

THE AWARE CONSUMER

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एक कदम स्वच्छता की ओर

THE LAST MILE

Cleanliness
begins at
Home

IN FOCUS

Waste
Hierarchy :
Reduce
Reuse
Recycle



**SWACHH
BHARAT
ABHIYAN**

CLEANLINESS IS NEXT TO GODLINESS

CLEAN INDIA CAMPAIGN

PLUS

ROUND UP

•

MY MARKET

•

THE PRESCRIPTION

OUR
BUSINESS
is PATIENT
SAFETY.

Partnership for
SAFE MEDICINES INDIA
 **SAFEMEDICINESINDIA.in**



BEJON KUMAR MISRA | bejonmisra@consumerconexion.org

Be clean! **Be healthy!**

ON 2ND OCTOBER 2014, Prime Minister Narendra Modi launched the nationwide cleanliness drive, the 'Swachh Bharat Abhiyan' or 'Clean India Mission' from the Valmiki Basti in New Delhi. Addressing the nation at the launch, Modi asked India's 1.25 billion people to join the 'Swachh Bharat Abhiyan' and promote it to everyone.

Millions of people across the country are joining this cleanliness drive of the Indian government. Several government organizations, NGOs and local community centers also joined the cleanliness drive to make India completely clean by 2019.

Littering, open drains, spitting in public, potholes that become receptacles for filthy roads, streets, societies and stagnant water are just a few examples about how we as a society have enhanced the capability of several diseases to spread with such devastating consequences.

Nearly 600 million Indians, around half of the country's population still indulge in open defecation. Poor sanitation and lack of hygiene are causing multiple deaths in the country every day.

The Centre will spend nearly Rs 2 lakh crore in a five-year span as part of its ambitious plan to completely clean India by October 2019. While the Urban Development Ministry will allocate Rs 62,000 crore for cleaning towns across the country, and the Ministry of Drinking Water and Sanitation will spend Rs 1,34,000 crores for this Cleanliness programme.

There is no doubt about the fact that cleanliness begins at home. Every citizen of the country should take it upon himself to make this campaign a success rather than waiting for the administration to do. However, this mission has changed the attitude of numerous people towards hygiene and sanitation.

I am hopeful that the Clean India Campaign will succeed gradually and the dream of Mahatma Gandhi of Clean India will be achieved. Increased public awareness and the importance of sanitation have forced people to think before they litter.

Swachh Bharat Abhiyan has become a 'Jan Andolan' receiving tremendous support from the people. Citizens too have turned out in large numbers and pledged for a neat and cleaner India.

**“Let's
Not Fall
Victims
to Fraud
Be Aware”**

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The Clean India Campaign is a national campaign by the Government of India, covering 4,041 statutory cities and towns.

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UNLOCKING CONSUMER POTENTIAL
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The answers to the growing problems of pollution will be in reinventing the growth model of the Western world so that we can leapfrog technology choices and find new ways of building wealth, which will not cost us the earth.

ROUNDUP



Pollution



With modernization and development in our lives pollution has reached its peak; giving rise to global warming and human illness.

POLLUTION IS A very complex societal fear. In simple words, pollution is when something is added to the environment that is unsafe, injurious or toxic to the living things. There are different kinds of pollution some visible, some invisible that contribute to global warming.

Types of Pollution:

- Air Pollution
- Water Pollution
- Soil Pollution
- Noise Pollution
- Plastic Pollution



Air Pollution

Air Pollution can be defined as the introduction of the precarious particulates, biological molecules, or any other harmful materials into the atmosphere that has damaging effects like causing disease, death, and damage to living creatures such as animals, human

beings or any other natural environment, because it contains particulate matters, toxic gases, smoke, dusts, germs and viruses. Smog hanging over cities is the most evident and known form of air pollution.

Anything people do that involves combustion, i.e. substances that cause chemical reactions and may release toxic gases in the burning process is the most evident reason to cause air pollution.

Air pollution is one of the world's biggest killers; it causes around two million people to die prematurely each year; over half a million in India alone.

Air pollution is caused by various pollutants (primary or secondary) emitted from various sources like volcano, industries, nuclear power plants, transportation etc.

It's very easy to criticize power plants, factories, and vehicles that belch polluting gases into the atmosphere, but virtually all of us rely on these

DATA BRIEFING

Approximately 500 million tons of crop residue is burnt in open, releasing smoke, soot, NO_x, SO_x, PAHs and particulate matter into the air.

Pledge to Never Litter

MOST OF US don't like litter and wouldn't consider themselves to be called as 'litterbugs'. However, the studies show that almost everyone litters at some point; even the best intentions can go amiss at times. That's why a prompt reminder about personal responsibility can go a long way in helping everyone do the right thing and keep litter off our surroundings and out of our societies and cities.

Take the Pledge Make India Clean- a new approach to stopping litter in India by promoting consciousness and creating an anti-litter ethos, where there is no need to organize mass clean-ups to pick up after litterbugs, because no one litters in the first place.

We believe that with enough people pledging to Make India Clean by not littering, we can build a compatible community dedicated to urging habitual behavior change to keep our country clean and litter-free.

Pledge to Never Litter:

"I promise not to litter and will not allow anyone to litter. I promise to pick up the litter and put it in a wastebasket, whenever I see litter. Keeping our community litter-free is an essential way to protect our environment. I believe that it's everyone's responsibility to help Make India Clean and I promise to do my part. I believe that my first step will help make my country clean."

