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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**

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Urban Environ Vision aims to take its readers through off-line training programmes of RCUES, Mumbai while providing encouragement and knowledge to its participants and displays the efforts undertaken by RCUES, Mumbai.



Table of CONTENT

S e c t i o n |

RCUES Programs

1

Regional Specialized Training Program on
Swachh Bharat Mission Urban 2.0 (SBM U 2.0)
23rd - 24th September 2024
Panaji, Goa.

Page 05

2

Regional Specialized Training Program on
Swachh Bharat Mission Urban 2.0 (SBM U 2.0)
25th - 26th September 2024
Gandhidham, Gujarat.

Page 17

3

Regional Seminar on
**Localizing Climate Action and Leveraging
Climate Finance**
16th October 2024
Mumbai, Maharashtra.

Page 30

Table of CONTENT

Section | RCUES Programs



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

23rd - 24th October 2024
Jaisalmer, Rajasthan.

Page 38

Section | Special Program / Initiative



Swachhata Hi Seva for Clean India

01st October 2024
Mumbai, Maharashtra.

Page 51

Section

01

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

23rd - 24th September 2024
Panaji, Goa.

■ Key Highlight

The key highlights of this training program included the participants acquiring the latest updates on SBM Urban 2.0 measures and gaining insights into a holistic approach to waste management through a visit to the Saligaon Waste Management Plant.

BACKGROUND

The Swachh Bharat Mission Urban 2.0 (SBM U 2.0), launched on October 2, 2021, marks the next milestone in India's journey toward a cleaner and more sustainable urban future. Building on the significant achievements of the original Swachh Bharat Mission, which successfully declared India Open Defecation Free (ODF) by October 2019, SBM U 2.0 is committed to tackling urban waste management challenges with renewed determination and innovative approaches. This mission strongly emphasizes scientific waste processing to ensure environmentally sound management. Promoting waste segregation at the source aims to significantly reduce the volume of waste in landfills. A crucial focus is also on eliminating single-use plastics, a major urban pollutant.

SBM U 2.0 advocates for adopting cutting-edge technologies and best practices to help cities become more resilient and sustainable. It aims to boost public awareness and community participation, recognizing that behavioral change is essential for the long-term success of cleanliness and sanitation initiatives. The mission leverages technology and innovation to monitor progress and ensure transparency throughout its implementation. Through a collaborative approach involving citizens, Urban Local Bodies (ULBs), and the private sector, SBM U 2.0 aspires to create a more sustainable urban environment, contributing to the overarching goal of a Swachh Bharat.

Considering this background, 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 'Swachh Bharat Mission Urban 2.0 (SBM U 2.0)' on 23rd - 24th September 2024 at Panaji, Goa. This training program was supported by the Ministry of Housing & Urban Affairs (MoHUA), Government of India (Gol).

KEY OBJECTIVE

The key objective of the training program was to empower stakeholders to effectively implement and sustain the initiatives of Swachh Bharat Mission Urban 2.0 by contributing to cleaner, healthier, and more liveable cities.

PARTICIPATION

A total of 44 participants including the Additional Director of the Goa State Urban Development Agency (GSUDA), Panaji, Goa, the State Mission Manager (SMM), SBM, Government of Goa, Municipal Engineers from the Sanitation Department, Mechanical Engineers, Junior Engineers from Urban Development, SBM Coordinators, Sanitary Inspectors, Project In-Charges, and Community Organizers from the Corporation of the City of Panaji (CCP) attended the program. Additionally, Mission Functionaries of SBM from various Municipal Councils in Goa, such as Sankhali, Canacona, Bicholim, Pernem, Mormugao, Sanguem, Margao, Curchorem-Cacora, Cuncolim, Quepem, and Valpoi and Agartala Municipal Corporation greatly contributed to the two days training program.

INTRODUCTION

Ms. Maleka Ansari, Senior Research Officer (SRO), RCUES, AIILSG, Mumbai, extended a warm welcome to all the dignitaries, resource persons, experts, and participants attending the SBM U 2.0 training program. She expressed appreciation for their presence and enthusiastic participation in this significant event. She also gave a brief overview of the training program's objectives and highlighted the key topics that would be covered throughout the two-day session.



Ms. Maleka Ansari, Senior Research Officer, RCUES, AIILSG, Mumbai addressing the participants.

INAUGURATION

The training program was inaugurated by Mr. Pankaj Rane, Additional Director, GSUDA, Panaji, Goa in the presence of Mr. Vivek Desai, SMM, SBM, Government of Goa, Dr. Ajit Salvi, Director, and Ms. Maleka Ansari. In his inaugural speech, Mr. Rane provided a comprehensive overview of the meticulous

planning and strategies employed prior to the implementation of the SBM in the cities of Goa State. He emphasized the mission's dedicated focus on urban areas, highlighting its objectives to elevate cleanliness standards and enhance waste management practices. Mr. Rane detailed specific initiatives undertaken to address urban sanitation challenges, such as the establishment of waste segregation systems, the promotion of public awareness campaigns, and the involvement of local businesses in sustainable practices.



Mr. Pankaj Rane, Additional Director, GSUDA, Panaji, Goa inaugurated the training programme by lighting the lamp. (L to R) Ms. Maleka Ansari, Senior Research Officer, RCUES, AILSG, Mumbai, Mr. Vishwanath Sawant, Regional Director, AILSG, Goa, Mr. Vivek Desai, SMM, SBM, Government of Goa, Dr. Ajit Salvi, Director, RCUES, AILSG, Mumbai and Dr. Ketana Matkar.

In his concluding remarks, Mr. Rane reinforced the idea that the program's success hinges on the collaborative efforts of various stakeholders. He pointed out the crucial roles played by local authorities, community groups, and citizens, advocating for a united approach to foster a sustainable urban environment. He urged all the participants to actively engage in the mission, emphasizing that collective action and shared responsibility are essential for creating lasting change and improving the quality of life in urban areas.



Mr. Pankaj Rane, Additional Director, GSUDA, Panaji, Goa addressing the participants.

In his keynote address, Mr. Desai praised the mission for its profound impact on enhancing the cleanliness and health of cities. He highlighted the significance of the 'Swachhata Hi Seva' initiative, a crucial component of the SBM, aimed at enhancing sanitation and hygiene standards throughout India. He stressed that this initiative not only seeks to improve public health by reducing diseases associated with poor sanitation but also aims to instil a strong sense of civic responsibility and foster community unity among citizens.

Encouraging the participants to take an active role, Mr. Desai urged collaboration with local organizations and educational institutions to raise awareness about the impacts of poor sanitation and the benefits of cleanliness. He emphasized the importance of promoting sustainable waste management practices and called on all stakeholders to pool their resources and networks to effect meaningful change. By working together, he believes, communities can create a lasting impact, transforming their environments and cultivating a culture of cleanliness and sustainability for future generations.

TECHNICAL SESSIONS

The first technical session was delivered by Ms. Maleka Ansari, SRO, RCUES, AILSG, Mumbai on 'Overview of SBM U 2.0'. She commenced the session by highlighting that SBM U 2.0 is a transformative initiative designed to enhance urban sanitation and solid waste management across Indian cities. Building on the success of its predecessor, this phase not only aims to improve cleanliness but also to promote sustainable practices that align with circular economy principles. She emphasized the initiative's focus on innovative waste management approaches, such as encouraging waste segregation at the source, recycling, and effective waste treatment. By integrating modern technologies and fostering community engagement, SBM U 2.0 aspires to cultivate a culture of cleanliness and sustainability, ultimately contributing to healthier urban environments.

Ms. Ansari also said that in addition to prioritizing infrastructure and technology, SBM U 2.0 places a strong emphasis on the active involvement of diverse stakeholders, including local governments, civil society organizations, and citizens. The initiative seeks to raise awareness and educate communities about the importance of sanitation and hygiene, empowering them to actively maintain their surroundings. In conclusion, she emphasized that by promoting partnerships and collaboration, SBM U 2.0 aims to create a holistic approach to urban sanitation. This approach not only addresses current challenges but also lays the groundwork for long-term sustainability and enhanced quality of life in urban areas.

In the next session, Dr. Ketana Matkar, Founder and Managing Director, Cipher Environmental Solutions LLP, Thane, Maharashtra delivered a session on 'Leveraging Technology in

SBM U 2.0'. She emphasized the critical role technology plays in achieving the mission's goals. She explained how technological advancements have helped engage citizens, enabled smart data-driven decision-making, and ensured transparency and robustness in implementing the mission to create cleaner and healthier urban environments. She discussed leveraging technology through SBM enablers, standardized protocols, digital innovations, and behavior change initiatives.

Dr. Matkar highlighted the Swachhata Startup Challenge, a collaboration between the MoHUA, GoI and Agence Française de Développement (AFD). The challenge aims to support ten start-ups at the intersection of technology and social innovation to address waste management challenges. These start-ups focus on improving waste management efficiency, increasing social impact, enhancing the transparency of the waste value chain, and reducing the use of single-use plastics. She also mentioned various digital tools and platforms, including the Swachhata Citizen and Engineer App, Swachh City, and Swachh Manch.

She highlighted several successful Information and Communication Technology (ICT) initiatives under SBM, including the integration of SBM Public Toilets on Google Maps (GTL), the Swachhata MoHUA App, and ICT-enabled systems for waste collection and transportation. Notable city-level interventions featured RFID-based waste collection in Vijayawada and real-time tracking of door-to-door collection vehicles in Surat. She also underscored key initiatives such as Swachhta Hi Seva, Swabhav Swachhata, and Sanskaar Swachhata, which foster community participation, enhance public health, and promote sustainable waste management

practices through active citizen engagement. The session concluded with an emphasis on the importance of these initiatives in driving long-term sanitation improvements.



Dr. Ketana Matkar, Founder and Managing Director, CIPHER Environmental Solutions LLP, Thane, Maharashtra addressing the participants.

Dr. Ajit Salvi, Director, RCUES, AIIILSG, Mumbai delivered a session on 'Holistic Approach – Paving the Way to Sustainable Urban Sanitation'. He commenced the session by emphasizing the crucial role urban sanitation plays in ensuring the well-being of city dwellers. He highlighted the global scenario, stating that 61% of the population lacks safely managed sanitation services over 80% of wastewater returns to the environment untreated, and 50% of people still practice open defecation. In India, while 88% of the population has access to basic sanitation, 67% of wastewater is untreated, and 12% still practice open defecation. Despite the significant progress since SBM's launch in 2014, he pointed out the need to address remaining gaps to ensure sustainable sanitation.

Further, he elaborated on the benefits of effective sanitation systems, noting their role in disease prevention, pollution reduction,

and quality of life enhancement. Proper waste management, sewage treatment, and clean public facilities are essential for maintaining hygiene and supporting sustainable urban living. He emphasized that robust urban sanitation fosters community responsibility, encourages civic participation, and drives behavioral changes toward cleanliness.



Dr. Ajit Salvi, Director, RCUES, AIIILSG, Mumbai addressing the participants.

