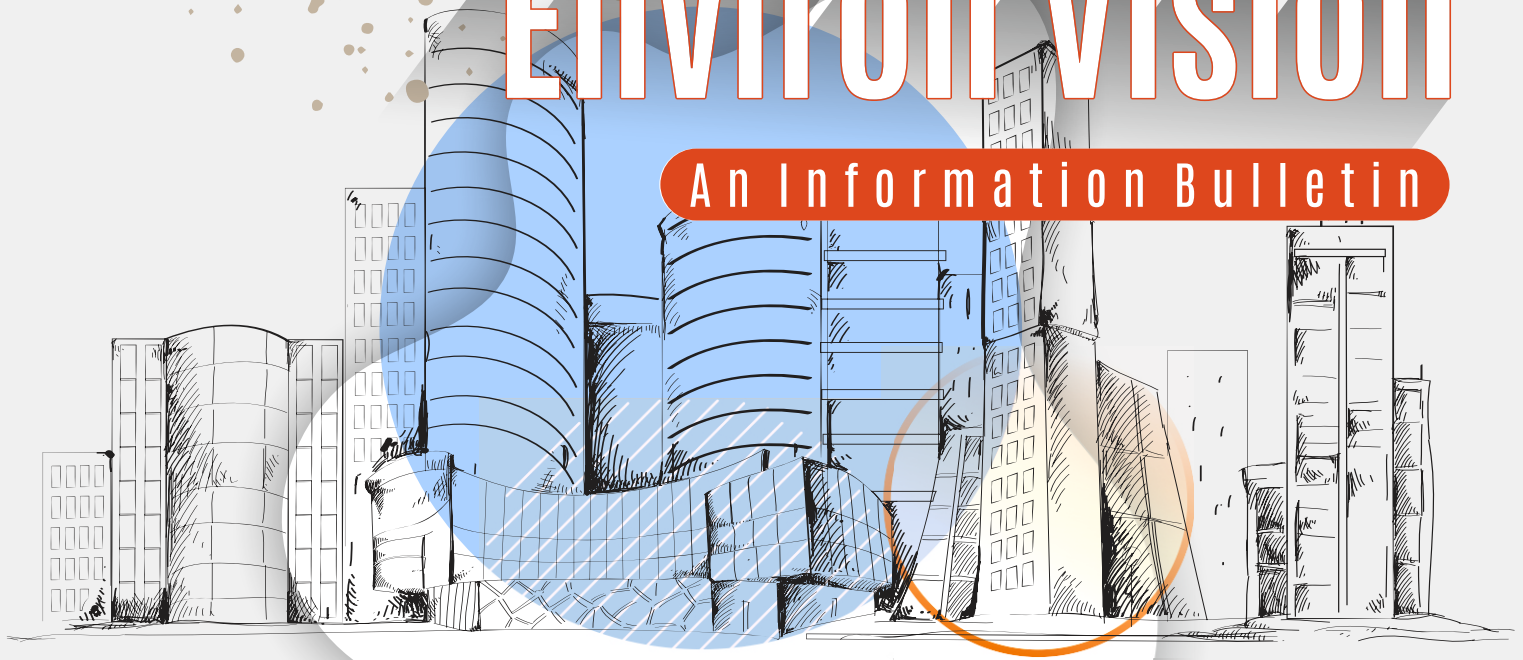


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RCUES, Mumbai
Enabling better cities...

Urban Environ Vision

An Information Bulletin



RCUES
Mumbai

Regional Centre for Urban & Environmental Studies
All India Institute of Local Self-Government, Mumbai

Established in the year 1968, supported by Ministry of Housing and Urban Affairs, Government of India

Urban Environ Vision aims to take its readers through offline and online training programs of RCUES, Mumbai while providing encouragement and knowledge to its participants and displays the efforts undertaken by RCUES, Mumbai.

Table of **CONTENT**

RCUES Programs

01

Regional Specialized Training Program on
**Role of Elected Representatives & Mission Functionaries in
Implementing National Missions**

03rd - 04th June 2025
Jamnagar, Gujarat.

Page 06

02

Regional Specialized Training Program on
Swachh Bharat Mission - Urban (SBM-U) 2.0

18th June 2025
Guwahati, Assam.

Page 17

Other than RCUES Programs

03

**World Environment Day:
'Planet First: Ending Plastic Pollution'**

05th June 2025
Mumbai, Maharashtra.

Page 26

Table of **CONTENT**

Other than RCUES Programs

04

National Conference on Water, Sanitation, and Hygiene (WASH)

24th - 26th June 2025
Lonavala, Maharashtra.

Page 30

05

8th ESG and Sustainability Strategy India Summit

26th June 2025
Mumbai, Maharashtra.

Page 33



Regional Specialized Training Program on

Role of Elected Representatives & Mission Functionaries in Implementing National Missions

03rd - 04th June 2025

Jamnagar, Gujarat.

Key Highlights

The program effectively combined expert-led technical sessions with interactive group exercises, enabling the participants to grasp convergence strategies, mission alignment, and innovative tools for enhanced urban governance.

BACKGROUND

The Ministry of Housing and Urban Affairs (MoHUA), Government of India (GoI), is spearheading a transformative urban development agenda through its flagship missions that aim to strengthen infrastructure and enhance the quality of life in urban areas. Landmark initiatives such as the Swachh Bharat Mission (SBM), Atal Mission for Rejuvenation and Urban Transformation (AMRUT), Pradhan Mantri Awas Yojana (PMAY), and Deendayal Antyodaya Yojana – National Urban Livelihoods Mission (DAY-NULM) collectively advance the vision of inclusive, sustainable, and resilient urban growth. While these missions have yielded notable progress across Indian cities, their continued success relies on the seamless collaboration between Elected Representatives and Mission Functionaries at the Urban Local Body (ULB) level. Elected

representatives play a vital role in articulating grassroots priorities, fostering citizen engagement, and shaping development agendas. Complementing this, mission functionaries contribute essential technical acumen, administrative coordination, and project execution capabilities in the pursuit of strengthening this synergy, the Regional Centre for Urban and Environmental Studies (RCUES) of All India Institute of Local Self Government (AIILSG), Mumbai, organized a Regional Specialized Training Program on the 'Role of Elected Representatives and Mission Functionaries in Implementing National Missions' on 03rd – 04th June 2025 at Jamnagar, Gujarat. The program was supported by the MoHUA, GoI, to build institutional capacities and foster collaborative governance.