We need to get back to the basics to the things we learned as a child. Everyone's contribution counts-Take the responsibility for the trash you generate! ■



things-finally, we are the people polluting the environment. As pollution grows, so must we have ways to combat it. Solar energy and wind energy give people other ways to power their homes. When people use these alternative forms of energy, they put less carbon dioxide into the environment.

Here are some solutions that one can do to make a difference to the problem of air pollution:

- Save energy
- Use public transport; support carpooling
- Never burn household or industrial waste
- Avoid using fertilizers; Garden organically
- Avoid the chemicals and spray paints instead use water-based paints
- Don't smoke

Water Pollution

Water pollution is the presence of harmful particles in water, such as sewage, dissolved metals, waste from farms, factories and crude oil spilled from oil tankers. The three main substances that pollute water are nitrates from fertilizers, sewage and detergents. With about 70% of the earth's cover being water, it undeniably becomes one of our greatest resources. Water is an easy solvent, enabling most pollutants to dissolve in it easily and contaminate it. Several people die or are suffering from water-borne diseases every day due to consumption of polluted and infected water.

Water Pollution is caused by various actions, including activities such as bathing and washing clothes near lakes, ponds or rivers add nutrients like nitrogen and phosphorous into the water bodies, agricultural insecticides and pesticides, municipal and industrial sewage that contains a huge amount of toxic chemicals, pathogens and pollutants. Pollution causes harm to organisms living in water and can also harm people's health. Sewage in drinking water is



The annual crop burning practice in northwest India, north India, after monsoons, from October to December, are a major seasonal source of air pollution. Approximately 500 million tons of crop residue is burnt in open, releasing smoke, soot, NO_x, SO_x, PAHs and particulate matter into the air. This burning has been found to be a leading cause of smog and haze problems through the winter over Punjab, cities such as Delhi, and major population centers along the rivers through West Bengal. In other states of India, rice straw and other crop residue burning in open is a major source of air pollution.

another type of pollution, as it can make people ill. In extreme cases it may cause problems such as cancer.

To prevent Water Pollution; we must have a proper and efficient water and sewage management system with proper treatment plants where the contaminated water should be treated properly so that they become environmentally safe. If possible, Industries should try to recycle the treated water.

Plastic Pollution

While discussing Clean India, it is necessary to look at the consequences of plastic pollution. It is the accumulation of plastic products in the environment that adversely affect wildlife, humans and other living organisms.

We all know that plastic never goes away and is getting piled up in the environment in landfills, is incinerated, or becomes the hostile species recognized as 'litter.' Plastic is a durable material

made to last forever, yet illogically, 33 percent of it is used once and then thrown away. Plastic cannot biodegrade; it breaks down into smaller and smaller pieces.

Plastic affects human health and wildlife. Entanglement, ingestion and habitat disruption all result from plastic ending up in the spaces where animals live.

Exposure to them is linked to cancers, birth defects, impaired immunity, endocrine disruption and other ailments. Your contributions help reduce pollution caused by disposable plastics.

Objectives of Clean India Mission

Clean India Mission is a national level cleanliness drive initiated by the Indian government; covering 4041 statutory towns to clean the streets, roads and infrastructure of the nation. The Clean India Mission was officially launched on 2 October 2014 at Rajghat, New Delhi, by the Prime Minister of India, Narendra Modi, where he himself used a broom and cleaned a road.

Prime Minister Narendra Modi invited nine famous personalities to join the Swachh Bharat Abhiyan (Clean India Campaign) and requested each of them to draw nine more into the initiative and so on (like the branching of a tree).

Here is the list of the PM's nominees:

- Mridula Sinha (Goa Governor)
- Sachin Tendulkar (Cricketer)
- Baba Ramdev (Yoga guru)
- Shashi Tharoor (Congress lawmaker and former union minister)
- Kamal Hasan (Actor)
- Priyanka Chopra (Actor)
- Salman Khan (Actor)
- Anil Ambani (Industrialist)
- Team of popular TV serial Tarak Mehta Ka Oolta Chashma

The main objectives of the Clean India Mission are as follows:

- Bring about an improvement in the general quality of life in the rural and urban areas, by promoting cleanliness, hygiene, sanitation and elimination of open defecation.
- Speed up the sanitation coverage in rural and urban areas to achieve the vision of the Swachh Bharat by 2nd October 2019.
- Eradication of manual scavenging.
- Encourage Communities and Institutions to adopt sustainable sanitation practices and facilities; by promoting awareness and health education.
- Boost cost effective and appropriate technologies for ecologically safe and sustainable sanitation.
- Development of Community managed sanitation systems based on scientific Solid & Liquid Waste Management systems for overall cleanliness in the areas. ▶

Impact of



EVEN AFTER SEVERAL decades of independence, India has failed to accomplish the requisite level of cleanliness. We often see open garbage dumps, overflowing drains, filthy surroundings, and open defecation taking place at numerous places.

The need for keeping the right cleanliness, sanitation and hygiene in any community cannot be denied. It is possibly the most basic step towards keeping diseases at bay. Poor hygiene and cleanliness is one of the worst enemies for every human being. Thus, it is imperative to have sanitation and hygiene intact, both at the personal and community level, to improve the health of the masses.

On 2 October 2014, Anil Ambani, an Indian industrialist and a nominated participant by the Prime Minister, Narendra Modi in the Swachh Bharat

Abhiyan, said in a statement that "I am honored to be invited by our respected Prime Minister Shri NarendraBhai Modi to join the "Swachh Bharat Abhiyan"... I dedicate myself to this movement and will invite nine other leading Indians to join me in the Clean India campaign."

Indian President Pranab Mukherjee asked every Indian to spend 100 hours annually in this drive. This campaign is supported by the Indian Army, Border Security Force, Indian Air Force, media houses and various civil society organizations.