Dr. Salvi also focused on environmental sanitation, discussing the management and control of environmental factors that could harm human health. Investment in urban sanitation, he stressed, is about building a collaborative, sustainable approach where everyone plays a part in keeping cities clean and healthy. He cited the water+ concept, mentioning the severe impact of waterborne diseases, with 33 million Indians affected annually and 1,17,000 children dying from diarrhoea deaths under the age of five as per India Water Portal – Sept. 2019.

In the closing session, successful sanitation case studies from cities like Indore, Pune, and Mysore were showcased as exemplary models. Indore's remarkable transformation through efficient waste management, Pune's innovative approach

to decentralized waste management and composting, and Mysore's pioneering waste-to-energy project were highlighted as sources of inspiration. These case studies emphasized the importance of collaboration in prioritizing environmental sanitation, promoting a cleaner and healthier future, and improving the overall well-being and livability of urban areas.

Mr. Mahesh Pandya, Director, Paryavaran Mitra, Ahmedabad, Gujarat delivered a session on 'Elimination of Single-Use Plastic and Plastic Waste Management'. He emphasized the importance of the Plastic Waste Management (PWM) Rules, 2016, in addressing environmental challenges posed by plastic use. He categorized plastic packaging waste into five types: rigid, flexible, multi-layered plastic (MLP), compostable, and biodegradable, explaining that MLP, with its moisture, light, and air resistance, is ideal for food and beverage packaging. This categorization, he noted, is essential for implementing targeted waste management strategies. He also discussed Extended Producer Responsibility (EPR), a core element of the PWM Rules, which holds producers, importers, and brand owners accountable for managing the plastic waste generated by their products. He highlighted the government's creation of an online portal to register producers and monitor compliance with EPR, noting its benefits in improving waste management efficiency, transparency, and social impact.

In addition, Mr. Pandya discussed the global efforts to address plastic pollution, highlighting the role of the Intergovernmental Negotiating Committee on Plastic Pollution. He pointed out that in March 2022, the UN Environment Assembly adopted a historic resolution to develop a legally binding international agreement on plastic pollution, with a particular focus on the marine environment. In closing the session, he addressed key

challenges in plastic waste management, including infrastructure gaps in rural areas, the difficulty in changing consumer behaviors, the high cost of alternatives, and the increasing burden of waste in landfills. Mr. Pandya called for collective action to tackle these issues and promote sustainable plastic waste management practices.



Mr. Mahesh Pandya, Director, Paryavaran Mitra, Ahmedabad, Gujarat addressing the participants.

Ms. Seema Redkar, Consultant, Waste Management, and former Officer on Special Duty (OSD), World Bank funded Toilet Projects, Brihanmumbai Municipal Corporation (BMC), Mumbai delivered a session on 'Behavioral Change Communication for Sustainable Practices'. She began the session by highlighting the essential roles of Information, Education, and Communication (IEC) and Behavior Change Communication (BCC) components introduced under SBM U 2.0 in raising awareness and understanding of sanitation and hygiene. She pointed out the diverse media channels including social media, community workshops, and informative posters that are employed to engage a wide audience. Her discussion

focused on educating the public about the importance of proper sanitation practices, emphasizing key messages about the significance of using toilets, waste segregation, and the health benefits associated with enhanced hygiene. She stressed that the effective dissemination of health-related information is crucial for fostering a knowledgeable and engaged community.

She extended her presentation on the BCC component which is designed to actively promote and encourage changes in individual and community behaviors regarding sanitation. She appreciated the BCC component which involves engaging community members through participatory techniques, such as discussions and feedback sessions, to identify local challenges and motivations. By utilizing storytelling, role-playing, and personal interactions, she ended her topic by stating that together these components aim to create a sustainable shift in attitudes and practices, leading to improved sanitation outcomes in urban areas.



Ms. Seema Redkar, Consultant, Waste Management, and former OSD, World Bank funded Toilet Projects, Brihanmumbai Municipal Corporation (BMC), Mumbai addressing the participants.

Further, she highlighted the engagement of over 150+ celebrity brand ambassadors in national-level campaigns that touch upon various facets of Swachhata including Swachh Shouchalaya (Clean Toilets) and promotes responsible usage of public toilets, Har Din Do Bin (Two Bins Everyday) promotes source segregation of waste. Compost Banao, Compost Apnao (Make Compost, Use Compost) by actor Amitabh Bachchan. Stakeholders such as college canteens, banquet halls, Resident Welfare Associations (RWAs), make compost and encourage farmers, farmhouse owners, and nurseries to use the compost in their farms and gardens.

Ms. Redkar concluded the session by highlighting several impactful campaigns launched under SBM. These included 'Malasur', a campaign focused on raising awareness about the dangers of unsafe faecal waste disposal; 'Safai Nahin to Suraksha Nahin', which educates citizens on the importance of eliminating hazardous cleaning practices; and 'Bada Easy Hai', aimed at promoting good solid waste management practices for cleaner surroundings. She also mentioned 'Ab Bas', which calls for an end to unsafe cleaning methods, and 'Swachhata ke 6 Saal Bemisaal', a celebration of SBM-U's remarkable achievements over the past six years. She further discussed 'Swachhata Sankalp Desh Ka, Har Ravivaar Vishesh Sa', a campaign encouraging urban local bodies to organize weekly mega events with active community participation. Additionally, she highlighted 'Swachhata ka Jadu', which captures and shares inspiring stories, photographs, and videos related to sanitation efforts. To complement these campaigns, she emphasized the importance of personalized, intensive communication strategies, such as door-to-door outreach, competitions, rallies, quarterly triggering calendars, and monthly thematic drives, all of which aim to strengthen community engagement and drive lasting change in sanitation practices.

SITE VISIT

The site visit to the Saligaon Waste Management Plant, organized on the first day after lunch, offered participants a unique opportunity to observe effective waste management practices firsthand. Mr. Vijay Nateka, Operation Manager, started with a film that showcased the plant's operations, highlighting its crucial role in managing waste from Goa's coastal regions, including well-known beaches such as Baga, Calangute, and Anjuna, as well as 27 village panchayats. He highlighted that the plant, inaugurated in 2016 by Union Defence Minister Mr. Manohar Parrikar, spans 12 hectares and was initially designed to handle 100 tonnes of waste per day, later increasing to 250 tons per Day (TPD). Operated under a public-private partnership between the Goa Waste Management Corporation (GWMC) and Hindustan Waste Treatment Pvt. Ltd. (HWTPL), the plant uses advanced technology to manage peak waste volumes during tourist seasons, generating over 25,000 units of electricity daily. Financially backed by NABARD's RIDF Scheme, the plant has revitalized the surrounding environment and highlighted the significance of structured waste management in minimizing environmental impact while fostering cleaner urban spaces.

The participants toured the facility and engaged with staff, learning about the plant's challenges and innovative solutions, such as composting organic waste and converting non-recyclable materials into bio-gas energy. These practices underscored the plant's holistic approach to waste management. The visit sparked discussions about the importance of community involvement in waste segregation and the role public awareness plays in ensuring the success of such initiatives. Participants left with a deeper understanding

of sustainable waste management systems and were inspired to implement similar strategies in their own regions, fostering creative solutions for achieving garbage-free cities.



Participants during the site visit at Saligaon Waste Management Plant, Panaji.

GROUP EXERCISE

The group exercise was conducted by dividing the participants into six groups, each tasked with developing an action plan for creating a Garbage-Free City. This collaborative effort encouraged the participants to brainstorm and share insights based on their diverse experiences. Through lively discussions, each group explored various aspects of waste management, including waste segregation, community involvement, and the role of technology. Each team presented its unique action plan, showcasing innovative strategies tailored to their local contexts.



Participants engaged in group exercise.

The presentations highlighted a wealth of creative ideas, underscoring the importance of collaboration among multiple stakeholders in implementing SBM-U 2.0. Suggestions included engaging local communities in regular clean-up drives, forming partnerships with schools for educational campaigns on waste management, and utilizing mobile applications to monitor waste disposal and recycling efforts. Some groups also proposed incentives for citizens and businesses that actively contributed to maintaining cleanliness.

The diversity of perspectives reinforced a collective commitment to achieving a garbage-free environment, demonstrating that collaborative efforts can lead to sustainable solutions for urban sanitation challenges. A token of appreciation was awarded for the outstanding presentations.

At the end of the session, participants, resource persons, and trainers took the Swachhata Pledge to support the Swachhata Hi Seva initiative, highlighting their commitment to cleanliness and community responsibility.



Presentation of group exercise by participants.

SUMMING UP

In the final session, certificates were awarded to the participants, followed by a feedback session. Ms. Maleka, Ansari, SRO, RCUES, AIIISLG, Mumbai concluded the training program by expressing gratitude and extending a vote of thanks to the distinguished resource persons, trainers, and participants.

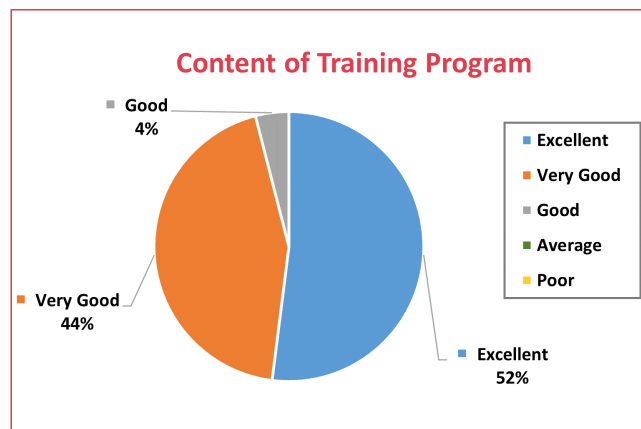
TRAINING EVALUATION

RCUES, AIIISLG, Mumbai conducted a feedback survey among participants during the final day of the two-day Regional Specialized Training Program on SBM Urban 2.0.