KEY OBJECTIVE

The key objective of this training program was to foster effective collaboration between elected representatives and mission functionaries for impactful, inclusive, and technology-enabled implementation of national urban missions.

PARTICIPATION

The training programme was attended by forty-eight participants from Jamnagar Municipal Corporation (JMC), including the Mayor, Deputy Mayor, Elected Representatives, Deputy Commissioner, Assistant Municipal Commissioner, Chief Auditor, Chief Fire Officer, Medical Officer, Deputy Executive Engineer, Child Development Project Officers (CDPO) – Integrated Child Development Services, System Analyst-cum-Senior Programmer, Station Officer, Office Superintendent, and Assistant Tax Officer.

INTRODUCTION

The program began with a warm welcome extended to the esteemed dignitaries and the participants, setting a positive and engaging tone for the sessions ahead. In the opening remarks, Ms. Yashashree Rane, Jr. Research Officer, RCUES of AILSG, Mumbai, highlighted the structured and outcome-oriented nature of RCUES, Mumbai's training programs and their proven impact on strengthening ULBs across the country. She provided a clear overview of the training's objectives, emphasizing its relevance in enhancing coordination between elected representatives and mission functionaries under various national urban missions. She also shared that RCUES,

Mumbai has been recognized as an "अतिउत्तम" Centre by the Capacity Building Commission, Government of India, in acknowledgement of its excellence in the field. Further, she outlined the Centre's core areas of work, which include capacity building, technical consultancy, Information, Education & Communication (IEC) and Behavior Change Communication (BCC) training, as well as survey and assessment services, positioning RCUES, Mumbai as a key centre supporting urban initiatives at the grassroots level.

INAUGURATION



Mr. Vinodbhai Khimsurya, Hon'ble Mayor, Jamnagar Municipal Corporation (JMC), Gujarat inaugurated the training program by lighting the lamp. (L to R) Ms. Yashashree Rane, Jr. Research Officer, RCUES of AILSG, Mumbai, Dr. Ajit Salvi, Director, RCUES of AILSG, Mumbai, Mr. D. N. Modi, IAS, Municipal Commissioner, Ms. Krishnaben Sodha, Deputy Mayor, and Mr. Nileshbhai Kagathara, Standing Committee Chairman, JMC, Gujarat.

The training program was inaugurated by Mr. Vinodbhai Khimsurya, Hon'ble Mayor, Jamnagar Municipal Corporation (JMC), Gujarat, in the presence of Mr. D. N. Modi, IAS, Municipal Commissioner, JMC, Dr. Ajit Salvi, Director, RCUES of AILSG, Mumbai, Ms. Krishnaben Sodha, Deputy Mayor, and Mr. Nileshbhai Kagathara, Standing Committee Chairman, JMC, Gujarat. During the inaugural session, Mr. Modi delivered the inaugural address, commending RCUES of AILSG, Mumbai, for organizing a timely and relevant training programme. He emphasized the importance of aligning the efforts of Elected Representatives and Mission Functionaries for the effective implementation of the national urban missions. In the Special Address, Dr. Salvi elaborated on the objective behind the training, which is designed to build shared understanding, strengthen institutional capacities, and promote integrated action at the city level. He also extended his sincere thanks to Jamnagar Municipal Corporation for their generous support in organizing the training program. The session laid a strong foundation for meaningful learning and engagement in the days ahead.



Mr. D. N. Modi, IAS, Municipal Commissioner, JMC, Gujarat addressing the participants.

TECHNICAL SESSIONS

The first session on 'AMRUT 2.0 – Urban Infrastructure, Water Security and Reforms', delivered by Dr. Salvi, highlighted India's growing urban water challenges in the context of rapid urbanization and climate variability. He stressed the significance of City Water Balance Plans (CWBP) as a foundational tool to identify supply-demand gaps, curb non-revenue water (NRW), and promote circular water use. Illustrative case studies such as Thane's treated used water (TUV) reuse model and Nagpur's NRW reduction initiative showcased the effectiveness of data-backed planning, technological innovation, and coordinated governance.



Dr. Ajit Salvi, Director, RCUES of AILSG, Mumbai addressing the participants.

Dr. Salvi also drew attention to septage management, often overlooked in conventional urban planning, and presented Surat's citywide Faecal Sludge and Septage Management (FSSM) initiative as a best-practice example featuring scheduled desludging, mechanized collection, and co-treatment systems.

The session further explored AMRUT 2.0's reform-centric framework, including financial reforms like municipal bonds, promotion of e-governance, and inter-agency coordination. By emphasizing the pivotal role of ULBs and the elected representatives in steering these changes, Dr. Salvi advocated for stronger integration of institutional mechanisms and service delivery. The session successfully bridged policy, practice, and innovation, offering a strategic roadmap for building water-secure, future-ready cities.

The second session on 'Swachh Bharat Mission – Urban (SBM-U) 2.0 & National Urban Health Mission (NUHM) – Sanitation, Health Linkages and Inclusive Urban Services' was delivered by Mr. Akash Parmar, Jr. Town Planner, Urban Development Department, Government of Gujarat. The session explored the critical intersections between urban sanitation, public health, and inclusive service delivery, framing them as essential pillars for sustainable urban development.



Mr. Akash Parmar, Jr. Town Planner, Urban Development Department, Government of Gujarat addressing the participants.

Mr. Parmar discussed how SBM-U 2.0 has evolved beyond infrastructure provisioning to focus on outcomes such as Open Defecation Free (ODF) sustainability, FSSM, and the reuse of treated wastewater. Emphasizing the concept of sanitation as a public health investment, he illustrated how poor sanitation disproportionately affects vulnerable groups and stressed the need for integrated, citywide planning. He also highlighted the role of Urban Health & Wellness Centres (U-HWCs) as focal points for health-sanitation convergence, promoting preventive care alongside hygiene awareness and service linkages. Drawing from examples like Odisha's transgender-led FSSM model and initiatives in Manipur and Telangana, Mr. Parmar showcased practical, inclusive approaches to implementation. The session underlined the importance of IEC campaigns, community engagement, and digital tools such as the Swachhata App in driving behavior change. Mr. Parmar called upon elected representatives and mission functionaries to lead these efforts – facilitating coordination across departments, championing participatory governance, and ensuring that cities are not only clean but also equitable and health-secure.

