

GOVERNMENT OF TELANGANA
MUNICIPAL ADMINISTRATION DEPARTMENT

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

CIRCULAR

Roc.No. E- 389494/2021/H2,

Dt.02/10/2022

- Sub:-** Mpl Admn Department - Gol- large-scale nation-wide **campaign on source segregation with a period of 3 weeks from 2-22 Oct** marking the Triggering Phase - Communicated - Certain Instructions issued - Reg.
- Ref:-** D.O Lr. No. 14/10/2022-SBM-III, Dt: 02-10-2022 of Joint Secretary & Mission Director, Swachh Bharat Mission Urban, Gol, Ministry of Housing and Urban Affairs Nirman Bhawan, New Delhi.

The attention of all the MCs are invited to the ref. cited, wherein the Joint Secretary & Mission Director, Swachh Bharat Mission, MoHUA, New Delhi has informed that, on 1st Oct 2022, during the Swachh Survekshan 2022 Award Ceremony, Hon'ble President Smt. Droupadi Murmu emphasized on the aspect of source segregation as an important component to achieve the vision of Garbage Free Cities and tremendous efforts made by the States in improving door-to-door collection of waste and in creating awareness regarding source segregation deserves appreciation.

2. Further informed that, to re-emphasize, resource recovery to achieve circularity would not be possible with mixed waste, the quality of segregated waste will remain the determining factor, whether it is for achieving effective composting, or efficient waste to energy plants, or biogas/bio CNG plants.
3. Basing on the above, the Joint Secretary & Mission Director, Swachh Bharat Mission, MoHUA, has stated to improve the preparedness of ULBs in collecting segregated waste from doorsteps, proper transportation of segregated waste, and processing it effectively and from 2 Oct 2022 together embark on a large-scale nation-wide campaign on source segregation with a period of 3 weeks from 2-22 Oct marking the Triggering Phase. A behavioral change communication framework for this campaign, with guidelines for the Triggering Phase will be shared in a discussion with the States in the coming week.
4. Further she has requested that, the state team shall start preparing for the campaign, as carry forward our India vs Garbage crusade to achieve the vision of Garbage Free Cities. A short note on the campaign theme is attached at Annex
5. Therefore, while enclosing the copy of the ref. cited, all the MCs are hereby instructed to take necessary action on the above activities as per rules and **campaign on source segregation with a period of 3 weeks from 2nd to 22nd Oct, 2022.**

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

To

All the MCs.

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

Copy to all the AC LBs for information.

Copy to all the Collector & District Magistrates for information.

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

V. Sainath
for Director of Mpl Admn.

रूपा मिश्रा
संयुक्त सचिव एवं मिशन निदेशक
ROOPA MISHRA
Joint Secretary & Mission Director
Swachh Bharat Mission - Urban



भारत सरकार
आवासन और शहरी कार्य मंत्रालय
निर्माण भवन, नई दिल्ली-110011
GOVERNMENT OF INDIA
MINISTRY OF HOUSING AND URBAN AFFAIRS
NIRMAN BHAWAN, NEW DELHI-110011

D.O.14/10/2022-SBM-III

Date: 2nd October, 2022

Dear Madam/ Sir

On 1 Oct 2022, during her address at the Swachh Survekshan 2022 Award Ceremony, Hon'ble President Droupadi Murmu emphasized on the aspect of source segregation as an important component to achieve the vision of Garbage Free Cities.

2. As the key behaviour change component under SBM 2.0, and to take it to the level of a *jan andolan*, sustained efforts on source segregation will need to be given significant attention.
3. The tremendous efforts made by the States in improving door-to-door collection of waste and in creating awareness regarding source segregation deserves appreciation. To re-emphasize, resource recovery to achieve circularity would not be possible with mixed waste. The quality of segregated waste will remain the determining factor, whether it is for achieving effective composting, or efficient waste to energy plants, or biogas/bio CNG plants.
4. Much more needs to be done to improve the preparedness of ULBs in collecting segregated waste from doorsteps, proper transportation of segregated waste, and processing it effectively.
5. In view of this, from 2 Oct 2022 we will together embark on a large-scale nation-wide campaign on source segregation with a period of 3 weeks from 2-22 Oct marking the Triggering Phase. A behaviour change communication framework for this campaign, with guidelines for the Triggering Phase will be shared in a discussion with the States in the coming week.
6. It is requested that concerned State teams start preparing for the campaign, as we carry forward our India vs Garbage crusade to achieve the vision of Garbage Free Cities. A short note on the campaign theme is attached at Annex.

Yours Sincerely

(Roopa Mishra)

Annex

BCC Campaign name: Swachhata Ke Do Rang: HaraGeela, SookhaNeela

This will be the focus of the source segregation campaign for the mission period till 2026. The call for using two colored bins for wet-waste and dry-waste will be the key brand name and core message.



All communication related to source segregation will link to this core message of **HaraGeela, SookhaNeela**, which is also the primary call to action.

Objectives of the BCC Campaign on source Segregation are to:

1. Create a mass movement (*jan andolan*) of people participation for making cities garbage-free, and generating interest and ownership towards swachhata.
2. Secure the commitment of decision makers and influencers towards the goals of garbage-free cities.
3. Improve waste quality collected from doorsteps.

Triggering Phase (2-22 October 2022) Objectives:

1. Strengthen systems for door-to-door segregated waste collection and processing
2. Mobilize wards and community organizations to support 100% source segregation

Theme for October 2022

The month of October is a festive month, with Dussehra followed by Diwali as the most important festivals of India. The essence of Diwali lies in celebrating the triumph of light over darkness, knowledge over ignorance, and sharing by gifting. Cleanliness is a significant activity during Diwali in every household and premises. Therefore, the theme of sharing and gifting will be expressed in our October campaign as named below.

Theme: Swachhata Ka Upahaar