A series of awareness campaigns has been introduced by Swachh Bharat Abhiyan to encourage people and make them conscious about the hazards of open defecation and to improve the hygiene and sanitation status of millions of people and their communities. By

Swachh Bharat Abhiyan; Sikkim, Kerala and Himachal Pradesh are now the open defecation free (ODF) states of India and Haryana, Uttarakhand, Gujarat and Punjab are very close to achieving the ODF target; the Indian government is determined to obtain 100% ODF tag by 2019.

Apart from cleanliness and disease-prevention, the Swachh Bharat Abhiyan will also lead to notable economic development for the country. The biggest problem faced by the Indian government while promoting tourism in the country is cleanliness. Tourism generates approximately 6.5% of India's total GDP and over 40 million Indian citizens derive their income from this sector. Swachh Bharat campaign will help in fostering employment through tourism, which will in turn boost India's GDP. ■



एक कदम स्वच्छता की ओर



“CLEANLINESS IS NEXT to Godliness” is the proverb that outlines the importance of cleanliness in the human life and is an essential virtue; next to godliness. In other words, it represents the connection of being clean with the spiritual growth and purity of body, mind and soul. The said proverb promotes the requirement of being clean in our daily lives to get the feeling of wellbeing. It highlights the importance of cleanliness in our lives and teaches us to follow the clean habit throughout the life.

This proverb highlights:

- Cleanliness is the most important thing of human life, i.e., the state of being clean.

It is a good habit to keep ourselves and our surroundings clean and tidy. Many great leaders and social reformers in India, such as Mahatma Gandhi had worked hard for the maintenance of personal and surrounding cleanliness to be physically, mentally, and spiritually



healthy. Nowadays, our Prime Minister, Narendra Modi has launched a clean India campaign called Swachh Bharat Abhiyan in order to maintain the overall cleanliness in the country and achieve the dream to make India a clean India.

The importance of Cleanliness:

- Cleanliness helps us remain healthy and fit.

- It keeps us free of diseases.
- Cleanliness is a mark of politeness.
- Cleanliness in itself gives us a good feeling.
- Everyone likes a person of clean habits.
- Cleanliness is a pre-requisite for maintaining good hygiene and sanitation.

Considering the significance of cleanliness, it has been related to godliness. Cleanliness is as significant as worshipping God. We pray to God for our wellbeing and we get blessed. God helps us to live our life in a manner; we want to live. Similarly, Cleanliness ensures a healthy mind and body. It improves the quality of our lifestyle. Thus, a clean person enjoys his life completely.

Some nations attach the utmost importance to cleanliness. We have adopted many things from the western culture, however never caught their etiquette and habits related to good sanitation and hygiene.

Cleanliness is a matter of mindset which is only possible through proper awareness among the common people. ■

Comprehensive Study: CLEAN INDIA CAMPAIGN

The rural sanitation programme in India was introduced in the year 1954 as a part of the First Five Year Plan of the Government of India. The 1981 Census has shown that the rural sanitation coverage was only 1%. Then, the Indian government introduced the Central Rural Sanitation Programme (CRSP) in 1986 primarily with the objective of improving the quality of life of the rural people and also to provide privacy and dignity to women.

Later from 1 April 1999, the Government of India restructured the Comprehensive Rural Sanitation Programme and launched the Total Sanitation Campaign (TSC) which was later renamed as Nirmal Bharat Abhiyan (NBA) on 1 April 2012.

To speed up the efforts to accomplish universal sanitation coverage and to put focus on sanitation, the Prime Minister of India, Narendra Modi launched the Swachh Bharat Mission (Clean India Campaign) on 2nd October, 2014, which aims to eradicate open defecation and achieve Swachh Bharat (Clean India) by 2019, as a homage to the 150th Birth Anniversary of Mahatma Gandhi, which in rural areas shall mean improving the levels of cleanliness in rural areas. Swachh Bharat Abhiyan is a national cleanliness campaign aimed to cover 4,041 statutory cities and towns all over India in order to clean the streets, roads and other infrastructure.

The first cleanliness drive of Swachh Bharat Mission was initiated by the Indian Prime Minister, Narendra Modi earlier to its launch on 25th of September 2014. The mission proposed to solve the sanitation problems as well as better waste management all over the country by creating sanitation facilities to all.

In the months after it was launched, the campaign gained momentum with many celebrities, politicians and academic institutions organizing cleanliness drives across the country.

The Mission Coordinator shall be Secretary, Ministry of Drinking Water and Sanitation (MDWS) with two Sub-Missions, the Swachh Bharat Mission (Gramin) and the Swachh Bharat Mission (Urban). ▀



SWACHH SURVEKSHAN REPORT 2016

ON 15TH FEBRUARY 2016, the ministry of urban development released the SWACHH SURVEKSHAN Report 2016 that ranks 73 cities on cleanliness and other specified parameters that were covered for the survey, as part of the Swachh Bharat Abhiyan, which was launched in October 2014.

The objective of the nationwide survey was to evaluate the progress made by various cities and villages under the Swachh Bharat Abhiyan on parameters as stated below and rank cities and villages on that basis. The purpose of the report is also to introduce an element of competitiveness amongst cities to try and improve their rankings in coming times.

The survey was entrusted to the Quality Council of India (QCI) which submitted its report to the Government of India on schedule.

The service level parameters of evaluation covered:

Planning: Strategy for Open Defecation Free Town (ODF) and Integrated Solid Waste Management (SWM)

Communication: Information, Education and Behavior Change Communication (EBC) activity

Waste Management: Door to door collection, Sweeping, Collection & Transport

Sanitation: Public & Community Toilet Provision

Sanitation: Individual Household Latrines

The Citizen's feedback was based on responses to the following questions:

Is the city always clean?

