



Time for Change is **‘NOW’**

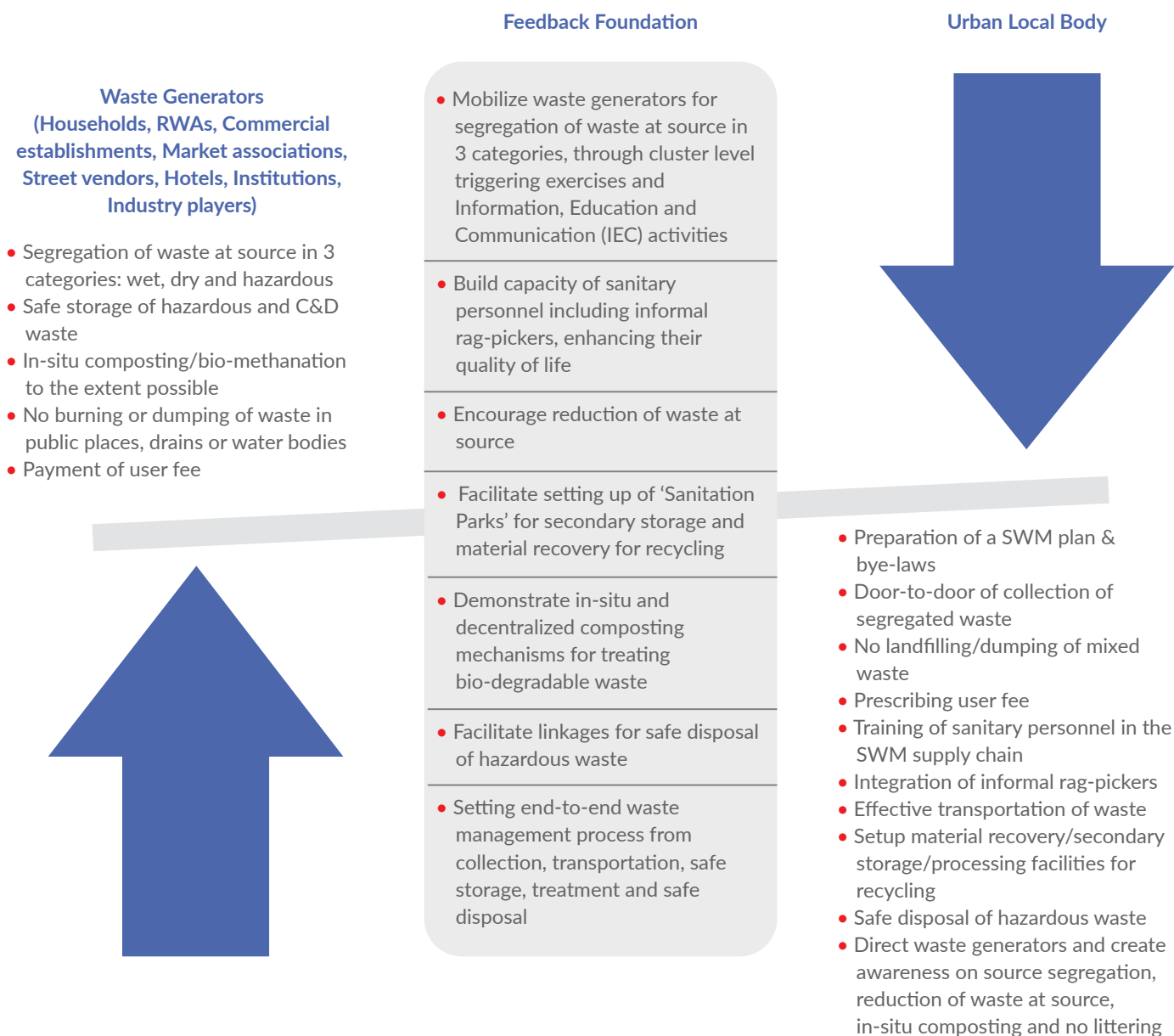
A Bulletin on ‘No Open Waste’

A unique approach to Decentralized Solid Waste Management in Urban areas

Solid Waste Management (SWM) Rules, 2016

The Government of India has notified the Solid Waste Management (SWM) Rules, 2016 to address a critical component of the **Swachh Bharat Mission**, bridge any gaps in super session of the earlier rules in effect from 2000, and facilitate efficient implementation by the relevant authorities. Solid Waste Management has a direct impact on health, environment and quality of life of citizens. It is significant to note that while various Ministries, Central and State authorities have been tasked with monitoring, review, training and other similar duties, the largest share of responsibility has been assigned to every waste generator on one hand and the Urban Local Body (ULB) on the other.

