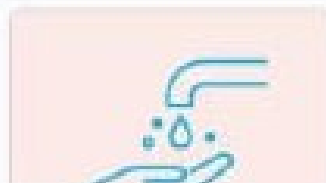
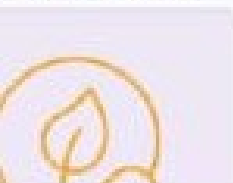
Interactive Zone



Reduce Waste
अपशिष्ट कम करना



Themes



<http://missionlife-moefcc.nic.in/>

Timelines for Campaign

No	Activities	Date
	Briefing States and Cities on the campaign by JS, SBM and gathering inputs	10 th May, 2023
	Preparatory period for cities to set up RRR Centres	10 th May - 15 th May
	Launch of campaign by HUAM 'Meri LiFE, Mera Swachh Shehar' (campaign for 3 weeks)	15 th May, 2023
	Meeting with JS-SBM on preparatory activities undertaken	16 th May, 2023
	Inauguration of RRR Centres by eminent personalities and political leadership and start of collection drive (All activities undertaken to be reported on Meri LiFE Portal and Swachhatam Portal)	20 th May, 2023
	Citizen collection drives and awareness campaigns for RRR Centres	20 th May – 5 th June, 2023
	Evaluation of best RRR Centres by Cities	1 st – 4 th June, 2023
	Culmination of the Campaign on 5 th June 2023 - World Environment Day: 1. Large scale Cleanliness Drives across wards 2. 'Pledge for LiFE' drives	5 th June, 2023

**GOVERNMENT OF TELANGANA
MUNICIPAL ADMINISTRATION DEPARTMENT**

O/o. Commissioner and
Director of Municipal
Administration, Telangana,
Hyderabad.

CIRCULAR

Roc.No.E-63700/2020/H1

Dt. 30/11/2022

Sub: MplAdmn Department –“ParisubraminaPattanalulu” of Pattana
- Pragathi Programme - Swachh Survekshan 2023 –Operationalizing segregated waste collection in commercial areas and declared as “Litter free”-Certain instructions issued – Reg.

Ref: 1. Instructions of the Hon’ble CM on 27/11/2022 and Hon’ble
- Minister for MA&UD, Ind and IT&C on 28/11/2022 achieving “ParisubhraminaPattanalulu” of Pattana Pragathi Programme, Swachh Survekshan-2023 guidelines and GFC Protocol.
2. This office Cir.Roc.No. e-63700/2020/H2, Dt: 09.12.2021 issued to all MCs.

The attention of all the MCs is invited to the refs.cited.

2. In the ref. 2nd cited, certain instructions were already issued to all the MCs with regard to operationalizing commercial waste collection and declare commercial areas as Litter free areas.

3. In order to Operationalize segregated waste collection from Commercial Areas and declare as “Litter Free areas”, the following instructions are hereby issued for strict compliance, which also helps in betterment of ranks under SS-2023 and achieving GFC 1 & 3 Star ratings:-

- a. ULBs to identify and list all commercial areas and map the stretches on a base map/town map.
- b. ULBs to prepare a list of commercial waste generators separately
- c. ULBs to declare the identified commercial areas as “Litter Free zones” duly placing the notification on the boards at every 500 Mtrs in the commercial areas.
- d. ULBs to conduct sensitization meetings with owners of commercial establishments and conduct awareness programmes in commercial areas on segregation of waste.
- e. All shops and commercial establishments must practice 100% source segregation in three bin system (Wet-Green Colour, Dry- Blue Colour and Domestic Hazardous- Red Colour) of 60 ltrs and above capacity as per requirement.
- f. ULBs to place litter bins for every 50 meters distance in the commercial areas
- g. ULBs to estimate the capacity of waste generated in the commercial areas

and arrange required no. of dedicated vehicles as per the trips with sign boards.

- h. ULBs shall deploy two persons for each vehicle for collection of waste from commercial areas
 - i. ULBs to develop route map duly indicating the workers and vehicles allotted
 - j. ULBs to deploy a dedicated team i.e., **one person for average road width of 60 ft for every 500 Mts** for street sweeping twice-a-day and collection of waste.
 - k. All the commercial waste generators to be intimated about the timings for collection of waste.
 - l. Notify & collect user charges for waste collection in Commercial Areas.
 - m. Dedicated team should be provided with PPE Kits, ID cards and also properly vaccinated.
 - n. ULBs to conduct capacity building programs for workers to be engaged for waste management in commercial areas.
4. Therefore, all the MCs are hereby instructed to follow the above instructions scrupulously without any deviation, for operationalizing commercial waste collection and Litter free areas.

Encl:- ref 2nd cited.
A S

Dr N Satyanarayana I

DIRECTOR OF MUNICIPAL

ADMINISTRATION

To

All the MCs (Except GHMC).

Copy to the RDMA's of Hyderabad and Warangal Regions for information and necessary action.

Copy to all the AC LBs (Except Hyderabad & Mulugu Districts) for information.

Copy to all the Collector & District Magistrates (Except Hyderabad Mulugu Districts) for information.

Copy to the OSD to Hon'ble Minister for MA&UD, Ind, IT&C for information.

Copy submitted to the Special Chief Secretary to Government, MA & UD Department, Hyderabad for information.