Always able to find dustbins?

Is there daily door-to-door collection?

Are there toilets within 500 meters?

Is there basic infrastructure available at Public/Community toilet?

Does an individual household have a toilet?

As per the survey of Quality Council of India (QCI), Government of India released a "Cleanliness Ranking" for 73 cities on 15 February 2016:

Top 10 Cleanest Cities in India

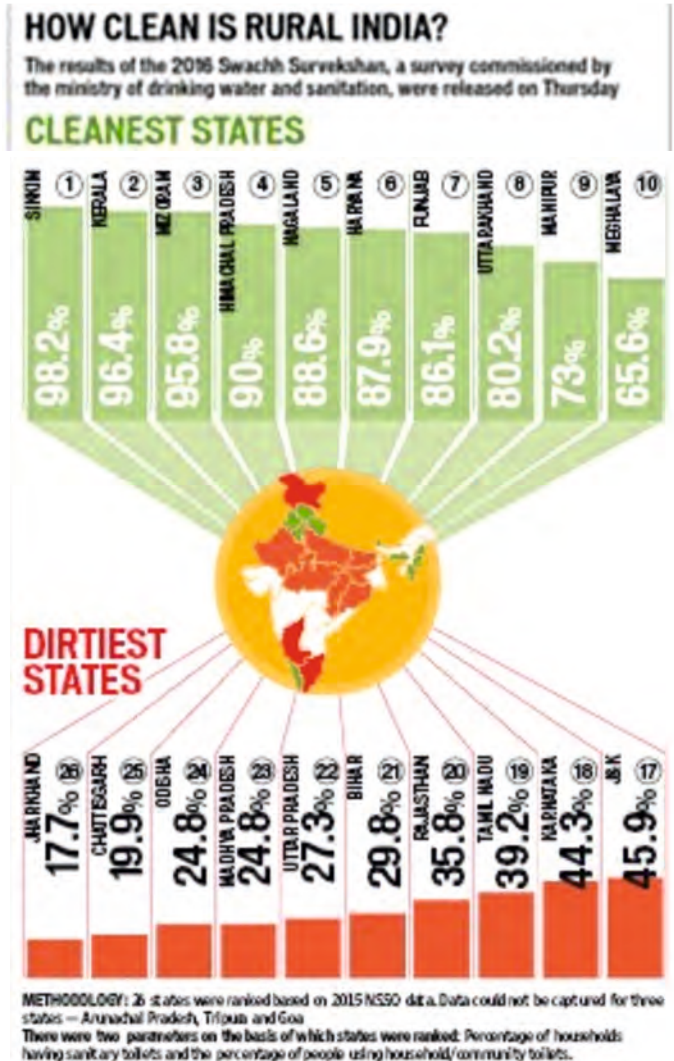
- | | |
|--------------------|---------------------|
| 1. Mysuru | 6. Surat |
| 2. Chandigarh | 7. Rajkot |
| 3. Tiruchirappalli | 8. Gangtok |
| 4. Delhi – NDMC | 9. Pimpri Chinchwad |
| 5. Visakhapatnam | 10. Greater Mumbai |

Top 10 Least Clean Cities in India

- | | |
|-------------|----------------------|
| 1. Dhanbad | 6. Raipur |
| 2. Asansol | 7. Ghaziabad |
| 3. Itanagar | 8. Jamshedpur |
| 4. Patna | 9. Varanasi |
| 5. Meerut | 10. Kalyan Dombivili |

Though Mysuru (Karnataka) ranked the cleanest city list, followed by Chandigarh, Tiruchirappalli (Tamilnadu) and NDMC area of the national capital, as a state, Maharashtra takes the top rank hosting 6 cities that score in the Top 20 and include Pimpri Chinchwad, Greater Mumbai, Pune, Navi Mumbai, Thane and Nagpur.

The least clean cities included Dhanbad (Jharkhand), Asansol (West Bengal), Itanagar (Arunachal Pradesh), Patna (Bihar),



Meerut (Uttar Pradesh), Raipur (Chhattisgarh), Ghaziabad (Uttar Pradesh), Jamshedpur (Jharkhand), Varanasi (Uttar Pradesh) and Kalyan Dombivili (Maharashtra).

Regrettably, 3 cities of Jharkhand are in the Top 15 worst performing cities and include Dhanbad, Jamshedpur and Ranchi. This marks Jharkhand the worst performing state followed by UP with 3 of its cities – Meerut, Ghaziabad and Varanasi. It is indeed dejected to note that despite the PM's personal interest and stake in Varanasi, it ranks 65th out of 73 cities covered in the survey.

Amongst the Metros, Mumbai has performed the best, with 3 of its cities – Greater Mumbai, Navi Mumbai and Thane, making it to the Top 20.

Gujarat positioned 2nd – state wise, by hosting 4 cities - Surat, Rajkot, Vadodara and Ahmedabad, in the Top 20 list.

The government also ranked the 26 states on the basis of availability of toilets and their usage. Sikkim, Kerala, Mizoram, Himachal Pradesh, Nagaland claimed the top five spot, with toilet usage ranging from 88% to 98%. Jharkhand, Chhattisgarh and Odisha fared the worst, with just 17% to 24% households having access to sanitation facilities.

Sikkim ranked as the cleanest state in India, followed by Kerala, according to a Swachhta (cleanliness) survey conducted by the National Sample Survey Office (NSSO) on the condition of sanitation in rural areas of 26 states. Chhattisgarh and neighboring Jharkhand placed last in the survey, which was carried out last year.