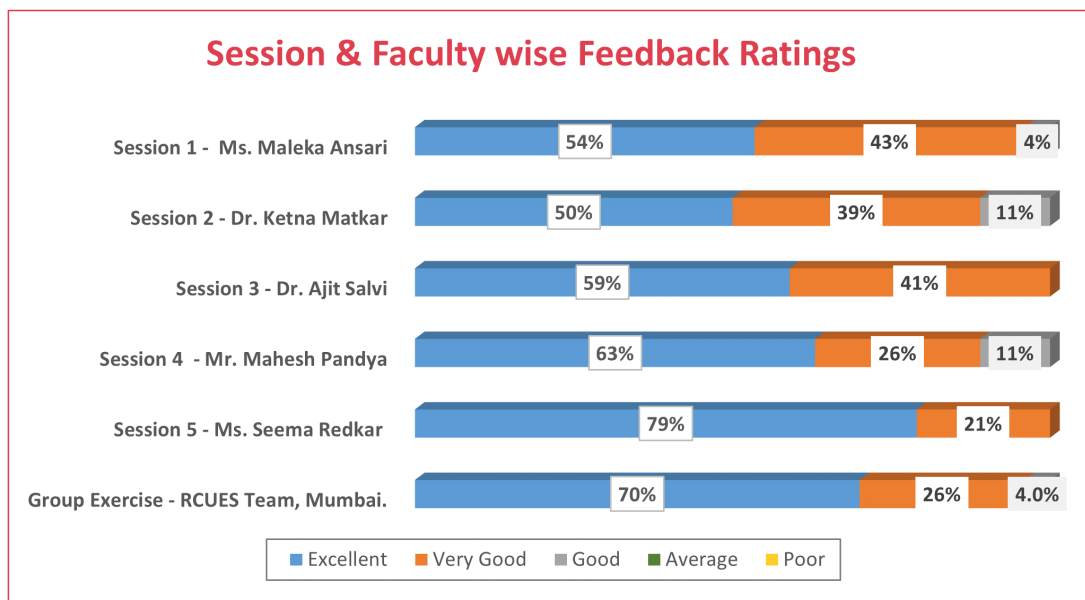
The overall content of the training program received overwhelmingly positive responses, with most sessions rated as Excellent or Very Good. Sessions on Behavioral Change Communication by Ms. Seema Redkar (79% Excellent), Plastic

Waste Management by Mr. Mahesh Pandya (63% Excellent), and the Group Exercise on Garbage-Free City Planning coordinated by Ms. Maleka Ansari (70% Excellent) were particularly well-appreciated. Other sessions, including the Overview of SBM U 2.0, Leveraging Technology in SBM U 2.0, and Holistic Approach-Paving the Way to Sustainable Urban Sanitation, also received more than 50% Excellent and Good ratings, indicating that both the content and structure were well-received. The training arrangements were universally praised, with 100% of respondents rating them as Excellent or Very Good.

Although the feedback was largely positive, the session on Leveraging Technology in SBM U 2.0 received a slightly lower rating, with 11% of participants rating it as Good.



This indicates a need to enhance participant engagement through more interactive and effective technological elements. Despite this, the overall training program was successful, with high levels of participant satisfaction and engagement.



GLIMPSES OF THE SPECIALIZED TRAINING PROGRAM



Section

02

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

25th - 26th September 2024
Gandhidham, Gujarat.

Key Highlight

As a part of the Government of India's Swachhata Hi Seva (SHS) 2024 initiative, aligned with SBM U 2.0, the participants of the training program took a swachhata pledge to uphold cleanliness, promote sustainable waste management practices, and contribute towards making Garbage Free Cities (GFCs).

BACKGROUND

The Swachh Bharat Mission Urban 2.0 (SBM U 2.0) is a continuation of India's flagship cleanliness and sanitation initiative, launched on 1st October 2021. Building on the success of the original Swachh Bharat Mission (SBM), which aimed to make India Open Defecation Free (ODF) by October 2019, SBM U 2.0 focuses on maintaining the momentum towards achieving sustainable sanitation and waste management in urban areas. This phase of the mission emphasizes scientific waste processing, waste segregation at source and the adoption of a circular economy approach, where waste is viewed as a resource. It also aims to eliminate single-use plastics and promote the reuse and recycling of materials.

SBM U 2.0 envisions transforming urban India into clean, garbage-free cities, thus enhancing the quality of life of citizens. It includes measures to improve public sanitation facilities, especially for women and marginalized communities, and promote behavioral change through awareness campaigns and community engagement. The mission also leverages technology and innovation to monitor progress and ensure transparency in its implementation. By fostering a collaborative approach involving citizens, Urban Local Bodies (ULBs), and the private sector, SBM U 2.0 aims to create a more sustainable urban environment and contribute to the overall goal of a Swachh Bharat (Clean India).

Considering this background, the Regional Centre for Urban & Environmental Studies (RCUES) of All India Institute of Local Self Government (AIILSG), Mumbai conducted a Regional Specialized Training Program on 'Swachh Bharat Mission Urban 2.0 (SBM U 2.0)' on 25th - 26th September 2024 at Gandhidham, Gujarat. This training program was supported by the Ministry of Housing & Urban Affairs (MoHUA), Government of India (GoI).

KEY OBJECTIVE

The key objective of the training program was to emphasize stakeholders to effectively implement and sustain the initiatives of Swachh Bharat Mission Urban 2.0 by contributing to cleaner, healthier and more livable cities.

PARTICIPATION

A total of 29 participants comprising Presidents, Elected Members, Chief Officers, Vice Presidents, City Managers (SWM), IT Experts (SBM) and Sanitary Inspectors from Kutch District of Gujarat state attended the training program.

INTRODUCTION

Ms. Neha Hardikar, Sr. Research Officer, RCUES, AIILSG, Mumbai commenced the training program by extending a warm welcome to all the dignitaries on the dais and the participants. She provided a brief background of the RCUES of AIILSG, Mumbai, particularly focusing on the Institute's role in supporting urban development initiatives across various regions. Ms. Hardikar

highlighted that the training was aimed at enhancing participants' understanding of SBM U 2.0, with a focus on achieving garbage-free cities and strengthening urban sanitation.



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

She also highlighted importance of this training, as it aligned with the Swachhata Hi Seva (SHS) 2024, one of the initiatives of Government of India currently underway across the country. This national campaign, aimed at reinforcing cleanliness efforts, provided an ideal backdrop for the participants to understand integration of SBM U 2.0 objectives with SHS activities. Cities need to further accelerate their progress towards becoming garbage-free for achieving sustainable urban sanitation practices by leveraging this initiative.

INAUGURATION

The training program was inaugurated by Mr. Tejas Seth, President, Gandhidham Municipality, Gujarat in the presence

of Dr. Ajit Salvi, Director RCUES, AIILSG, Mumbai, Dr. Ketna Matkar, Mr. Karan Dhua, Mr. Gayatri Prasad Joshi, and Ms. Neha Hardikar. During the inaugural session, Dr. Salvi honored Mr. Seth by presenting him with a plant as a gesture of appreciation.



Mr. Tejas Seth, President, Gandhidham Municipality, Gujarat inaugurated the training programme by lighting the lamp. (L to R) Ms. Neha Hardikar, Sr. Research Officer, RCUES, AIILSG, Mumbai, Mr. Karan Dhua, Sanitary Inspector, Gandhidham Municipality, Mr. Gayatri Prasad Joshi, Sanitary Inspector, Gandhidham Municipality, Dr. Ajit Salvi, Director RCUES, AIILSG, Mumbai, and Dr. Ketna Matkar, Resource Person, Maharashtra.

Mr. Seth, in his inaugural address, stated that due to several ongoing SHS 2024 initiatives in Gandhidham, officials are busy in attending to them. However, the training program will be immensely valuable for everyone who is attending it, he said. In conclusion, he extended his best wishes for the success of the training program.



Mr. Tejas Seth, President, Gandhidham Municipality, Gujarat addressing the participants.

TECHNICAL SESSIONS

The session on 'A Comprehensive Overview of Swachh Bharat Mission Urban 2.0 (SBM U 2.0)' was conducted by Ms. Neha Hardikar, Sr. Research Officer, RCUES of AIILSG, Mumbai. She commenced the session by stating that SBM U 2.0 provides an opportunity for cities to transform waste management practices and create sustainable solutions for a clean city. Technology plays a crucial role in enhancing efficiency and effectiveness in waste management. Smart waste bins, GPS tracking systems, and waste segregation apps are among the innovative solutions.

She further explained that the aim of SBM U 2.0 is to create GFCs by focusing on several key objectives such as eliminating open defecation, reducing waste generation, and enhancing waste processing through scientific solid waste management practices. This initiative endeavors to adopt clean urban

environments by promoting sustainable sanitation solutions and encouraging community participation in cleanliness efforts. She also mentioned that the Jan Andolan initiative emphasizes an inclusive and participatory approach to advancing civic engagement and community development. By actively involving citizens, promoting public-private partnerships (PPP), and encouraging collaboration among community members, the initiative seeks to create a sense of ownership and responsibility toward local issues. Also, it focuses on capacity building, empowering individuals and groups with the skills and knowledge needed to contribute effectively to their communities through a holistic approach to strengthen communities, which drives sustainable development and positive social change.

She highlighted that innovative solutions for effective waste management can be adopted through technological interventions. Smart waste bins with sensors optimize collection routes, and GPS tracking systems improve operational efficiency. Waste segregation apps enable citizens to segregate their waste correctly, while recycling and composting facilities promote sustainable practices. The session also explained the importance of capacity building programs and awareness campaigns, which play a crucial role in advancing community participation and promoting sustainable sanitation practices. Monitoring and evaluation are essential for ensuring accountability in waste management under SBM U 2.0. By systematically assessing progress and performance, these processes help identify challenges and measure the effectiveness of initiatives, she added.

In conclusion, she expressed that collaboration, and partnerships are vital for the success of SBM U 2.0 as they bring together diverse stakeholders, including government agencies, local communities, and private sector entities. By working together, these groups can leverage resources, share expertise, and drive innovative solutions for effective waste management and sanitation.

The next session on 'Strategies for Achieving Garbage-Free Cities (GFC) - Best Practices and Innovations' was delivered by Dr. Ketna Matkar, Founder & Managing Director, Cipher Environmental Solutions, LLP, Thane. Dr. Matkar commenced the session by providing an insightful overview of the GFC rating, emphasizing its role in assessing the performance and financial health of Urban Local Bodies (ULBs). She outlined how a systematic approach to GFC ratings can drive improvements in governance and service delivery. She explained the systematic ULB approach to making cities garbage-free, focusing on ensuring effective source segregation at the household level, this strategy is complemented by decentralizing waste processing and selecting appropriate technologies for efficient waste management. Additionally, the ULBs emphasize capacity building for municipal staff and actively engage self-help groups and informal waste pickers to strengthen the solid waste management value chain.

She said that the Garbage Free City-Star Rating focuses on essential components to achieve sustainable waste management and environmental cleanliness. Key elements include the implementation of efficient waste segregation,

collection, and recycling systems that minimize landfill reliance. Community engagement is also crucial by encouraging awareness and active participation in the communities. Citizen grievance redressal & feedback system helps cities track progress and identify areas for improvement, ultimately working towards a cleaner and healthier urban environment. She further said that the SBM U 2.0 Star rating parameters and features are designed to enhance urban sanitation and waste management across cities. Key criteria include effective solid waste management practices, comprehensive toilet coverage, and innovative sanitation solutions that promote public health. She added that the process flow for the Garbage Free City-Star Rating involves urban local bodies (ULBs) conducting thorough assessments of waste management practices, community engagement and sanitation infrastructure.



Dr. Ketna Matkar, Founder & Managing Director, Cipher Environmental Solutions, LLP, Thane addressing the participants.

She highlighted self-assessment score method for the Garbage Free City-Star Rating which uses a scale of 1 to 3 and 5 to 7 stars, reflecting the city's performance in waste management and

sanitation. A score of 1 to 3 stars indicates basic compliance with essential waste management practices, while 5 to 7 stars signifies adoption of advanced strategies, community involvement and effective infrastructure. This scoring system encourages continuous improvement by motivating cities to enhance their sanitation efforts and achieve higher ratings.

She further elucidated the changes that occurred in the Garbage Free City (GFC) initiative for 2024 which had a focus on enhancing sustainability and community involvement. New parameters have been introduced to emphasize innovative waste management technologies, such as composting and waste-to-energy solutions. Additionally, there is a stronger emphasis on participatory approach, encouraging citizens to take active roles in maintaining cleanliness and promoting environmental responsibility in their communities.