The third session on 'Collaborative Governance – Clarifying Roles of Elected Representatives and Mission Functionaries' was conducted by Mr. Jatan Bhanvadiya, Chief Minister's Fellow, Government of Gujarat. He began by revisiting the constitutional vision of the 74th Amendment, which empowers ULBs to drive urban development through decentralized planning and inclusive governance. Mr. Bhanvadiya highlighted the distinct yet complementary roles of Elected Representatives (ERs), who are the voice of the people, and Mission Functionaries, who are responsible for technical execution, resource allocation, monitoring, and administration. He emphasized that clarity in role demarcation is critical, not to divide responsibilities, but to

enable effective cooperation and mutual accountability. The session further explored how synergy between ERs and the functionaries enhances mission outcomes when built on shared goals, open communication, and coordinated action. Mr. Bhanvadiya presented key principles for fostering collaboration, including joint decision-making, regular information sharing, and collective evaluation mechanisms. He underlined that successful cities are not those with the most resources, but those with the most institutional coherence and trust between political leadership and administration. Through this lens, he encouraged the participants to view collaborative governance not as a procedural formality, but as a strategic approach to achieving sustainable urban development.



Mr. Jatan Bhanvadiya, Chief Minister's Fellow, Government of Gujarat addressing the participants.

The fourth session on 'Housing for All: Strategies and Progress under PMAY-U 2.0' was conducted by Ms. Tithi Soladhara, Visiting Faculty, CEPT University, Ahmedabad, Gujarat. She traced the evolution of PMAY-U and highlighted the expanded

scope of PMAY-U 2.0, which aims to benefit about one crore urban poor and middle-income families over the next five years. Explaining the scheme's four verticals – Beneficiary-Led Construction (BLC), Affordable Housing in Partnership (AHP), Credit-Linked Subsidy Scheme (CLSS), and Affordable Rental Housing – she illustrated how PMAY integrates financial access, technological tools, and policy synergy to deliver dignified housing. The session underscored the crucial role of ULBs in tasks such as document verification, geo-tagging, and direct benefit transfers, ensuring transparency and efficiency. Ms. Soladhara emphasized the importance of grassroots mobilization, urging ERs to take active roles in awareness generation, beneficiary outreach, and grievance resolution. Tools like the Unified Web Portal and Direct Benefit Transfer (DBT) mechanisms were showcased as steps toward a more accountable, citizen-centric delivery model.



Ms. Tithi Soladhara, Visiting Faculty, CEPT University, Ahmedabad, Gujarat addressing the participants.

She also introduced the Technology & Innovation Sub-Mission (TISM), which promotes climate-resilient housing through green

construction techniques and partnerships with IITs and international tech providers. The session shed light on housing as more than just shelter, positioning it as a cornerstone for social equity, security, and urban inclusion. She advocated for the convergence of PMAY with other urban missions to maximize impact at the city level. Ultimately, the session called for empowered local governance and integrated action to transform the vision of 'Housing for All' into a lived reality.

The first group exercise, titled 'Aligning Urban Missions: Convergence Strategies for City-Level Integration' provided the participants with a practical platform to explore synergies among the national urban missions such as SBM-U 2.0, AMRUT 2.0, PMAY-U, and NUHM. Divided into seven diverse groups, the participants engaged with real-life urban challenges like water logging, inadequate sanitation, solid waste mismanagement, and gaps in urban health services. Each group was tasked with identifying overlaps between missions and formulating two to three actionable strategies rooted in convergence. This interactive format fostered collaborative problem-solving and highlighted the importance of interdepartmental coordination. The participants actively mapped departmental roles, proposed feasible solutions, and presented their strategies using flip charts within a set time frame. Discussions ranged from integrating sanitation facilities into affordable housing schemes to linking public health awareness campaigns with urban drainage improvements. The exercise cultivated systems thinking and showcased how mission integration can lead to more holistic and effective urban governance. It also demonstrated how siloed urban programs can be bridged through shared planning and citizen-focused outcomes. Elected Representatives and Mission Functionaries play a central role in shaping inclusive

and city-relevant responses. Overall, the session served as a compelling example of how convergence-driven planning can transform fragmented service delivery into cohesive urban development.



Participants engaged in group exercise.

The fifth session on 'Smart Monitoring & E-Governance – Leveraging Technology and AI in Urban Missions' was conducted by Ms. Yashashree Rane. She provided an insightful overview of how digital governance tools are transforming the landscape of urban service delivery in India. Focusing on mission-driven dashboards such as the SBM portal, AMRUT GIS platforms, and PMAY MIS systems, Ms. Rane explained how real-time data, automated tracking, and mobile interfaces enable more transparent, citizen-centric governance. She emphasized the role of AI-driven tools – including WhatsApp Chatbots, auto-escalation systems, and grievance redressal portals – in improving responsiveness and reducing administrative delays. Importantly, the session highlighted the transformative potential of predictive analytics in urban

management, especially for disaster preparedness, emergency response, traffic forecasting, and infrastructure planning. Ms. Rane discussed how data modeling and AI can anticipate service demands, identify high-risk zones, and optimize resource allocation, leading to smarter, evidence-based decision-making. Drawing on global and national best practices, she presented examples where cities have leveraged AI and digital tools for integrated governance, public health monitoring, and climate resilience. The session concluded with a compelling call for ULBs and mission functionaries to adopt emerging technologies not as add-ons, but as essential components for achieving efficient, inclusive, and urban governance.



Ms. Yashashree Rane, Jr. Research Officer, RCUES of AIILSG, Mumbai addressing the participants.