Mizoram, Himachal Pradesh, Nagaland and Haryana were among the well performing states, while Odisha, Madhya Pradesh, Uttar Pradesh, Bihar and Rajasthan have worsened and they are at the bottom of the list of 31 states and Union Territories.

The percentage figures have been derived by multiplying “the percentage of households having sanitary toilets and the percentage of people using household/community toilets of the people having access to toilets,” the survey report said.

Sikkim recorded 100 percent in the category of people using household/community toilets and 98.2 per cent in the category of the percentage of households having sanitary toilet. Kerala has been ranked second, followed by Mizoram in third place and Himachal Pradesh in the fourth.

According to the survey, Chhattisgarh has 21.2 percentage of households having sanitary toilet while Jharkhand has only 18.8 percent.

West Bengal ranked 12th while Jammu and Kashmir with 47.4 per cent of households having sanitary toilet ranked 17th.

According to the first-ever survey of rural areas across the country, Churu (Rajasthan) is among the top 10 cleanest districts in plains, according to the survey conducted by Quality Council of India (QCI) on behalf of the sanitation ministry covering nearly 70,000 households across 2,530 villages. The report was released by drinking water and sanitation minister Narendra Singh Tomar.



Image Courtesy: TOI Infographics

The report has ranked districts under two categories:

- Districts in north-east and hill states.
- Districts in plains.

Overall (among 75 districts in both plains and hills), Mandi in Himachal Pradesh positioned as the most cleanest followed by Sindhudurg in Maharashtra. In the survey, Mandi got 98.4 out of 100 marks while Sindhudurg scored 96.8.



Image Courtesy: TOI Infographics

However, nine out of top 10 cleanest districts in the hill states are from Himachal Pradesh and Sikkim, whereas in plain areas, eight of the top 10 are from Maharashtra and Bengal. Gurugram ranked 40 among the 53 districts in the plain areas.

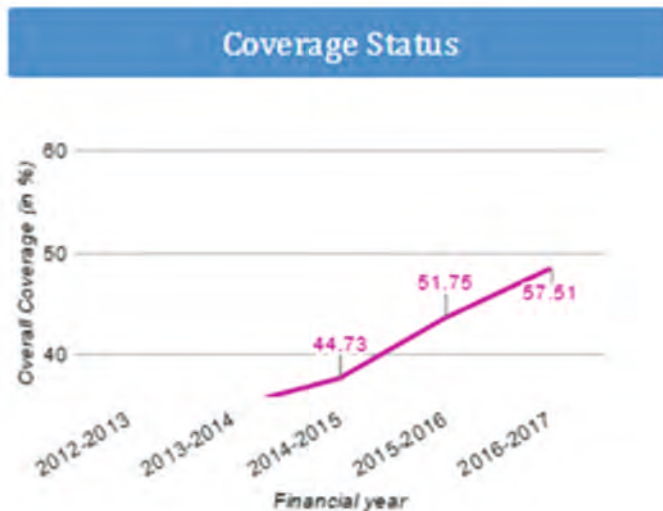
The Quality Council of India (QCI) survey was based on four observations and took around three-month to reveal the report. The four observations were:

- Percentage of households having access to safe toilets and using them
- Percentage of households having no litter around
- Cleanliness around public places
- Households having no stagnant water around.

The survey report shows while toilet coverage is getting improved and there is negligible littering around individual houses, while more than 50% of public places surveyed both in hill and other districts found filthy. Littering in public places is a major issue not just in rural but urban areas as well.

"We covered most aspects of Swachh Bharat mission and not just the availability and usage of toilets. We also found how usage of safe toilets is over 90%, which is encouraging," sanitation secretary Parameswaran Iyer said.

Below is a graph showing the coverage status of Swachh Bharat Mission since 2014:



Below is a graph showing the total number of Toilet Built and the number of Open Defecation Free Villages since 2nd Oct 2014:



The Budget 2016-17 has earmarked Rs 11,300 crore of which Rs 9,000 crore for rural areas, while Rs 2,300 crore for the urban areas for Swachh Bharat Abhiyan, Centre's biggest drive to improve sanitation and cleanliness across the country.

In order to continue and make this campaign successful, Government of India has started a programme named Swachh Bharat Cess. According to this, everyone has to pay 0.5 percent on all taxable services in India i.e. 50 paise per 100 rupees which will be utilized to implement the Swachh Bharat Mission. ▶



5 million preventable
deaths occur every
year



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Reach out to us before
you are one of them



A WHILE BACK some 70 years ago, our country-India, the great nation was born, and so it is quite natural that a country having such an ancient record should not have that healthy Indian spirit that has not only made it the most envisioned economic centers of the world, but also one of the largest democracies. India with a population of over 1.3 billion population of which almost 300 million live in around 600 towns and cities. Unluckily, as a result of strained environmental conditions, most of these towns and cities are unable to cope with the rapid pace of urbanization. Air pollution, water pollution, unavailability of drinking water, poor sanitation, open dumping of waste, and loss of forest cover are some of the major related problems. Similarly, air-borne and water-borne disease such as asthma, strokes, heart attack, diarrhoea, jaundice and cholera are taking a heavy toll on both human health and economic productivity. These have serious consequences on the health of the people and are also an economic burden to the country.