She explained the GFC star rating of Swachh Survekshan (SS) 2024 under multiple parameters like service level progress, Jan Andolan, Certification and how cities can score maximum marks to get higher star ratings. She added that several initiatives can be prioritized to enhance the aesthetics of city cleanliness and beauty. Firstly, wall paintings and murals can transform old city areas and public places into vibrant cultural showcases. Secondly, implementing a covered drainage system with screens not only improves sanitation but also adds to the visual appeal of the streets. Additionally, creating selfie points from waste materials fosters community engagement while promoting sustainability. She explained the ULB approach in city beautification and briefly summarized the status of Gujarat state in garbage free ratings under multiple components.

Highlighting the best practices at Gujarat state she said that the Nirmal Gujarat 2.0 Program aims to enhance sanitation and hygiene across the state through innovative waste management practices and community engagement. It focuses on promoting clean and sustainable urban environments by improving infrastructure and facilities. Moreover, the program emphasizes the importance of citizen participation in maintaining cleanliness and ensuring a healthier environment. She concluded the session by demonstrating the multiple innovations in plastic waste management, door to door waste collection, source segregation, scanning QR code to confirm waste collection at Gujarat state and Chhattisgarh state.

The session on 'Enhancing Wastewater Treatment Practices: SBM U 2.0 Insights' was delivered by Dr. Ajit Salvi, Director, RCUES of AILSG, Mumbai. Dr. Salvi commenced the session by stating that a smart combination of technologies from five areas, such as user interface, collection, conveyance, storage, and treatment can make waste management more efficient. The user interface enables seamless interaction for reporting and tracking waste easily, while advanced collection technologies improve how waste is picked up. Together, these systems enhance conveyance and storage capabilities, leading to clean and sustainable cities. He explained sanitation cycle which is a process that ensures proper management of human waste. It starts with collection, where waste is gathered from homes and public spaces. Then, it is transported to treatment facilities, where it is cleaned and processed. Finally, the treated waste is either safely disposed of or reused, like turning it into compost or energy. Each step is crucial for keeping people healthy and protecting the environment.



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

He further explained that in India, currently only 40% of the urban population has access to a proper sewerage system, leaving 60% reliant on unregulated on-site sanitation solutions. During the first phase of the SBM U, no specific funds were allocated for wastewater management in cities. However, on the basis of experience from the insights gained over seven years, the SBM U 2.0 and AMRUT 2.0 now include used water management as a key component for towns with populations under 1 lakh, reflecting a crucial shift towards more comprehensive sanitation solutions. He further elucidated that the approach outlined in SBM U 2.0 guides ULBs to create systems that prevent untreated waste and used water from entering water bodies. It focuses on building effective wastewater treatment facilities by following regulations. Furthermore, it promotes the reuse of treated used water for purposes like irrigation and industry, helping to protect the environment and support sustainable city growth. He highlighted the importance of the inclusion of used water

management in SBM U 2.0, which aims to ensure sustainable wastewater treatment and promote reuse of treated water for various purposes. This initiative seeks to protect water bodies, and support overall urban sanitation efforts.

He further stated that to achieve the objective of treating used water before it is discharged into water bodies or overland, SBM U 2.0 focuses on several key areas eligible for Central funding. This includes the establishment of Sewage Treatment Plants (STPs) and Fecal Sludge Treatment Plants (FSTPs). In addition, the program emphasizes laying Interception and Diversion (I&D) structures, which involve installing pumping stations and pipelines to transport wastewater to STPs. It also aims to procure sufficient septic tank desludging equipment and deploy digital tools for real-time monitoring of operational efficiency in STPs and related systems. These efforts collectively enhance wastewater management. He also explained eligibility criteria for central funding for treating used water by stating that for smaller ULBs, adopting nature-based technologies in conjunction with traditional methods is encouraged for STPs. Components such as desludging ramps, screens, solid/liquid separation chambers, and pumping systems, along with interception and diversion drains, outfall sewers, and septic tank cleaning machines, are eligible for Central funding to enhance effective wastewater management.

He explained the importance of recycling and reuse of wastewater and highlighted the implementing challenges by stating that the effective recycling and reuse of water, particularly through Tertiary Treatment Facilities, require a robust framework that includes the provision and maintenance of a distribution network for recycled water. This involves ensuring that the distribution infrastructure

is well-maintained and efficient, alongside implementing a fair tariff system for both fresh and recycled water. Public awareness campaigns play a crucial role in educating communities about the benefits and safe use of recycled water. He concluded the session by demonstrating sewerage system of Mumbai and the newly commissioned Wastewater Treatment with Tertiary Treatment Facilities of 37MLD (WwT) at Colaba.

He proceeded with the next session on 'Effective IEC Strategies and Behavioral Change for Sustainable Development'. He showcased the scenario of Indian cities where behavior change is prerequisite. He emphasized aspects of planning for the development of Information, Education, and Communication (IEC) and Behavior Change Communication (BCC) strategies, which involve a systematic approach that begins with gap analysis to identify existing deficiencies in knowledge and practices among the target communities through need assessment. This is followed by stakeholder identification to engage relevant groups, including local governments, NGOs, and community leaders, ensuring their involvement in the planning process. Campaign design focuses on creating tailored messages and materials that resonate with the audience, while the communication approach outlines the channels and methods for effective outreach, such as workshops, social media, and community events. Together, these elements aim to foster awareness and encourage positive behavior changes related to sanitation and water management.

He further explained the crucial need of BCC in SBM U 2.0 to achieve sustainable sanitation and the GFCs. Intensifying BCC with targeted and structured messaging is crucial to involve

every urban citizen and stakeholder in the Mission. The National BCC Framework for GFC serves as a guided document to develop their own tailored IEC and BCC strategies under SBM U 2.0. He elucidated the BCC framework that outlines a three-pillar approach for effectively promoting GFCs, emphasizing implementation at national, state/UT, and ULB levels. Utilizing diverse communication platforms such as mass media, digital media, and interpersonal communication, each platform is designed for specific activities ranging from mass media campaigns and road shows to digital marketing and door-to-door outreach. The key goal is to create synergy among these pillars through clear, consistent, and repetitive messaging, adopting positive sanitation and hygiene behaviors.

He also said that under SBM U 2.0, a dedicated IEC portal has been developed within the overall Management Information System platform to monitor & evaluate BCC initiatives at the state and ULB levels. He concluded the session by mentioning that SBM U is the largest urban sanitation behavior change program in the world, where IEC and BCC interventions have played a crucial role in their success, turning it into a people's movement.

On the second day, the session on 'Role of Elected Members in Implementing SBM U 2.0' was delivered by Dr. Ketna Matkar, Founder & Managing Director, Cipher Environmental Solutions, LLP, Thane. She commenced the session by highlighting that SBM U 2.0 aims to enhance urban sanitation and solid waste management through sustainable practices. This initiative emphasizes effective waste segregation, composting, and recycling while promoting accessible sanitation facilities and proper used water management. She mentioned that the vision of SBM U 2.0 is to create GFCs where waste is minimized,

recycled, and managed sustainably, promoting a culture of cleanliness and environmental accountability. Country's vision is to empower communities to actively participate in maintaining a healthy urban ecosystem for current and future generations.

Further she said that leveraging healthy competition as Swachhata Standards, Swachh Survekshan, Safaimitra Surksha Challenge among cities can drive innovation and best practices in waste management, particularly within ULBs of Aspirational Districts. This approach encourages ULBs to adopt sustainable strategies and improve sanitation infrastructure, ultimately enhancing service delivery and community engagement. By encouraging collaboration efforts and knowledge sharing, the cities aim to uplift these districts and ensure a cleaner, more robust urban environment.

She further emphasized that the elected representatives play a crucial role in the successful implementation of SBM U 2.0 by acting as key facilitators and advocates for sanitation and waste management initiatives within their communities. Their involvement ensures that local needs and priorities are effectively addressed, encouraging greater accountability and transparency in implementing SBM U 2.0. By mobilizing community participation and resources, they can drive awareness campaigns, promote behavioral change, and encourage active citizen participation, ultimately leading to more sustainable urban environments. Furthermore, their leadership is benefits to align governmental policies with grassroots realities, ensuring that SBM U 2.0 achieves its vision of clean cities. Therefore, involving the elected representatives in monitoring the Swachh Ward evaluation process is essential to promote synergy with ULB officials in achieving missions' goals at city level.

She mentioned inspiring success stories from various cities that exemplify the impactful role of the elected representatives in waste management. In Indore, a door-to-door waste collection system has significantly improved sanitation, supported by a decentralized waste processing model that encourages citizen participation. Mysuru has established an efficient waste collection system that has garnered widespread community support. Ambikapur stands out as the first plastic waste-free city, implementing a unique exchange program that incentivizes citizens to trade plastic for commodities. Moreover, Alappuzha has leveraged technology for decentralized waste management, featuring composting and a biogas waste-to-energy plant, driven by strong community involvement. Finally, Bhubaneswar's initiatives in public toilet maintenance, decentralized waste processing, and the creation of green spaces showcase the importance of community cleanliness drives. In conclusion, she said that these success stories can be replicated across other regions, empowering local leaders to inspire similar transformations in their communities.

GROUP EXERCISE

During the group exercise, the participants were divided into four groups, each group assigned a specific topic from the key sessions learned. Group 1 focused on technical innovations & Public Private Partnership to achieve Garbage Free Cities status, whereas Group 2's actionable plan was based on campaign design comprising zero waste week initiative, Green Warrior, School Ambassador Program, Trash to Treasure and wall painting. The group also focused on target audience, effective communication channels, monitoring impact and role of school & educational institutions. This group's (Group 2) focused area

was on Information, Education, Communication (IEC) & Behavior Change Communication (BCC) for Making Cities Garbage Free. Group 3 developed an action plan based on beautification of the city from waste items. Group 4 displayed innovative example of Ambikapur focusing on innovative ideas which can be replicated in other cities.



Participants engaged in group exercise.

The interactive group exercise allowed the participants to brainstorm and develop actionable plans tailored to the unique challenges at ULB level. Group 2 was selected as a winner of this exercise as Group 2's action plan encompassed all key aspects of IEC and BCC, effectively integrating strategies for raising awareness through multiple modes and driving sustainable behavior change.

SWACHHATA HI SEVA (SHS) 2024 INITIATIVE

As part of the Swachhata Hi Seva 2024 initiative by the Government of India, the participants took a pledge:

"We all pledge to actively participate in keeping our surroundings clean and promoting cleanliness in our communities. We commit to encourage sustainable waste management practices and spread awareness about the importance of sanitation. By taking this pledge, we vow to contribute to the nation's goal of a garbage-free India, working together to protect the environment and improve the quality of life for all citizens."



Participants took a pledge during Swachhata Hi Seva 2024 initiative.