The second group exercise on 'Integrated Mission Action Plan' was curated to promote meaningful collaboration between Elected Representatives and Mission Functionaries by aligning national missions – SBM, AMRUT, PMAY, and NUHM – around real urban challenges. The participants were divided into five diverse groups, each representing a mix of perspectives

and roles. They were assigned live issues such as open defecation, waterlogging, broken drainage, and poor sanitation in informal settlements. Each group received a structured template designed to guide them in identifying relevant mission linkages, drafting actionable strategies, and outlining a roadmap for implementation. This tool prompted the participants to move beyond theoretical discussions and focus on achievable, time-bound interventions grounded in convergence. The Groups mentioned complex problems like unsafe drinking water and abandoned public toilets with multi-layered solutions that combined infrastructure upgrades, community awareness, and institutional coordination. The exercise fostered critical thinking, encouraged inter-departmental dialogue, and emphasized the value of integrated planning. The participants presented their plans to peers and facilitators, receiving constructive feedback and insights to refine their approach. The format underscored the importance of linking urban missions to on-ground realities through practical, city-level strategies. It also emphasized the role of elected leaders and technical staff in driving convergence that benefits communities directly.



Presentation of group exercise by participants.

Overall, the session enabled a deeper understanding of coordinated urban governance and empowered participants to think systemically toward inclusive and efficient service delivery.

The training program saw active participation from the elected representatives and functionaries, combining expert sessions with practical group exercises. Its focus on mission convergence and digital governance was well received.

The program was also covered by News18 Gujarat, highlighting its relevance and outreach.
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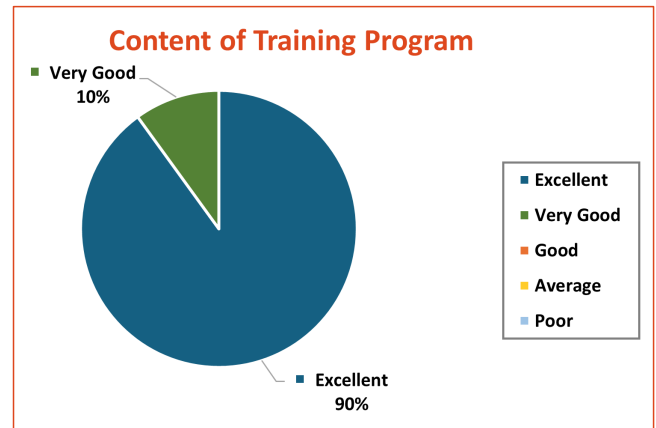
SUMMING UP

The training program concluded with a Vote of Thanks by Ms. Rane. She expressed her sincere gratitude to the Jamnagar Municipal Corporation (JMC) for their outstanding support and coordination in making the program a success. She especially thanked Hon'ble Mayor and Municipal Commissioner of JMC, for their gracious presence and continued encouragement. Ms. Rane also appreciated the trainers for their insightful sessions and the participants for their active engagement.

TRAINING EVALUATION

The training program received highly positive feedback from the participants, with the overall content rated 'Excellent' and

'Very Good' by a significant majority. This indicates strong alignment between the training objectives and the expectations of the participants, who comprised elected representatives, municipal officials, and mission functionaries. The structure of the program – combining thematic technical sessions with hands-on group exercises was well appreciated for its relevance and practical applicability.



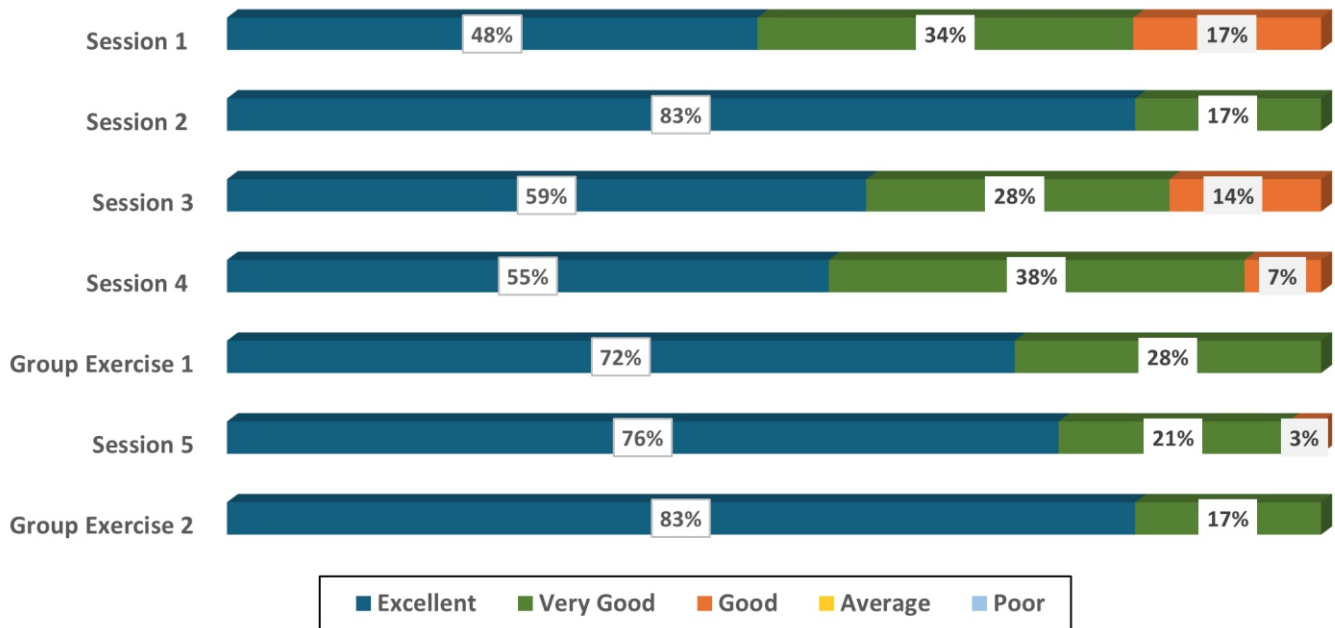
A detailed session-wise analysis, represented in the attached graph, reveals that several sessions, particularly on AMRUT 2.0, Smart Monitoring & E-Governance, and Integrated Mission Action Plan, received over 80% excellent ratings, highlighting the quality and impact of delivery. The session on SBM-U 2.0 & NUHM linkages was also well received, reflecting the growing recognition of integrated sanitation and health frameworks. The participants expressed appreciation for the inclusion of local examples, technology demonstrations, and convergence strategies across missions.

The group exercises enabled cross-learning and reinforced practical problem-solving aligned with local urban challenges.