Recently, India has witnessed the

largest successful democratic election. Several days after the election and through a continuous exchange of ideas within the government; our 15th Prime Minister Narendra Modi launched an initiative on 2nd October 2014; on the occasion of the 145th birth anniversary of Mahatma Gandhi, called the CLEAN INDIA CAMPAIGN (SWACHH BHARAT ABHIYAN). This was sought to be India's biggest cleanliness drive ever and is portrayed as the most ambitious attack on trash and litter. Today, clean India has become a dream for all of us and we all keep talking about it however reality is far away from this.

Making India a perfect society by 2019 might sound ludicrous, but saving it from becoming a total dystopia might just be possible. Cleaning up the country by 2019 is a massive task that requires a change in mindset. Many of us still think, awareness is the answer to public filth, but are not aware of our own complicity. The common attitude among the citizens seems to be a neat freak in and around their homes but to litter uncontrollably outside.

In the rapid race for development, we

have forgotten that it is our duty to give back to the nature twice as much as we take. Being fast is certainly a necessity to keep ourselves abreast with changing times, but fighting with major issues like pollution, dirt, global warming; taking small steps like not to litter, planting trees and raising awareness is also important. A single tree serves so many of our needs, but how many of us realize that one fine day when this resource of trees finish their self-less service to us, we will be left empty handed staring into a blank future. Especially in Delhi, Kanpur, Patna, Kolkata and Mumbai, where, it is very important for the people to realize the alarming rate at which the green cover is disappearing.

India ranks fourth in terms of carbon emissions in the world. Since, it is still a rapidly developing nation, it's unlikely that it will be able to cut down its emissions very sharply in the medium term. This situation demands immediate intervention in the management of rapidly growing urban environmental problems.

So, as the infrastructure needs of our

country increases, so does our pledge towards a cleaner and greener environment. In an effort to contribute inspiration to cleaner surroundings, the government of India has launched Clean India Campaign.

Making people aware is momentous, but more needed is that the awareness is converted into actions. As the government itself has taken the initiative, this will certainly encourage people and make them realize that cleanliness is not just an administration's responsibility. On its part local administrative bodies must introduce a separate awareness drive to understand local issues and take necessary initiatives to improve their local environmental conditions and come up with specific initiatives to improve their nearby surroundings. Ultimately, these efforts will not only force people to change their mentality of nothing will change but also ensures their contribution too.

We urge you to realize the importance of cleaner and greener environment and support the cause by taking small initiatives so that you could give the coming generations a better future.

A Clean Environment for a Better Future

Everyone deserves to live in a clean environment. A clean environment

MISSION SWACHH BHARAT



"I appeal to every citizen to dedicate 100 hours a year towards cleanliness."

Narendra Modi

ensures the constant existence and survival of all living creatures on Earth. Cleaning the environment protects our unique ecosystems, reduces pollution, inhibits the extinction of endangered species and conserves natural resources, such as land, air and water. A clean environment guarantees the protection of biodiversity and ecosystems upon which human life and all other life on Earth depends.

For a sustainable tomorrow, the need of the hour is to set in the habit of cleanliness in our behavior. The Clean India Campaign is an initiative for communities, schools,

colleges, businesses and industries towards cleaner and greener environment. It ensures that each one of us can contribute our best to realize the dream of a Clean India, become the champions of greenery and cleanliness by making our environment healthy and green.

Just as it's critical that we stop climate change, it's also important that we protect the environment we live in. For too long, no one has cared for a Clean India; but now Mr Modi's Clean India Campaign definitely helps create a future where we balance a sustainable planet with economic prosperity. Where our nation is clean and our surrounding is clean too.

Pollution, global warming is a huge pressure for all those who think about a better life and a better world for the future generations. It is the duty of every country to provide a better lifestyle for the future generations, a good life and good environment

We have a choice. We can accept things as they are, or we can contribute our bit to a Clean India Campaign for a positive change. Together we can build a better future, a future where dirt and pollution doesn't cost us the earth. A future where clean environment is a right for all. A future where our country is clean and green. That can be our future. ▶



WASTE HIERARCHY : REDUCE-REUSE-RECYCLE

IF YOU HAVE heard of something named as “waste hierarchy,” you may be wondering what that means. Normally, it is the order of priority of actions to be taken to reduce the quantity of waste generated, and to improve overall waste management plans and processes.

The waste hierarchy consists of 3 R's which are as follows:

- **Reduce**

Reduce is just a way to reduce the consumption and the quantity of waste generated. The process includes less buying and less consuming, as such also throwing away less.

- **Reuse**

Reuse is basically the act of using an item again and again in its original form. Reusing items confiscates the need to reprocess materials (whether it is for disposal, or for recycling).

- **Recycle**

Recycle is simply the procedure to give old or used things a new lease of life, by making new things out of the old materials.



The benefits of Waste Hierarchy:

- Avoids pollution caused by reducing the need to produce new raw materials.
- Saves energy.
- Reduces greenhouse gas emissions.
- Helps sustain the environment for the future generations.
- Saves money.
- Lessens the amount of waste that will need to be recycled or sent to landfills.
- Allows products to be used to their fullest extent.

This waste hierarchy is the direction recommended for sustaining a sustainable lifestyle. Reduce, Reuse and Recycle (3R) are the three essential components of eco-friendly behavior.

You might be guessing as to how you can participate and apply these principles in your daily life. They are not hard to implement. All you need is to bring a small change in your daily lifestyle to reduce waste so that less amount of it goes to the landfill that can further reduce your carbon footprint.