SUMMING UP

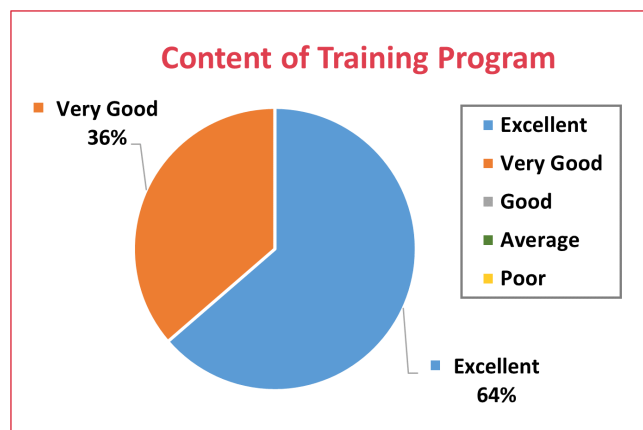
The training program concluded by certificate distribution by Mr. Sanjay Ramanuj, Chief Officer, Gandhidham Municipality, Ms. Shilaben Budhabhatti, Vice President, Anjar Municipality and Dr. Ajit Salvi, Director, RCUES of AILSG, Mumbai and presenting a Vote of Thanks to distinguished guest, faculty and the participants.



Certificate Distribution to the participants at Gandhidham, Gujarat.

TRAINING EVALUATION

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.



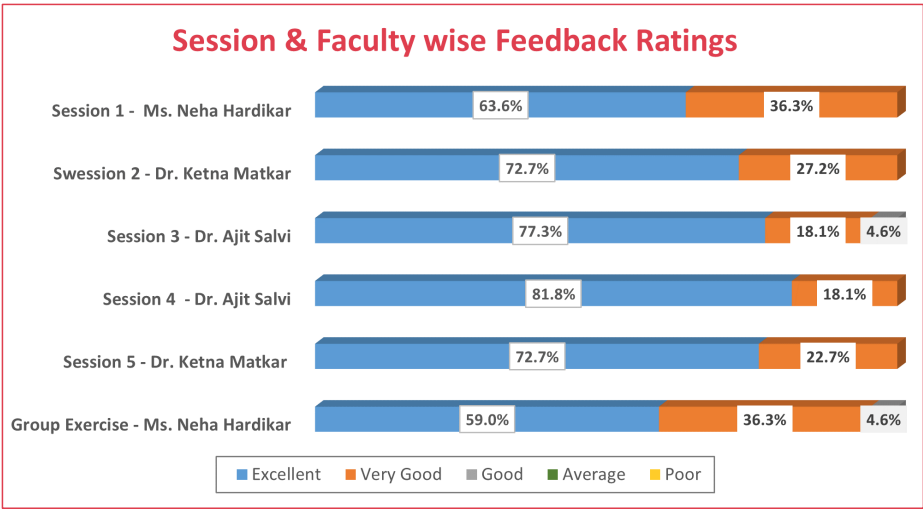
The feedback of this training program shows remarkably balanced outcomes, with 64% of participants rated the content of the training program as excellent and 36% as very good. These outcomes indicated that the content of the training program was highly relevant and understood by the participants. This positive response highlighted the overall effectiveness of the program's content.

In the training program on SBM U 2.0, the participant feedback reflected high achievement levels with the presentations delivered by the expert faculty. The session on 'A Comprehensive Overview of Swachh Bharat Mission Urban 2.0 (SBM U 2.0)' delivered by Ms. Neha Hardikar was well received, with 64% of attendees marking it as excellent and 36% as very good. The session on Enhancing Wastewater Treatment Practices: SBM U 2.0' conducted by Dr. Ajit Salvi showing strong advocacy in providing insights to the participants with remarkable ratings of 77% as excellent and 18% as very good.

Very minimal of 4% participants rated the session as good. His session on 'Effective IEC Strategies and Behavioral Change for Sustainable Development' was highly rated, with 82% of participants marking it as excellent and 18% as very good, featuring its effectiveness and impact.

Similarly, the session conducted by Dr. Ketna Matkar on 'Strategies for Achieving Garbage- Free Cities: Best Practices and Innovations' was well-received, with 73% of participants rating it as an excellent and 27% as very good. The session on Role of Elected Representatives in Implementing SBM U 2.0' delivered by Dr. Ketna Matkar garnered positive responses, with 73% of participants rating it as excellent and 23% as very good, and minimal of 4% rating as good and average.

This consistent positive feedback across sessions reflects the expertise and impactful delivery of the faculty, contributing significantly to the training program's success.



GLIMPSES OF THE SPECIALIZED TRAINING PROGRAM



Section

03

Regional Seminar on

Localizing Climate Action and Leveraging Climate Finance

16th October 2024
Mumbai, Maharashtra.

BACKGROUND

The Regional Centre for Urban & Environmental Studies (RCUES) of All India Institute of Local Self Government (AIILSG), Mumbai conducted a Regional Seminar on 'Localizing Climate Action and Leveraging Climate Finance' on 16th October 2024 at Mumbai, Maharashtra. This seminar was conducted under Maharashtra Urban WASH-ES Coalition, in collaboration with the Environment and Climate Change Department, Government of Maharashtra (GoM), UNICEF, Maharashtra and IFAT, India. This seminar was supported by the Ministry of Housing & Urban Affairs (MoHUA), Government of India (GoI).

The seminar aimed to forge actionable pathways for translating state climate policies into effective local strategies.

This seminar was crafted around four core objectives:

- Embedding climate resilience into local governance practices.
- Mobilizing resources for sustainable local climate action.
- Building resilient and collaborative climate partnerships.
- Leveraging expertise for enduring community resilience.

This seminar provided a platform for development partners, government bodies, and experts to discuss the integration of these goals into Maharashtra's climate roadmap and explore financing mechanisms to empower local climate action.

INAUGURATION

The seminar was inaugurated by Dr. Jairaj Phathak, IAS (Retd.), Director General, AIILSG in the presence of Mr. Abhijit Ghorpade, Director, State Climate Action Cell, Government of Maharashtra (GoM), Mr. Sudhakar Bobade, Mission Director, Majhi Vasundhara Abhiyan, GoM, Dr. Ajit Salvi, Director, RCUES of AIILSG, Mumbai, Ms. Utkarsha Kavadi, Sr. Executive Director, RCUES of AIILSG, Mumbai, Mr. Yusuf Kabir, WASH Specialist, UNICEF, Maharashtra, and Mr. Augustin Wincent, Deputy Director, IFAT India.



(L to R) Mr. Augustin Wincent, Deputy Director, IFAT India, Mr. Yusuf Kabir, WASH Specialist, UNICEF, Maharashtra, Dr. Jairaj Phatak, IAS (Retd.), Director General of AIILSG, Mr. Abhijit Ghorpade, Director, State Climate Action Cell, Government of Maharashtra (GoM), Mr. Sudhakar Bobade, Mission Director, Majhi Vasundhara Abhiyan, GoM, Dr. Ajit Salvi, Director, RCUES of AIILSG, Mumbai, and Ms. Utkarsha Kavadi, Sr. Executive Director, RCUES of AIILSG, Mumbai.

KEYNOTE SPEECHES

The seminar commenced with insightful keynote speeches that set the tone for the day's discussions.

Mr. Abhijit Ghorpade, Director, State Climate Action Cell, GoM, highlighted Maharashtra's proactive stance on climate change. He drew attention to pioneering state initiatives like the Majhi Vasundhara Abhiyan, now in its fifth iteration, underscoring Maharashtra's ongoing commitment to environmental resilience. Stressing the importance of localizing climate action, Mr. Ghorpade praised the establishment of the State Climate Action Cell (SCAC), which is guiding climate adaptation and resilience across the state. He welcomed the collaborative spirit of the development partners, eager to explore synergies through their presentations as he prepares a roadmap for SCAC's integrated climate goals.



Mr. Abhijit Ghorpade, Director, State Climate Action Cell, GoM addressing the participants.

Dr. Jairaj Phatak, IAS (Retd.), Director General, AIILSG, provided a historical perspective on Maharashtra's resilience in the face of environmental challenges. He emphasized the cross-cutting impacts of climate change, noting that municipalities in major cities have already begun preparing localized climate action plans. Dr. Phatak expressed confidence in the discussions ahead, underscoring that collaboration across sectors would be crucial for achieving Maharashtra's climate objectives.



Dr. Jairaj Phatak, IAS (Retd.), Director General, AIILSG addressing the participants.



Mr. Yusuf Kabir, WASH Specialist, UNICEF, Maharashtra addressing the participants.

Concluding the keynote session, Mr. Yusuf Kabir, WASH Specialist, UNICEF, Maharashtra and Ms. Utkarsha Kavadi, Sr. Executive Director, RCUES of AIILSG, Mumbai, provided context by reiterating the importance of integrated, local-level climate action as a foundation for achieving Maharashtra's long-term environmental goals. Their remarks set a cooperative and solution-oriented tone for the seminar.



Ms. Utkarsha Kavadi, Sr. Executive Director, RCUES of AIILSG, Mumbai addressing the participants.

DEVELOPMENT PARTNER PRESENTATIONS

Post the keynote speeches, the seminar transitioned to presentations by development partners, each offering a unique approach to localized climate resilience and sustainable development. The presentations showcased multi-faceted insights into areas such as ecosystem-based adaptation, climate-resilient health systems, and carbon-neutral WASH infrastructure.

- Dr. Eshwer Kale, Watershed Organization Trust, Pune, illustrated ecosystem-based adaptation strategies that promote water resilience and support policy integration.
- Dr. Kajok Engtipi, Jhpiego, New Delhi emphasized climate resilience within health systems, advocating for the integration of health considerations into climate action plans.
- Ms. Smera Chawla, Maharashtra Plastic Action Plan (M-PAP), Mumbai, emphasized M-PAP's success in fostering multi-stakeholder partnerships to pilot scalable plastic management solutions, thereby strengthening local climate resilience efforts.
- Dr. Pushp Bajaj, Council on Energy, Environment and Water (CEEW), New Delhi, provided an overview of Maharashtra's State Action Plan on Climate Change (SAPCC) 2.0, focusing on strategic frameworks for adaptation.
- Ms. Upasana Yadav, Center for Water and Sanitation (CWAS), CRDF, CEPT University, Ahmedabad discussed the drive for carbon-neutral WASH infrastructure in Maharashtra's smaller municipalities, underscoring the urgency of sustainable sanitation solutions.
- Ms. Dipti Salvi, C40 Cities, Mumbai shared insights on climate budgeting across Maharashtra's cities.
- Ms. Gauri Atre, WRI India, Mumbai outlined strategies for mobilizing climate finance and improving coordination among urban local bodies (ULBs) to enhance resilience.



(L to R) Ms. Gauri Atre, WRI India, Mumbai, Dr. Eshwer Kale, Watershed Organization Trust, Pune, Dr. Pushp Bajaj, CEEW, New Delhi, Ms. Dipti Salvi, C40 Cities, Mumbai, Ms. Utkarsha Kavadi, Sr. Executive Director, RCUES of AIILSG, Mumbai, Dr. Kajok Engtipi, Jhpiego, New Delhi, Ms. Smera Chawla, M-PAP, Mumbai, and Ms. Upasana Yadav, CWAS, CRDF, CEPT University, Ahmedabad.