The feedback suggests that the training effectively enhanced awareness, policy understanding, and collaborative thinking among the participants. The use of real case studies and interactive formats contributed to knowledge retention.

Participants also appreciated the clarity of content, speakers' expertise, and practical orientation. The program design balanced conceptual learning with field-level relevance.

Session wise Feedback Ratings



GLIMPSES OF THE SPECIALIZED TRAINING PROGRAM





Regional Specialized Training Program on **Swachh Bharat Mission - Urban (SBM-U) 2.0**

18th June 2025
Guwahati, Assam.

Key Highlights

Participants gained valuable insights through the program's integrated presentations that combined legal, technical, and community-focused perspectives on Solid Waste Management. Expert-led sessions, coupled with an interactive group exercise, enabled municipal officials to effectively translate policy knowledge into context specific action plan.

BACKGROUND

The Swachh Bharat Mission - Urban (SBM-U) 2.0 continues to play a pivotal role in transforming urban sanitation and solid waste management across India. As we advance into a new phase of implementation, the focus is now sharpened on integrating the revised Solid Waste Management (SWM) Guidelines 2024, which emphasize sustainable, decentralized waste processing, circular economy principles, and inclusivity in service delivery. Alongside technical improvements, SBM-U 2.0 highlights the critical role of people-centric strategies through Information, Education & Communication (IEC) and Behavior Change Communication (BCC) frameworks.

The Swachh Survekshan 2024 is a comprehensive effort to assess and improve urban cleanliness across India, with a focus on citizen participation. It emphasizes 100% source segregation, scientific waste processing, and visible cleanliness. Cities are

encouraged to adopt inclusive and technology-enabled practices for improved rankings.

With this background, the Regional Centre for Urban & Environmental Studies of All India Institute of Local Self Government (AIILSG), Mumbai conducted a Regional Specialized Training Program on 'Swachh Bharat Mission - Urban (SBM-U) 2.0' on 18th June 2025 at Guwahati, Assam. This Training Program was supported by the Ministry of Housing & Urban Affairs (MoHUA), Government of India (GoI).

KEY OBJECTIVE

The key objective of this training program was to build the capacity of Urban Local Bodies (ULBs) and stakeholders in

implementing sustainable urban waste management practices by enhancing citizen participation and behavior change through effective IEC and BCC strategies under SBM-U 2.0.

PARTICIPATION

In all, 39 participants, comprising the Chairperson, Vice Chairperson, Dy. Chief Executive Officer, Executive Officer, Urban Technical Officers, City Project Officer, Technical Assistant, Town Supervisors, Junior Engineers attended this training program from the states of Assam & Tripura.

INTRODUCTION

Ms. Neha Hardikar, Sr. Research Officer, RCUES, AILSG, Mumbai commenced the training program by providing an overview of the RCUES, Mumbai and its pivotal role in supporting ULBs through capacity building, training initiatives. She highlighted the significance of the objective of this training program in view of the recent amendments to the SWM Rules, set to be enforced from October 2025. Emphasizing the need for timely preparedness, she underlined how understanding these regulatory changes is essential for effective implementation at the city level. Ms. Hardikar also touched upon the importance of Swachh Survekshan as a tool for driving improvements in urban sanitation and waste management systems, encouraging the participants to align their strategies to enhance their city's performance and score in the upcoming survey.



Ms. Neha Hardikar, Sr. Research Officer, RCUES, AILSG, Mumbai addressing the participants.

INAUGURATION

Mr. Nikhil Chandra Gope, Chairperson, Belonia Municipal Council, Tripura inaugurated this training program in the presence of Mr. Gopal Sutradhar, Vice Chairperson, Ambassa Municipal Council, Mr. Amit Rai Choudhary, Dy. Chief Executive Officer, Teliamura Municipal Council, Dr. Ajit Salvi, Director, RCUES of AILSG, Mumbai, Ms. Hardikar & other dignitaries.

Mr. Gope wished success to the training program after the inauguration. Dr. Salvi in his keynote address emphasized the importance of proactive compliance with the amended SWM Rules and the role of data-driven governance in waste management. He also highlighted the need for capacity building at the ULB level to achieve sustained improvements in waste management.



Mr. Nikhil Chandra Gope, Chairperson, Belonia Municipal Council, Tripura inaugurated the training program by lighting the lamp in the presence of Mr. Amit Rai Choudhary, Dy. Chief Executive Officer, Teliamura Municipal Council, Dr. Ajit Salvi, Director, RCUES of AILSG, Mumbai, & other dignitaries.

TECHNICAL SESSIONS

The first session on 'Understanding the Legal Framework & Enforcements in SWM Guidelines 2024' was delivered by Dr. Ajit Salvi, Director, RCUES of AILSG, Mumbai. He presented a comprehensive overview of the Solid Waste Management Rules, tracing their evolution from 2016 to the latest 2024 amendments. He emphasized the responsibilities of various stakeholders, including waste generators, local authorities, and state governments. The 2024 Rules bring greater clarity on waste categories, bulk waste management, user fees, and strict enforcement mechanisms. The presentation highlighted challenges like poor segregation rates, underperforming waste-to-energy facilities, and integration of the informal sector.

Dr. Salvi also emphasized the need for decentralized waste processing, robust landfill standards, and improved monitoring of legacy waste dump sites. He stressed the need to strengthen local institutions and involve citizens actively to make the 2024 rules work effectively. He then concluded by showcasing successful models from Surat and Indore to illustrate the best practices in compliance and enforcement.



Dr. Ajit Salvi, Director, RCUES of AILSG, Mumbai addressing the participants.

The second session on 'Circular Economy Strategies in Solid Waste Management to Move towards Zero Waste' was delivered by Dr. Anil Roy, Sr. Associate Professor, CEPT University, Ahmedabad, Gujarat. Dr. Roy presented strategies for embedding circular economy principles within urban solid waste management systems to transition towards zero waste cities. He emphasized the need for minimizing resource extraction and maximizing reuse and recycling. His session explored systemic approaches that prioritize resource efficiency, closed-loop systems, and reduction in landfill dependency. He explained how

these strategies can help cities become stronger, sustainable, and more cost-effective, and encouraged them to rethink how they manage and planning paradigms to achieve long-term waste reduction goals.