We cannot stop waste production completely, but everyone can make a significant contribution; Reduce, Reuse and Recycle. Think before you bin! It saves energy and natural resources, helps to reduce pollution and reduces the need for landfill. ▶



Ganga Rejuvenation

GANGA BASIN IS the largest river basin in India in terms of catchment area, constituting 26% of the country's land mass (8,61,404 Sq. km). Millions of Indians depend on the holy river for physical and spiritual sustenance. People have immense faith in the powers of healing and regeneration of the Ganga. It is credibly the most sacred river in the world and is deeply revered by the people of India. To bathe in Ganga is a lifelong ambition of many who congregate in large numbers for several rivers centered festivals such as Kumbh Mela and numerous Snan (bath) festivals.

The Ganga river basin covers 11 states that are Uttarakhand, U.P., M.P., Rajasthan, Haryana, Himachal Pradesh, Chhattisgarh, Jharkhand, Bihar, West Bengal and Delhi.

National Ganga River Basin Authority (NGRBA) has launched the Mission Clean Ganga with a different and comprehensive approach to overcome the challenges posed to Ganga through four major sectors, viz., wastewater management, solid waste

management, industrial pollution and river front development.

NGRBA has been mandated as a planning, financing, monitoring and coordinating authority for firming the collective efforts of the Central and State governments for effective reduction of pollution and conservation of river Ganga so as to ensure that by the year 2020 no untreated industrial or municipal sewage will flow into the river Ganga.

The NGRBA is fully operational and is also supported by the state level State Ganga River Conservation Authorities (SGRCAs) in five Ganga basin States, which are chaired by the Chief Ministers of the respective States.

NamamiGange is a Central Government's pioneering project which integrates the efforts to clean and protect the Ganga River in a comprehensive manner. For example: construction and modernization of ghats to afforestation of river banks. The project is officially known as Integrated Ganga Conservation



To bathe in Ganga is a lifelong ambition of many who congregate in large numbers for several rivers centered festivals such as Kumbh Mela and numerous Snan (bath) festivals.



Mission project or 'Namami Ganga Yojana' which aims at Ganga Rejuvenation by combining the current ongoing efforts and planning under it to create a concrete action plan for the future. Further, the government will also launch more than 300 projects under the NamamiGange programme to clean and protect the Ganga river basin.

Addressing the Indian community at Madison Square Garden in New York in 2014, the Prime Minister had said, "If we are able to clean it, it will be a huge help for the 40 per cent population of the country. So, cleaning the Ganges is also an economic agenda."

The government has lined up 1,000 projects in different states including Delhi, Uttarakhand, Uttar Pradesh, Bihar, Jharkhand and West Bengal as part of the National Mission for Clean Ganga. Uma Bharati (Union Minister for water resources, river development and Ganga rejuvenation), said the second phase of the project will begin by October 2018.

More than 1,500 million litres of raw sewage is discharged into the river every day. Add to that 500 million litres of industrial waste from 700 highly polluting industries and thousands of tonnes of non-biodegradable solid.

Under National Ganga River Basin Authority (NGRBA) programme, projects worth Rs. 4607.82 crore have been sanctioned up to 31st March 2014. While in 2014-2015 budget, the government of India approved the NamamiGange programme with an outlay of Rs 20,000 crore for five years. ▀

A new approach to Clean India: Sansad Adarsh Gram Yojana

Sansad Adarsh Gram Yojana (SAGY) is a village development and cleanliness programme broadly focusing upon the growth and development of the rural areas. On the occasion of the birth anniversary of Jayaprakash Narayan on 11th October 2014, Prime Minister of India, Narendra Modi launched Sansad Adarsh Gram Yojana (SAGY). Under this programme, the parliament is to take the responsibility of developing institutional and physical infrastructure in three villages by 2019.

In the beginning, Sansad Adarsh Gram Yojana focuses upon the development of the three Adarsh Gram (falling within the areas of a MP) by March 2019, of which one is to be accomplished by 2016. After that five such Adarsh Grams (one per year per MP) are going to be selected and developed by 2024.

The MPs have been directed to identify one Gram Panchayat, from their respective constituencies except their own village or their in-laws village and thereafter, two more villages will be taken up and do the same by the time the next general elections come along in 2019.

The Lok Sabha MP has to pick up a Gram Panchayat from within their constituency while the Rajya Sabha MP has to select a Gram Panchayat from the rural area of the district of their liking in the state from which they have been elected.

However, the nominated MPs can enjoy the privilege of choosing a Gram Panchayat from the rural area of any district in the country. In Urban constituencies where there are no Gram Panchayats, the MP can recognize a Gram Panchayat from a nearby rural constituency.

The key objectives of the Sansad Adarsh Gram Yojana include:

- To nurture the selected villages, called Adarsh Grams, through the implementation of existing schemes, and certain new initiatives.
- To exponentially increase the quality and standard of lifestyle of all the members of the society through the enhanced human development, higher productivity, reduced disparities, improved basic amenities and sanitation, access to rights and entitlements, better livelihood opportunities, enriched social capital, wider social mobilization and so on.
- Creating models of the local development which can be replicated in other villages.

In order to achieve its objectives, Sansad Adarsh Gram Yojana will implement the plan of partnering with co-operatives, voluntary organizations and academic and research institutions. With undeterred determination to develop Adarsh Gram Panchayats, MPs will engage with and mobilize the community to take part in local development keeping the focus on results and sustainability. ▀

Benjamin Lephilibert

Mr. Benjamin Lephilibert is the Founder of Light Blue Environmental Consulting and an expert in hotel food waste prevention, employees/guests engagement, and sustainability certification schemes.

Benjamin holds a Master of Arts in International Relations from Graduate Institute of International and Development Studies (Geneva), and a Master of Science (Merits), Environment, Tourism and Development, from King's College London, and is as well an international guest speaker, guest lecturer, a judge for International Sustainability Awards and an active member of several global sustainable tourism working groups.