PANEL DISCUSSION

Following the expert presentations, a robust panel discussion took place that brought together influential voices from Maharashtra's climate governance landscape to

discuss the nuances of localizing climate action and the critical role of climate finance in scaling these efforts effectively.

PANEL DETAILS

Moderator: Mr. Yusuf Kabir, WASH Specialist; Climate, Environment and Emergency Focal Point, UNICEF Field Office for Maharashtra

Panelists:

- Mr. Nandkumar Gurav, Technical Advisor, Maharashtra Pollution Control Board (MPCB).
- Mr. Nikhil Mene, Sub-Engineer, Brihanmumbai Municipal Corporation (BMC).
- Mr. Abhijit Ghorpade, Director, State Climate Action Cell, GoM.
- Mr. Sudhakar Bobade, Mission Director, Majhi Vasundhara Abhiyan, GoM.
- Dr. Pushp Bajaj, Programme Lead, CEEW, representing the Thane Heat Action Plan

The discussion focused on practical and financial approaches needed to scale localized climate action effectively across Maharashtra. It covered a wide range of topics, including climate-responsive budgeting at the municipal level, public health impacts of climate adaptation, and evidence-based strategies such as the Thane Heat Action Plan. Each panelist contributed unique insights from their organization's climate action strategies, reinforcing the importance of partnerships, cross-sector collaboration, and dedicated finance streams for sustainable local climate action.



KEY TAKEAWAYS

Integrating Climate Action into Municipal Budgeting

Mr. Nikhil Mene from the BMC discussed the significance of incorporating climate - responsive allocations within municipal budgets to support sustainable urban infrastructure. BMC's climate budgeting model, which designates over 32% of its capital expenditure to climate-relevant projects, provides a valuable framework for other cities aiming to mainstream climate considerations in urban planning.

Scaling Climate Resilience through Multi-Sector Partnerships

Mr. Nandkumar Gurav of MPCB emphasized that effective climate action requires multi-sectoral collaboration, especially in water, air, and waste management. He shared how MPCB's cross-departmental initiatives—like recycling parks and air quality improvement projects funded by the 15th Finance Commission—demonstrate practical applications of such collaborations in addressing urban climate challenges.

Localizing Climate Action through the Majhi Vasundhara Abhiyan

Mr. Sudhakar Bobade highlighted the success of the Majhi Vasundhara Abhiyan (MVA) in fostering climate awareness and action at the grassroots level. He noted that with over 400 ULBs and nearly 28,000 Gram Panchayats involved in MVA's fifth cycle, the initiative has abated 17 lakh tonnes of carbon and mobilized local stakeholders in wide-ranging activities, from reforestation to groundwater conservation.

Building a Climate-Resilient Workforce through Capacity Building

Mr. Abhijit Ghorpade from the State Climate Action Cell (SCAC) discussed SCAC's ongoing capacity-building programs for local government officials, focusing on adapting SAPCC recommendations across departments. This approach, he explained, is critical for establishing a knowledgeable workforce that can lead climate initiatives across various sectors, ensuring that policies are locally adapted and widely implemented.

Development of City-Specific Adaptation Plans for Extreme Weather

Dr. Pushp Bajaj from CEEW introduced the Thane Heat Action Plan, a city-specific strategy designed to mitigate heat risks in Thane. Developed in collaboration with the Thane Municipal Corporation, this plan is transferable to other cities, allowing them to adapt strategies to their unique vulnerabilities and helping Maharashtra better prepare for the impacts of extreme weather events on urban populations.

GLIMPSES OF THE REGIONAL SEMINAR



Section

04

Regional Specialized Training Program on

Role of Elected Representatives and Mission Functionaries in Implementing National Missions

23rd - 24th October 2024

Jaisalmer, Rajasthan.

Key Highlight

The training program highlighted enhancing the roles of elected representatives and mission functionaries, focusing on capacity building, citizen engagement, sustainability, collaboration, and best practices for effective implementation of the National Missions.

BACKGROUND

The Ministry of Housing and Urban Affairs (MoHUA) in India is dedicated to enhancing urban infrastructure and improving living standards through various flagship missions and programs. While significant progress has been made so far, these initiatives face several implementation challenges. The primary aim of these missions is to create urban environments that provide essential infrastructure, promote sustainability, and integrate smart solutions while improving citizens' quality of life. Achieving these goals necessitates strong collaboration between the executive and deliberative branches of governance, with elected representatives playing a crucial role in shaping the operational framework of these missions at the local level.

The elected members of the urban local bodies (ULBs) play a crucial role in ensuring urban initiatives fulfill local community needs. They provide oversight, advocate for local interests, and engage directly with citizens, ensuring that missions align with public expectations and effectively address the unique challenges of urban populations. Meanwhile, mission functionaries are pivotal in translating policies into actionable projects. Their expertise in project management, resource allocation, and operational execution is vital for delivering urban initiatives efficiently and on schedule. This collaborative dynamics between the elected representatives and the mission functionaries to foster accountability and transparency, encouraging active citizen participation in the development process.

To strengthen the impact of these initiatives, the Regional Centre for Urban and Environmental Studies (RCUES) of the All India Institute of Local Self Government (AIILSG), Mumbai, organized a Regional Specialized Training Program on 'Role of Elected Representatives and Mission Functionaries in Implementing National Missions' on 23rd - 24th October 2024 at Jaisalmer, Rajasthan. This training program was supported by the MoHUA, Government of India.

KEY OBJECTIVE

The key objective of the training programme was to explore the vital collaboration between the elected representatives and urban local bodies in implementing the national missions, focusing on how this partnership can improve urban governance and promote sustainable development in cities.

PARTICIPATION

A total of 53 participants attended the two-day training program, including Elected Representatives, Mission Functionaries of Swachh Bharat Mission (SBM) such as District Mission Managers, Municipal Engineers, MIS Engineers, Sanitary Inspectors, Pradhan Mantri Awas Yojana (PMAY) – District Mission Managers, City Level Technical Cell (CLTC) and Information, Education & Communication (IEC) Experts, as well as Deendayal Antyodaya Yojana - National Urban Livelihoods Mission (DAY-NULM) – District Project Officers, Community Organisers, and Self Help Group (SHG) Members. Additionally, Fire Officers and Forest Officers made significant contributions to the program.

INTRODUCTION

Ms. Maleka Ansari, Senior Research Officer (SRO), RCUES, AIILSG, Mumbai, welcomed the distinguished guests, resource persons, experts, and participants to the training program. She expressed her appreciation for their presence and enthusiasm, acknowledging the crucial role each individual plays in the success of the program. In her opening address, Ms. Ansari outlined the program's objectives, highlighting its significance in advancing key national initiatives such as the SBM, DAY-NULM, and PMAY. She provided a clear and comprehensive overview of the program's goals, which are designed to equip the participants with the knowledge and practical skills necessary to achieve the desired outcomes of these missions. Further, she introduced the main topics to be covered over the two-day session, setting the stage for a productive and collaborative learning experience.

INAUGURATION

The training program commenced with the inauguration of the program by Dr. Ajit Salvi, Director, RCUES, AIILSG, Mumbai accompanied by Dr. Shubha Raul, former Mayor of Brihanmumbai Municipal Corporation (BMC), Maharashtra, Ms. Maleka Ansari and distinguished elected representatives of the Jaisalmer Municipal Council, Rajasthan. In his inaugural address, Dr. Salvi underscored the critical need for cohesion between the deliberative and executive officials and functionaries to effectively implement national missions. He highlighted national initiatives like the SBM DAY-NULM, PMAY, etc., which strive toward an inclusive model of urban transformation, enhancing the quality of life across cities.

Achieving this, he noted, requires proactive engagement and seamless coordination between policymakers and implementers to turn mission objectives into impactful, community-centered outcomes. Concluding his inaugural speech, Dr. Salvi expressed optimism that the training program would equip stakeholders with the necessary knowledge and practical skills to achieve this vision, thereby laying a strong foundation for resilient and well-developed urban centers.



Dr. Ajit Salvi, Director, RCUES, AIILSG, Mumbai inaugurated the training programme by lighting the lamp. (L to R) Dr. Shubha Raul, former Mayor of Mumbai, Maharashtra, Ms. Payal Singwi, Managing Consultant, PMAY-U, Government of India, and Ms. Maleka Ansari, SRO, RCUES, AIILSG, Mumbai.

TECHNICAL SESSIONS

The first technical session was delivered by Ms. Maleka Ansari, SRO, RCUES, AIILSG, Mumbai on 'Overview of National Missions'. She commenced the session by emphasizing the importance of the urban missions designed to tackle the diverse

socio-economic and environmental challenges prevalent in urban areas. She highlighted key initiatives such as the SBM, PMAY, and DAY-NULM, which collectively aim to foster comprehensive urban development and enhance the quality of life for residents. She detailed that SBM specifically targets sanitation and hygiene, working toward the eradication of open defecation and the promotion of effective solid waste management practices. Simultaneously, PMAY seeks to provide affordable housing solutions, ensuring that all urban citizens have access to safe and secure living environments, while DAY-NULM focuses on improving livelihood opportunities for the urban poor through skill development and sustainable employment initiatives.



Ms. Maleka Ansari, SRO, RCUES, AIILSG, Mumbai addressing the participants.

Furthermore, she elaborated that these missions are anchored in a vision of inclusive growth and sustainable urbanization. They underscore the importance of collaboration among various stakeholders, including government agencies, local authorities, and community organizations, to create a supportive framework

for successful implementation. By integrating health, housing, and livelihood initiatives, the National Missions strive to establish resilient urban ecosystems capable of adapting to the challenges posed by rapid urbanization. In her concluding remarks, she highlighted that these missions are designed not just to achieve immediate results but also to create long-term impacts. Their primary goals include promoting social equity, ensuring environmental sustainability, and achieving economic viability in urban areas across the country.

In the next session, Ms. Payal Singwi, Managing Consultant, PMAY-U, Government of India, delivered a comprehensive lecture on 'PMAY (Urban)', emphasizing the critical role and significance of housing. She explained that housing has far-reaching physical, social, economic, and environmental implications. She further highlighted that housing is not just a necessity but a fundamental human right, as outlined in several international frameworks, including the Habitat Agenda 1996, adopted at the UN Conference on Human Settlements, Agenda 21 (1992), the Earth Summit in Rio, the UN Vancouver Declaration on Human Settlements (1976), and the UN Global Strategy for Shelter to the Year 2000 (1988). These declarations collectively make housing a fundamental right, vital for human dignity, health, and the creation of sustainable communities.

Ms. Singwi then focused on PMAY-U, which was launched in 2015 to provide affordable housing for low-income urban families. She explained that the scheme operates through four main components: slum redevelopment, credit-linked subsidies for home loans, public-private housing partnerships, and direct beneficiary-led construction. As of 2024, the program has resulted in building 1.18 crore homes, with approximately 85 lakh homes completed. She also addressed

the implementation challenges faced by the mission, such as land acquisition issues and regulatory delays, which have led to an extension of the timeline until December 2024. However, she noted that the Credit Linked Subsidy Scheme (CLSS) concluded in 2022.