Dr. Anil Roy, Sr. Associate Professor, CEPT University, Ahmedabad, Gujarat addressing the participants.

Dr. Roy also highlighted successful international and national examples to illustrate the application of circularity in urban contexts. He encouraged ULBs to explore policy-level changes, local partnerships, and decentralized infrastructure to support material recovery. He concluded by encouraging cities to adopt circular practices step by step, combining innovation, strong policies, and community involvement to move closer to zero waste goals.

The third session on 'Strengthening ULB Performance in Swachh Survekshan 2024' was led by Mr. Sourabh Sen, Swachh Survekshan Expert, Guwahati Municipal Corporation, Assam. He provided practical insights into how ULBs can enhance their

performance in Swachh Survekshan 2024. Highlighting Guwahati's own strategies, he spoke on the importance of service level benchmarks, citizen engagement, and real-time monitoring.

He emphasized aligning ULB efforts with survey indicators, especially under cleanliness, public feedback, and innovation components. Mr. Sen's presentation encouraged the participants to integrate data driven management, GPS enabled monitoring, and public awareness campaigns to strengthen urban sanitation outcomes and elevate their rankings for their cities.



Mr. Sourabh Sen, Swachh Survekshan Expert, Guwahati Municipal Corporation, Assam addressing the participants.

He also underlined the significance of teamwork within municipal departments, regular review meetings, and active involvement of elected representatives. He shared useful points on maintaining proper documentation, organizing supporting evidence, and ensuring smooth and effective third-party

verification processes. His session served as a guide to help ULBs translate intent into performance through consistent planning and community participation. He concluded by urging ULBs to adopt a proactive, collaborative approach and leverage both technology and citizen engagement to achieve better Swachh Survekshan outcomes.

Dr. Salvi also delivered the fourth session on 'Engaging Citizens & Enabling Change through IEC & BCC Strategies for Garbage Free Cities'. He emphasized the critical role of behavior change communication (BCC) and Information, Education, and Communication (IEC) strategies in achieving sustainable sanitation outcomes under SBM-U 2.0. He highlighted that cleanliness cannot be achieved by infrastructure or funding alone. It requires active community participation and mindset shifts. Dr. Salvi discussed the use of diverse IEC tools such as mass media, digital campaigns, traditional folk media, and community outreach to connect with people at all levels. He highlighted the importance of targeted BCC strategies that address local barriers, promote health and dignity, and motivate positive action. He also underlined the need to build the capacity of ULB staff and engage local influencers like Swachhagrahis, women's groups, and youth to drive lasting change on the ground. He emphasized community level challenges, especially in slum areas, and brought into focus the importance of empowering citizens through socially resonant campaigns, capacity building, and participatory approaches. The presentation featured the effectiveness of media channels, community influencers, and institutions like CBOs in sustaining behavior change.

Dr. Salvi advocated for larger citizen involvement through tools like street plays, school programs, and community monitoring committees. He concluded by emphasizing that sustained cleanliness is only possible when citizens become active partners, and IEC & BCC strategies are used consistently to inspire, educate, and empower communities.

GROUP EXERCISE

As part of the training program, an interactive Group Exercise on 'Strengthening Urban SWM through Collaborative Efforts' was conducted to encourage participatory learning and practical application of key concepts. The participants were divided into five groups; each assigned a unique theme, such as:

- Mapping Waste Generation and Segregation Practices in Your City.
- IEC & BCC Strategies for Behavior Change in Waste Management.
- Action Plan for Achieving Higher Rating in Swachh Survekshan.
- Designing an Ideal Ward-Level SWM Plan.
- Role Play in Waste Management.

The exercise aimed at promoting teamwork, problem solving, and peer learning among municipal officials and mission functionaries, while allowing them to reflect on real challenges and solutions relevant to their local context. Each group presented their outcomes through engaging discussions, mock demonstrations, and strategic action plans.



Presentation of group exercise by participants.

The group who did 'Role Play in Waste Management' stood out with its creative portrayal of stakeholder coordination in solid waste management and was declared the winner for their outstanding presentation. They were felicitated with a token of appreciation.



Participants felicitated for best group work and presentation.

The session not only enhanced the participants' understanding of technical and social aspects of SWM but also reinforced the importance of collaboration across cities/states for cross learning. It served as a valuable platform to translate training insights into actionable ideas tailored for on-ground implementation.

SUMMING UP

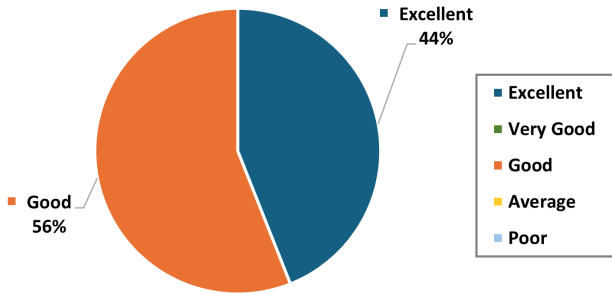
During the concluding session, participant feedback was taken, followed by the distribution of certificates by Dr. Salvi. Ms. Hardikar concluded the training program with a Vote of Thanks, expressing gratitude to both the trainers and the participants.

TRAINING EVALUATION

The RCUES of AILSG, Mumbai carried out a feedback survey with the participants at the end of the training program. Training evaluation is essential to assess the impact of the training program on the participants, identify areas for improvement, and ensure that the learning objectives have been achieved.