Feedback Foundation plays the role of a facilitator to help mobilize waste generators for collective action through behavior change and take charge of managing their own waste, and help the ULB streamline the entire process from collection, transportation, treatment to safe disposal, thereby creating a win-win solution for both stakeholders.



Implementation of the 'No Open Waste' Approach in a Municipal ward/zone

1 Creating an enabling environment



Municipal Commissioner champions the cause from the front



Orientation of key stakeholders through workshops and consultative meetings



Triggering of all waste generators to ensure collective behavior change for segregation of waste at source

2 Collection, transportation and composting



Streamlining door-to-door collection and transportation in compartmentalized vehicles



'Sanitation Park' developed by ULB, composting process setup for bio-degradable waste



Market linkages for recyclable and high-value waste; safe storage & disposal of hazardous waste

3 Capacity building and mass mobilization



Training of sanitary and collection personnel across the supply chain



Mainstreaming & enhanced quality of life of informal rag-pickers; sharing returns from recycling



Mobilization of every individual through continued triggering, clean-up drives & targeted campaigns

4 Monitoring and supervision



Citizens' monitoring of collection and dumping points



Regular review meetings with city administration and influential leaders



Technology enabled supervision – Mobile app for SWM, WhatsApp groups, GPS in collection vehicles

5 Communication and branding



Logo designed for the Project, signboards at strategic locations within Municipal limits



NOW celebration with participation from citizens and influential dignitaries



Media coverage, events, newsletters and other PR activities for high visibility

Process of Community Mobilization Towards Sustainable **'NOW'** Status

3 Months for 1 Ward/Zone

Pre-Triggering	Triggering	Follow-up	Sustainability
<ul style="list-style-type: none"> Waste mapping by source and categories Assessment of existing SWM process, supply chain, user fee, institutional mechanisms & good practices Disposal mechanisms and dumping spots Availability & capacity of ULB manpower Identification of Natural leaders Identification of other key stakeholders including CBOs and informal rag-pickers 	<ul style="list-style-type: none"> Orientation & consultative meetings with key stakeholders Triggering at multiple levels using appropriate tools and techniques: <ul style="list-style-type: none"> Households & RWAs Commercial establishments & Market associations Hotels & Restaurants Schools & Colleges Hospitals Industrial & Corporate Religious Institutions Capacity building of sanitary personnel across the SWM supply chain & mainstreaming of informal rag-pickers 	<ul style="list-style-type: none"> Continued motivation through cluster and pocket triggering to ensure mobilization of every individual/waste generating entity Re-enforcement of behavior change through continued awareness rallies, clean-up drives and targeted campaigns Handholding support post capacity building to ULB personnel, collection staff, sanitation commandos & external vendors 	<p>'No Open Waste' indicators:</p> <ol style="list-style-type: none"> No waste visible in the environment >90% waste generators practice segregation of waste at source Wet waste used for composting in pits/other decentralized mechanisms All dumping points cleared and developed for productive use Recyclable waste is recycled through designated vendors Domestic hazardous waste treated by designated vendors C&D waste processed for value-added products

Featured NOW Community Champions



The Sambodhi Mahila Mandal of Pragati Colony in Ward 19, Aurangabad city, monitor collection & dumping points daily and levy a fine for littering in the premises



The 'Aata Maajhi Satakli' children's gang of Jalal Colony in Aurangabad city, led the charge for 'NOW' with the message 'My garbage, my responsibility'.



Students of Government Girls Senior Secondary School in Gurugram started a revolution for 'Swachh Vidyalaya - Swachh Shiksha'



Sheikh Sakil and his sons, all differently-abled unable to hear or speak, ensure that their tea stall in Arif Colony, Aurangabad is always clean & urge customers not to litter



Collection agent Abdul Rizwan spreads awareness about segregation of waste and ensures that his team collects only segregated waste from residents.



23-year old small-town boy Rahul, manages the Nathupur bulk-composting site in Gurugram with complete dedication

Illustrative design of a 'Sanitation Park'

- A 'Sanitation Park' or Integrated waste management facility can be setup for a municipal ward with minimum 2 tonnes of waste generated per day
- Site specifications – 100 ft x 100 ft comprising of 4 key zones:
 - > Wet zone for composting of bio-degradable waste
 - > Recovery zone for third-level segregation of non-bio-degradable waste, primary processing such as shredding, category-wise storage of recyclables
 - > Construction & Demolition waste zone
 - > Display, processing & packaging zone for compost/recycled/value-added products
- Considerable coverage of green area and eco-friendly support infrastructure such as solar lights and rainwater harvesting system



Contact us

Feedback Foundation is India's leading provider of sustainable development solutions, leading the charge of making our cities clean & green with 'No Open Waste'.

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