Ms. Payal Singwi, Managing Consultant, PMAY-U, Government of India addressing the participants.

Ms. Singwi also highlighted the global population trends, noting that India ranks as the second-largest urban system in the world, following China. With an estimated population increase of 1.6 billion by 2050, and 50% of the population expected to live in urban areas, she pointed out the implications of these demographic shifts on the demand and supply for housing, which will need to be addressed to meet future needs. Finally, she commended the Public-Private Partnership (PPP) models utilized for implementing housing projects. She highlighted their successful operations in states such as Punjab, Gujarat, West Bengal, Haryana, Rajasthan, and particularly noted the Mumbai Model of Slum Redevelopment.

The next session on 'Strategies for Enhancing Collaboration between Elected Representatives and Mission Functionaries in Implementing National Missions' was delivered by Dr. Shubha Raul, former Mayor of Mumbai, Maharashtra. She began the session by emphasizing the critical importance of enhancing collaboration between the elected representatives and the mission functionaries for the successful implementation of the national missions. Drawing from her own experience as an elected representative, she highlighted that establishing regular communication channels and forums for dialogue is a highly effective strategy for overcoming challenges in this area. She suggested that such channels could include weekly or monthly meetings, joint task forces, and dedicated platforms where representatives and functionaries can exchange updates, address challenges, and share insights. She stressed that maintaining an open line of communication fosters mutual understanding and trust, ensuring alignment in both the parties' goals and approaches.

Further, she emphasized the need to involve elected representatives in the planning and decision-making processes. Their involvement brings valuable perspectives from the grassroots level, enabling national missions to be more responsive to community needs. She further advocated for the implementation of joint training on capacity-building programs for both the elected representatives and the mission functionaries. These programs could cover topics such as policy implementation, project management, and community engagement, equipping both groups with the skills and knowledge needed to work together effectively. Additionally, she emphasized the significance of fostering a collaborative culture through team-building activities and the recognition of joint efforts. These initiatives highlight the value of working

together towards shared goals and strengthen the sense of unity and purpose among team members. In her closing remarks, she praised the national missions for their role in delivering essential services to marginalized communities. She highlighted that through enhanced collaboration, these missions can be implemented more efficiently and effectively, ultimately leading to better outcomes for the community.



Dr. Shubha Raul, former Mayor of Mumbai, Maharashtra addressing the participants.

In the next session, Mr. Manmohan Sharma, State Mission Manager of DAY-NULM, Government of Rajasthan, made a presentation on 'Boosting Livelihoods: The Role of Elected Representatives in the DAY-NULM'. He began the session by providing an overview of DAY-NULM and its key components, highlighting the significant progress made by cities in Rajasthan. He explained that the mission is specifically designed to support the urban poor and vulnerable groups, with a strong focus on grassroots-level, women-centric goals aimed at achieving socio-economic development for beneficiaries.



Mr. Manmohan Sharma, State Mission Manager of DAY-NULM, Government of Rajasthan addressing the participants.

Mr. Sharma emphasized the vital role of elected representatives, who serve as leaders in their wards and are responsible for overseeing the implementation of various missions, projects, and schemes designed for community welfare. These representatives are key facilitators of the mission's components, including the formation of SHG capacity-building initiatives, and providing access to financial services. By engaging with the community and understanding its needs, elected representatives ensure that the mission's objectives are effectively communicated and executed, ultimately enhancing livelihood opportunities for the urban poor.

Mr. Sharma further explained that the elected representatives play a crucial role in the success of DAY-NULM by advocating for policy changes and mobilizing resources at the local level. Their involvement in monitoring and evaluating the mission's progress allows for the identification of gaps and the implementation of corrective actions. At the end of the session, he emphasized that fostering a collaborative

environment among elected representatives is crucial for achieving the mission's goals. This approach leads to sustainable poverty reduction and improved livelihoods for urban households. He also highlighted the importance of addressing the specific needs of grassroots women and adopting a holistic approach to the overall socio-economic development of the beneficiaries, ensuring long-term success in enhancing urban livelihoods.

Ms. Anjali Choudhary, Monitoring and Evaluation Officer, Project Management Unit (PMU), SBM, Government of Rajasthan delivered a session on 'Swachh Bharat Mission - Urban 2.0'. She began the session by providing an overview of the state profile under SBM-U 2.0, highlighting its coverage of 240 ULBs, serving a total urban population of 1.68 crore as per the 2011 Census. She then outlined the vision of SBM-U 2.0, launched in October 2021, with key focus areas such as sustainable sanitation, solid waste management, wastewater management, IEC initiatives, and capacity-building programs for the mission functionaries.

Ms. Choudhary emphasized the significant progress made in Sustainable Solid Waste Management (SWM), which includes door-to-door waste collection, waste segregation, and the establishment of waste processing units such as composting and material recovery facilities. She also shared that efforts are underway for the scientific disposal of waste through engineered landfills, and citizen participation is being encouraged through awareness campaigns. However, she acknowledged the ongoing challenges, including achieving 100% source segregation, managing legacy waste, and addressing the urban-rural divide in waste management. Despite these challenges, the state continuously makes efforts to achieve progress in sustainable SWM under SBM-U 2.0. She

further discussed improvements in faecal sludge and septage management (FSSM), noting the establishment of treatment plants and desludging services. Efforts are focused on safe transportation and disposal of septage, though challenges remain, such as limited treatment infrastructure, lack of data on septic tanks, and regulatory gaps. The state is strengthening its FSSM efforts under SBM-U 2.0 to address these issues.



Ms. Anjali Choudhary, Monitoring and Evaluation Officer, PMU, SBM, Government of Rajasthan addressing the participants.

Ms. Choudhary emphasized the crucial role of the elected representatives in the successful implementation of SBM-U 2.0. They drive policy decisions, mobilize resources, and ensure community participation. As key facilitators, they promote sanitation awareness, monitor progress, and address local challenges. In her closing remarks, she emphasized that their leadership plays a crucial role in fostering collaboration among stakeholders, supporting capacity-building efforts, and ensuring transparency and accountability. These elements are vital to achieving the mission's goals of creating a cleaner, greener, and more sustainable urban environment.

The next session on 'Need for Convergence in the Planning and Implementation of Government sponsored Missions and Programs' was delivered by Dr. Ajit Salvi, Director, RCUES, AILS, Mumbai, in which he highlighted the importance of a unified approach to enhance the effectiveness of government initiatives. He emphasized that convergence in planning and execution can help streamline resources, reduce duplications, and ensure better outcomes across various missions and programs. Through collaboration and integrated efforts, government schemes can be more impactful, addressing the interconnected challenges of urban and rural development. He discussed the challenges of coordination and synchronization in government initiatives, focusing on issues such as limited inter-agency collaboration, inconsistent information sharing, and a lack of standardized processes. He stressed the need to address these challenges to improve the efficiency and effectiveness of government schemes. Key strategies in this respect include conducting comprehensive needs assessments, adopting data-driven policymaking, streamlining implementation processes, and ensuring continuous monitoring and evaluation. He also emphasized the importance of enhancing transparency and accountability in program delivery through a convergent approach to overcome these obstacles and achieve better outcomes.

Focusing on equitable and inclusive development, he highlighted the significance of promoting urban sustainability, investing in human capital, and leveraging digital inclusion. He outlined the need for an integrated urban development framework based on collaboration, synchronized decision-making, and unified city planning. Using the Smart Cities Mission as a case study, he pointed to advancements in areas such as traffic management, waste management, and water supply systems. While closing

the session, he emphasized the critical role of the elected representatives in driving policy advocacy, fostering inter-departmental coordination, encouraging public participation, and mobilizing resources. Drawing on success stories from cities like Pimpri Chinchwad Municipal Corporation and Indore, he recommended practical steps for achieving convergence, including the development of a unified data platform, joint planning and budgeting, and investment in capacity-building to ensure the effective implementation of integrated urban initiatives.



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

GAMES & ACTIVITIES

The first session on the second day focused on enhancing the soft skills of elected representatives and functionaries involved in the national missions' implementation through engaging in games and activities. The session was designed to foster teamwork, communication, and critical thinking, crucial for effective collaboration in the mission execution. The

first activity - Team Building, aimed to strengthen participants' ability to work together, encourage mutual support, and develop problem-solving skills in group settings. The Balloon Debate, a fun and interactive activity, encouraged the participants to articulate and defend their viewpoints on various topics, fostering confidence, persuasive communication, and decision-making skills. These game-based activities were not only enjoyable but also practical, offering the participants valuable insights into how teamwork, strategic thinking, and effective communication can enhance their roles in the national mission initiatives.



Participants engaged in games and activities.

GROUP EXERCISE

In the group exercise, the participants were organized into six teams, each assigned a specific theme related to 'Designing a Holistic Urban Development Strategy', with a central focus on the role of Elected Representatives (ERs) in fostering mission convergence. The teams brainstormed and developed action plans around critical urban issues, such as urban planning and

infrastructure, affordable housing, sustainable waste management, public health, environmental sustainability, and economic development. Each group identified pressing local challenges within their themes and designed strategies tailored to their unique contexts. They also discussed the integration of technology and innovation to tackle challenges like waste segregation, improving healthcare accessibility, and building climate-resilient infrastructure, ensuring that the solutions were both practical and forward-thinking.



Presentation of group exercise by participants.

After the brainstorming session, each group presented its action plan, detailing the objectives, strategies, and anticipated impacts of their proposals. These presentations emphasized the leadership role of ERs in driving mission convergence, advocating for policies, and ensuring community involvement throughout the implementation process. The groups also explored the integration of technology – such as mobile apps for waste management and digital platforms for housing solutions – to streamline and enhance the execution of their strategies. Following the presentations, an open discussion allowed the

participants to offer feedback, refine the plans, and explore potential synergies across themes. The session concluded with a reflection on the key role the ERs play in fostering sustainable, inclusive, and resilient urban environments. It highlighted how ERs can lead the integration of missions and drive policies that address urban challenges effectively. To acknowledge the creativity and impact of the action plans, tokens of appreciation were awarded to the groups with the most innovative and effective solutions, emphasizing the value of leadership and collaboration in creating positive urban change.

At the end of the session, participants, resource persons, and trainers took the Swachhata Pledge to support the Swachhata Hi Seva 2024 initiative, highlighting their commitment to cleanliness and community responsibility.



Participants took a pledge during Swachhata Hi Seva 2024 initiative.

Mr. Lajpal Singh Soda, Chief Executive Officer of Jaisalmer Municipal Council, summarized the key points of the training program sessions. He congratulated all the participants on completing the training program and awarded certificates for their active participation. Mr. Vinod Paliwal, Regional Director

of AIILSG, Jodhpur, provided valuable information about the various courses organized by AIILSG for municipal officials and newcomers. He expressed his sincere gratitude to all involved and commended the exceptional efforts put forth during the training program.



Certificate Distribution to the participants at Jaisalmer, Rajasthan.