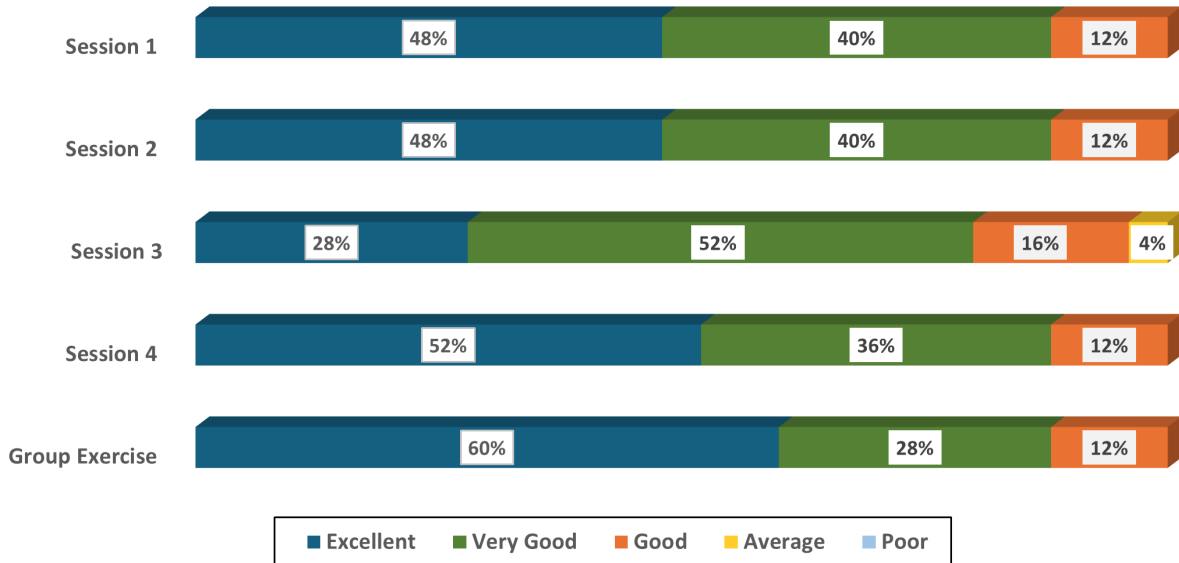
The next chart illustrates participants' feedback on the content of the training program. The chart shows that participants had a positive perception of the training program content, with a majority (56%) rating it as 'Good' and a significant portion (44%) rating it as 'Excellent'. This advocates that overall, the content was well received by the participants.

Content of Training Program



In the below chart, Session 1 and 2 received alike feedback, with 48% of participants rating them as 'Excellent,' 40% as 'Very Good,' and 12% as 'Good'. This indicates consistent and strong participant satisfaction across both sessions. Session 3 had a mixed response, with the lowest 'Excellent' rating at 28%, but the highest 'Very Good' rating at 52%. Session 4 received the highest 'Excellent' rating (52%) among all sessions, followed by 36% 'Very Good' and 12% 'Good'. This suggests that Session 4 stood out in terms of excellence and was particularly well viewed by the participants. The Group Exercise received the highest 'Excellent' rating at 60%, reflecting strong participant engagement. This shows that the Group Exercise was the most well-received component of the program.

Session wise Feedback Ratings



GLIMPSES OF THE SPECIALIZED TRAINING PROGRAM





World Environment Day: 'Planet First: Ending Plastic Pollution'

05th June 2025
Mumbai, Maharashtra.

On the occasion of World Environment Day 5th June 2025, the Department of Environment & Climate Change (Env. & CC), Brihanmumbai Municipal Corporation (BMC) in collaboration with the Regional Centre for Urban and Environmental Studies (RCUES) of All India Institute of Local Self Government (AIILSG) Mumbai as a Knowledge Partner, hosted a workshop titled 'Planet First- Ending Plastic Pollution' at the Veermata Jijabai Bhosale Botanical Garden and Zoo, Mumbai and brought together around 200 participants, including senior municipal officials, environmental experts, academic professionals, and civil society representatives. The program served as a significant platform for exchanging ideas and formulating actionable strategies aimed at addressing the urgent issue of plastic pollution in the city.

The workshop commenced with opening remarks from Mr. Nikhil Mene, Assistant Engineer, Dept. of Env. & CC, BMC, who later set the agenda for the day. This was followed by an introduction to the role and vision of RCUES of AIILSG, Mumbai, presented by Ms. Neha Hardikar, Sr. Research Officer, RCUES

of AIILSG, Mumbai. The inauguration ceremony was marked by the symbolic watering of a plant by distinguished delegates that included Chief Guest Dr. Ashwini Joshi, IAS, Additional Municipal Commissioner (City), BMC, Mr. Rajesh Tamhane, Deputy Municipal Commissioner, Dept. of Env. & CC, BMC, Mr. Avinash Kate, Chief Engineer, Dept. of Env. & CC, BMC, Ms. Prachiti Desai, Chief Engineer (SO), BMC, and Dr. Ajit Salvi, Director, RCUES of AIILSG, Mumbai. In the keynote address, Dr. Joshi discussed Mumbai's plastic pollution crisis and emphasized the need for grassroots action, community participation, and innovative solutions for sustainable change. She also stressed the urgency of reducing single-use plastics. Mr. Tamhane extended this discussion by focusing on the overarching threat of climate change and BMC's mitigation efforts. Dr. Salvi offered a reflective note on the disruption of the 'Panchamahabhutas' (the five great elements) due to anthropogenic activities, stressing the interconnectedness of environmental systems. A notable highlight of the program was the formal launch of the 'Climate Budget 2025', underscoring BMC's ongoing

commitment to climate-responsive urban governance. The delegates were felicitated with a token of appreciation in the form of a memento and a potted plant, symbolizing gratitude and a commitment to sustainability.

The technical sessions provided deep dives into key urban environmental concerns. Prof. (Dr.) A. D. Sawant, Director, WTERT-India, Vice Chancellor, University of Rajasthan, Pro-Vice Chancellor of the University of Mumbai, and Joint Director of Higher Education, Government of Maharashtra, delivered an insightful presentation on 'Plastic Pollution in Mumbai: Strategies for a Sustainable Urban Future', outlining the need for decentralized, community-led waste management systems aligned with norms on banning the single-use plastics. Dr. Nitin Goyal, Principal Scientist & Chair at CSIR-NEERI Mumbai, followed with a critical analysis of Mumbai's air quality crisis in his session titled 'From Emissions to Action: Understanding and Mitigating Mumbai's Air Quality Crisis'. His presentation emphasized both source identification and actionable policy pathways for improving urban air quality.

The panel discussion titled 'Building a Clean and Sustainable Ecosystem: Tackling Plastic and Air Pollution', moderated by Dr. Salvi, was the central feature of the event. The panel brought together diverse experts from environmental science, public administration, veterinary science, entrepreneurship, and design. The panelists were Dr. Komal Raul, Veterinary Dept, Veermata Jijabai Bhosale Botanical Garden and Zoo, Dr. Dhanashri Hardas, Chairperson, Women Entrepreneurs Committee, Maharashtra Chamber of Commerce, Industry &

Agriculture (MACCIA), Mumbai, Dr. Mala Singh, Chairperson, Confederation of Indian Industry (CII) - Indian Green Building Council (IGBC) Mumbai Chapter, and National Executive Board Member, CII-IGBC, Mumbai, Ms. Revati Shidaye, Executive Engineer, Dept. of Env. & CC, BMC and Ar. Bhakti Thakoor, Landscape Architect, and Founder, Enviroscope, Mumbai. The discussion reflected a holistic approach to urban sustainability and actionable steps taken to address environmental issues, exploring topics ranging from effects of plastic pollution & air pollution on all living organisms, green infrastructure, policy enforcement, community participation and circular design.

All the participants collectively took a pledge to curtail plastic pollution through individual actions. The program concluded with a heartfelt vote of thanks delivered by Mr. Mene, who acknowledged the valuable contributions of the guest speakers, participants, and all organizing partners. The event not only marked a meaningful celebration of World Environment Day but also reinforced Mumbai's collective resolve to place the Planet First through collaborative, informed, and community-centric environmental action.

GLIMPSES OF THE EVENT





National Conference on Water, Sanitation, and Hygiene (WASH)

24th - 26th June 2025
Lonavala, Maharashtra.

Dr. Ajit Salvi, Director, Regional Centre for Urban & Environmental Studies (RCUES) of All India Institute of Local Self Government (AIIILSG), Mumbai, served as both the Guest of Honor for the inauguration ceremony and a key workshop facilitator at the National Conference on Water, Sanitation, and Hygiene (WASH) 2025, organized by Auxilium Skills Academy on 25th June 2025, at St. Joseph's Training Centre, Lonavala, Maharashtra. Following the inauguration, Dr. Salvi gave a presentation titled 'Design Your Own WASH Campaign'. This session was specifically designed to empower young participants, students, and community leaders by providing them with a practical roadmap for developing effective and context-sensitive WASH campaigns, aiming to foster the next generation of change-makers dedicated to advancing WASH initiatives. Dr. Salvi's presentation provided a comprehensive overview of WASH, starting with global and national issues in drinking water, sanitation, hand washing, and their severe health consequences. He then focused on Maharashtra, detailing the urban-rural divide in WASH access, particularly highlighting issues with community toilets and rural water contamination. Dr. Salvi connected these challenges to public

health, revealing a significant increase in waterborne diseases and identifying concerning behavioral practices in both tribal and urban areas. He stressed the broader importance of WASH for health, equity, and development, noting its impact on education, gender equality, and economic prosperity. He also highlighted the significant economic returns on WASH investments and the potential for circular economy innovations (e.g., biogas from waste, reuse of wastewater), discussing the economic impacts of poor WASH on various sectors, including manufacturing, agriculture, and tourism.

Finally, in 'WASH Campaigns - Roadmap and Best Practices', Dr. Salvi drew lessons from past initiatives like the Nirmal Bharat Abhiyan (NBA), pointing out reasons for its limited success, including an overemphasis on infrastructure over behavior change, weak monitoring, and a lack of community participation, with these insights providing valuable guidance for designing more effective future campaigns. He also highlighted successful campaigns like the Lifebuoy's Hand Hygiene Campaign at Kumbh Mela, 2013 and Godrej Magic's Handwash Campaign on Global Handwashing Day 2024 by

sharing valuable insights that provided attendees, particularly the youth, with a comprehensive understanding of WASH challenges and practical strategies for designing impactful

campaigns, reinforcing the conference's theme of transforming WASH into a fundamental right and a cornerstone of resilience.

GLIMPSES OF THE EVENT





8th ESG and Sustainability Strategy India Summit

26th June 2025
Mumbai, Maharashtra

Dr. Ajit Salvi, Director, Regional Centre for Urban and Environmental Studies (RCUES) of All India Institute of Local Self-Government (AII LSG) Mumbai, participated in the 8th ESG and Sustainability Strategy India Summit held on 26th June 2025 at the Radisson Blu Hotel, Mumbai. As a keynote speaker and panelist, Dr. Salvi brought in a critical urban governance and institutional perspective to a predominantly corporate-led discussion on Environmental, Social, and Governance (ESG) integration. In his keynote address titled 'Advancing ESG Integration through disclosure, leadership & Green Finance', he emphasized the evolving nature of ESG in India from being a compliance-driven obligation to becoming a vital enabler of sustainable business performance and stakeholder trust. Through a well-structured presentation, he showcased how mature organizations are leveraging integrated ESG reporting to drive long-term value, resilience, and access to sustainable finance. He discussed the importance of double materiality, highlighting the need to not only assess how ESG risks impact business, but also how business activities influence environmental and social outcomes. He elaborated on India's emerging regulatory landscape, including SEBI's Business

Responsibility and Sustainability Reporting (BRSR), Green Bond Guidelines, Extended Producer's Responsibility (EPR) mandates, and the Corporate Social Responsibility (CSR) obligations under the Companies Act, all of which are shaping the ESG discourse in India. Dr. Salvi also underlined the urgency of addressing Scope 3 emissions, which often account for over 70% of a company's total emissions, as a critical step in demonstrating genuine climate accountability and enhancing ESG investment attractiveness. He stressed that ESG frameworks should be embedded at the governance level, with clear mandates, board involvement, and leadership accountability.

In the panel discussion, Dr. Salvi shared practical insights from urban India, advocating for the inclusion of city-level ESG strategies linked to local climate action plans, sustainable procurement, circular economy models, and municipal performance frameworks. His inputs highlighted the importance of building institutional capacities within urban local bodies to adopt ESG principles not just in theory, but in actionable projects and public service delivery. He also called

for enhanced ESG data systems, regular monitoring of Key Performance Indicators (KPIs), and cross-departmental integration within organizations to align short-term actions with long-term sustainability goals. His participation

reinforced RCUES of AILSG, Mumbai's commitment to driving ESG thinking in public institutions and municipal governance, positioning it as a key knowledge partner in India's sustainability transition.

GLIMPSES OF THE EVENT



Advisory Committee, RCUES of AILSG, Mumbai

Dr. K. H. Govinda Raj, IAS **Ex-Officio Chairperson**

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