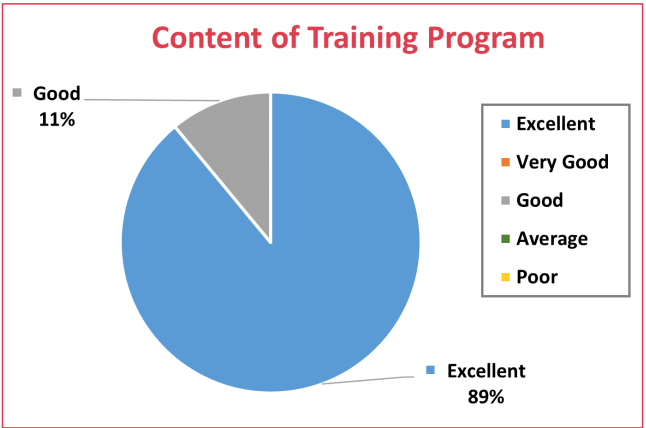
SUMMING UP

At the end of the training program, participants' feedback was collected. Ms. Maleka Ansari, SRO, RCUES, AIILSG, Mumbai concluded the session by expressing sincere gratitude and offering a heartfelt Vote of Thanks to the resource persons, trainers, and participants, acknowledging their valuable contributions to making the program a success.

TRAINING EVALUATION

RCUES, AIILSG, Mumbai conducted a feedback survey during the final session of the training program.

The training program received overwhelmingly positive feedback from participants, reflecting the effectiveness and relevance of its content. Ratings were categorized into excellent, very good, good, average, and poor. An impressive 89% of the sessions were rated as excellent, highlighting their high quality and engagement level. The remaining 11% were rated very good, indicating that these sessions also effectively met participants' expectations. The absence of lower ratings such as average or poor underscores the program's success in delivering valuable and impactful training.



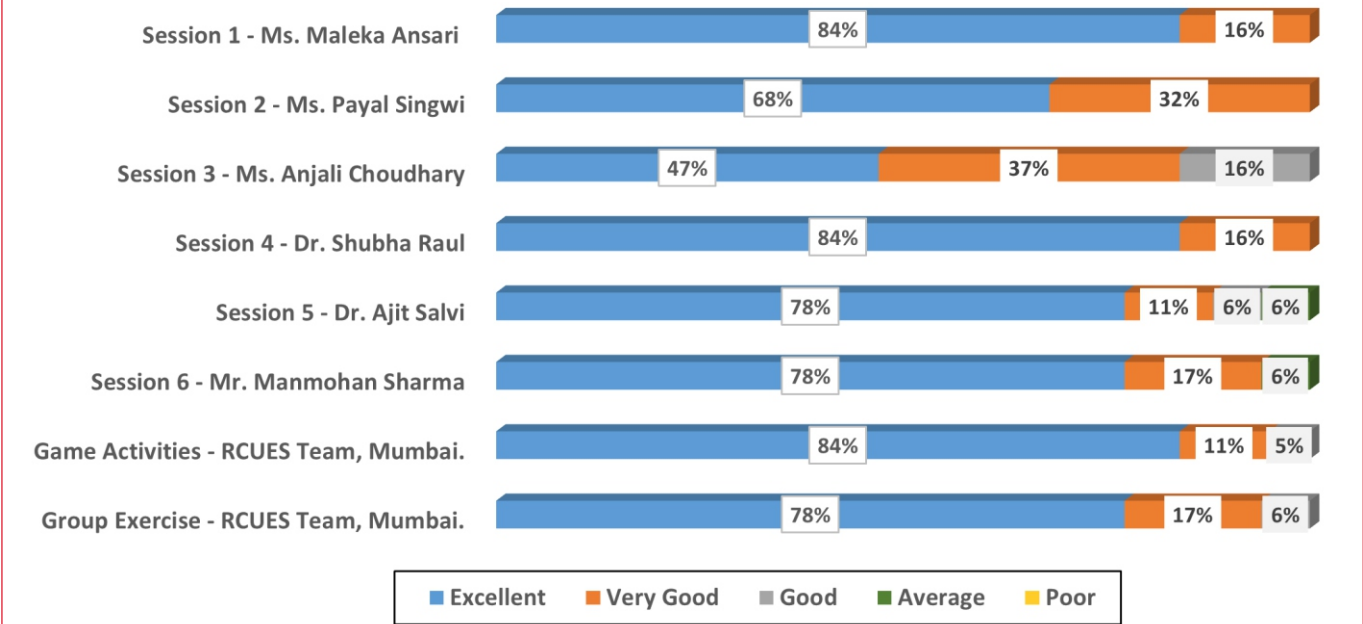
The training program received varied feedback across its sessions, with some standing out for their high ratings and participant engagement. The Overview of National Missions by Ms. Maleka Ansari and Strategies for Enhancing Collaboration Between Elected Representatives and Mission Functionaries by Dr. Shubha Raul, along with game activities, were the most well-received, securing an 84% excellent rating. These sessions effectively combined informative content with interactive elements, making them engaging and impactful. Similarly, the session on the Need for Convergence in Planning

and Implementation and the session on Boosting Livelihoods under DAY-NULM received solid ratings 78% due to their practical insights and focus on actionable measures. The group exercise on Designing a Holistic Urban Strategy was well-received by participants, fostering collaboration and encouraging innovative thinking.

However, sessions on SBM-U 2.0 and PMAY-U received lower ratings 47% and 68%, respectively, indicating areas for improvement. Feedback suggests that the SBM-U 2.0 session

could benefit from more engaging delivery and real-world success stories, while the PMAY-U session might improve by addressing technical challenges and providing in-depth examples. Overall, the program succeeded in fostering learning and collaboration, with interactive and practical approaches being the key drivers of positive feedback. Future sessions could focus on refining content delivery and integrating more hands-on examples to enhance their effectiveness.

Session & Faculty wise Feedback Ratings



GLIMPSES OF THE SPECIALIZED TRAINING PROGRAM



Section

05

Swachhata Hi Seva for Clean India

01st October 2024
Mumbai, Maharashtra.

BACKGROUND

'Swachhata Hi Seva' (SHS) 2024, launched by the Government of India, marked a significant milestone in the last 10 years journey of the Swachh Bharat Mission (SBM). Building on a decade of efforts towards achieving a clean and open defecation-free India. SHS 2024 emphasized community-driven initiatives to sustain cleanliness and sanitation practices. With a focus on waste management, plastic waste elimination, and the active participation of citizens, this initiative reinforces the behavioral changes encouraged by SBM. SHS 2024 aligns with the larger goal of making India a garbage-free nation, continuing the mission's legacy of public engagement and commitment to sustainable urban and rural sanitation.

SHS 2024, a 15-days campaign focused on several key initiatives aimed at adopting community participation and reinforcing the goals of SBM. Some of the major initiatives include:

1. Nationwide cleanliness drives were undertaken in urban areas, involving communities, schools, government bodies, and NGOs in activities such as cleaning public spaces, drains, and roads.
2. A significant drive to eliminate single-use plastics, encouraging collection, segregation, and recycling through local campaigns.

3. Waste to Wealth initiative by promoting innovative waste management practices such as composting and converting waste to energy, emphasizing circular economy principles to reduce the burden of waste on the environment.
4. Strengthening Information, Education, and Communication (IEC) and Behavior Change Communication (BCC) efforts to create awareness and ensure the long-term sustainability of cleanliness practices.
5. Engagement with Schools and Youth: Initiatives targeting youth and school children, encouraging participation in cleanliness campaigns, awareness workshops, and competitions to instill a culture of hygiene and environmental responsibility from an early age.
6. SHS 2024 emphasized collaboration with various stakeholders, including Urban Local Bodies (ULBs), and civil society to ensure widespread participation and success in making India garbage-free.

With this background, a Regional Centre for Urban & Environmental Studies (RCUES) of All India Institute of Local Self Government (AIILSG), Mumbai has registered as a Partner

at Swachhata Hi Seva (SHS) 2024 portal and conducted a program in align with the objectives of the SHS 2024 campaign on 01st October 2024 at AIILSG's Bandra office.

INAUGURATION

The program was inaugurated by Dr. Jairaj Phatak IAS (Retd), Director General, AIILSG, by lighting the lamp. Dr. Ajit Salvi, Director, RCUES of AIILSG, Mumbai, CA Devarshi Pandya, Chief Financial Officer, AIILSG, Ms. Utkarsha Kavadi, Sr. Executive Director, AIILSG, Mumbai, Mr. Shekhar Naik, Executive Director (HR & Admin.), AIILSG, Mr. Amit Biswas, Executive Director (Training and Exam.), AIILSG, Ms. Maleka Ansari and Ms. Neha Hardikar, both Sr. Research Officer, RCUES, AIILSG, Mumbai and other officials and staff graced the event by their presence.



Dr. Jairaj Phatak IAS (Retd), Director General, AIILSG inaugurated the training programme by lighting the lamp. (L to R) Ms. Utkarsha Kavadi, Sr. Executive Director, AIILSG, Mumbai, CA Devarshi Pandya, Chief Financial Officer, AIILSG, Dr. Ajit Salvi, Director, RCUES of AIILSG, Mumbai, Ms. Maleka Ansari and Ms. Neha Hardikar, both Sr. Research Officer, RCUES, AIILSG, Mumbai.

Dr. Salvi welcomed the dignitaries, officials and staff of RCUES & AIILSG, Mumbai and was glad about conducting training programs on SBM U 2.0 at Panaji, Goa & Gandhidham, Gujarat, when the national campaign on SHS 2024 was underway. He highlighted that Swachhata Hi Seva 2024 is closely linked with SBM U 2.0, as both initiatives aim to enhance sanitation and hygiene across urban areas. The SHS campaign mobilizes community participation to support the goals of SBM U 2.0, focusing on effective waste management and behavioral change. Together, these programs foster a collaborative approach to achieving a garbage-free India and sustainable urban environments. He expressed his thanks to everyone for their participation in making this initiative a success.

Dr. Phatak in his inaugural address, highlighted the importance of Government of India's SHS 2024 initiative and provided with overview of SBM journey for a decade. He encouraged us to undertake more such initiatives to promote cleanliness.

CA Devarshi Pandya, Chief Financial Officer, AIILSG extended gratefulness for inviting to the event and committed to ensure cleanliness at workplace. He also ensured to prioritise cleanliness by adopting sustainable habits in routine. This commitment will help create a healthier environment for our community.

Ms. Utkarsha Kavadi, Sr. Executive Director, AIILSG, Mumbai, in her speech, provided insights into SBM since its inception up to making GFCs under SBM U 2.0. She also highlighted initiatives successfully implemented under SHS 2024, which aimed at promoting cleanliness and sustainable sanitation at community level.

SWACHHATA PLEDGE

AIILSG's employee took Swachhata pledge with great enthusiasm, emphasizing the importance of cleanliness and environmental sustainability, committing to a cleaner, greener India.

The AIILSG staff also enhanced the event by creating a vibrant rangoli, turning it into an inviting selfie point for the employees.

The program ended up with Vote of Thanks to the dignitaries and employees for their presence to make the event successful.

PLANTATION DRIVE

Dr. Phatak participated in the plantation drive by planting a tree, emphasizing the significance of the initiative 'Ek Ped Maa Ke Naam.'

GLIMPSES OF THE PROGRAMME



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