Food waste is a concern especially in countries like India. The food waste is more in Hospitality-Travel-Tourism sector. With this background, the TAC team spoke to Mr. Benjamin on this challenge.

THE AWARE CONSUMER: When you mentioned: Food Waste the Elephant in the Room for the Hospitality Industry, did you have any specific country in mind?

BENJAMIN LEPHILIBERT: The reality is that food waste has been neglected in most countries in the world, and it is only over the past 2 years that this topic started to emerge as a serious, global issue. Even though statistics show that certain country are wasting more than others, this article I wrote was an outcry to the entire industry.

TAC: Brand has much value, naturally they are particular on 'guest satisfaction', especially on food of choice to be served.

Then how can we meet the challenge of wastage of food?

BL: We have 3 golden rules that we respect at all time while delivering food waste prevention program: guest satisfaction, quality standard and food safety must never be compromised. But by the time food reaches the plate or the buffet line, it went through several critical "food waste generating points" (see graph on facing page).

Critical food waste generating points
We have seen hotel where 47% of its food waste was happening at the pre-consumer level (either as spoilage or preparation waste)! So do not underestimate the importance of good storage (calibration of equipment +

best practices like FIFO) and preparation (standard recipes, knife skills, general awareness of employees).

There is a lot of improvements that can be made before dealing with plate waste or reviewing your current brand standard to cut on food waste.

TAC: As per Global Hunger Index, India was ranked at 63 out of 78 countries in 2012; (we could not get the latest data) what does it indicate. What advice have you got for Indian hospitality industry?

BL: The most important advice I would give business owners and managers to take to tackle food waste is measurement. The old saying "What you don't measure, you don't manage" can



up in the bin! But this is not all: when we did calculate very accurately the true cost of food waste (purchasing price + energy + water + labor cost), this one hotel was actually losing 1638 USD PER DAY! This is roughly 600'000 USD per year...

In conclusion, the issue is this industry is currently looking at KPIs, that are not genuinely reflecting how efficient they are with optimizing the use of food.

Finally, I would strongly encourage hotels and hospitality professionals to consider salvaging and redistributing food left-overs to the needy. It would have a genuine positive impact on your internal (amongst your staff) and external branding! Besides, it is simply "the right" thing to do...

TAC: How best the Consumer can ease the situation, especially in a country like India?

BL: I think that food waste is everyone's responsibility, primarily at home. This means being very careful with our own food management.

But to be responsible people need to understand that it is NOT acceptable to waste food, and that it is not given for granted to have it on the table, so serious awareness raising campaigns are needed, run either by government agencies, or by consumer associations.

At restaurant and buffets, it is of utmost important for consumers to understand that their satisfaction will not diminish if they finish their plates! Eat as much as you physically can, not as much as you think you can. I would recommend as well

be more true for food waste, as the reality is that almost NO hotel in 2016, maintain daily records of their food waste. Actually, hotels look at different indicators, such as the Food Cost % (FC%), Sales and margins, and if they are "within budget", they consider that they do a great job. But it can't be more false. Let me give you an example: we worked with some hotels that had a very low FC%, around 28%. The implementation of our food waste prevention program includes a detailed

monitoring system, that help answer the crucial questions related to food waste: where is food waste happening, when, what is mainly discarded, why, where is it happening and how much does it represent in Kg per cover. We then calculate what we call the Food Efficiency Indicator (FEI), which is calculated as (total amount of food waste in kg) / (total food bought in kg). The result was that, out of 100 kg of food bought for outlets, 42 kilos were ending





tasting small amount before taking a lot, a try to not be lazy and get to the buffet several times (it helps to digest too!). If dinning at a normal restaurant, it must become common practice to order just enough, and to ask to take left overs home (doggy bag).

Finally, consumer could add pressure on the hospitality industry by requesting more transparency in the amount of food wasted daily, and evidence of preventives measures adopted in their establishment to cut on food waste and distribute left-overs that can be safely consumed.

TAC: In India lot of social sector organizations are there to help the food waste management. Is there any organized way or guideline for such organizations abroad?

BL: First I think it is crucial to remember that food waste management will not solve the issue, but PREVENTION will. This is where the real financial and environmental savings



We have seen hotel where 47% of its food waste was happening at the pre-consumer level (either as spoilage or preparation waste)! So do not underestimate the importance of good storage (calibration of equipment + best practices like FIFO) and preparation (standard recipes, knife skills, general awareness of employees).



are, and this is the mindset that policy makers and business owners must urgently adopt.

This movement is nascent, including in the West, however, there is currently a lack of integrated solutions that cover the entire value chain, from harvesting to end consumer (from farm to fork).

The government could certainly support food redistribution by adopting laws that prevent recipient of food left-over to be able to sue organizations that donated that food. This happened in countries like Australia (the good Samaritan law), which boost the redistribution. Some other countries like France and Italy have taken very progressive measures too, by making the destruction of expired food illegal.

TAC: In what way these guidelines can be linked to the CSR activities of India and have better food waste management in India?

BL: If I am not mistaken, companies above a certain size in India must

dedicate a certain percentage of their revenue to CSR activities. Addressing food waste is actually cutting on loss of natural resources (water, energy, Co2 emissions related to transport, transformation, packaging, disposal) and addressing social issues (famine), which falls directly under CSR. So make good use of that governmental support!

TAC: Food waste adds up to a significant amount of resources being wasted, specifically needless energy, labor and water, not to mention land pollution and more. Do you propagate any stringent measures to manage the 'Elephant' for all countries, and especially those groped as high in Global Hunger Index?

BL: According to the UNFAO, currently 1.3 Billion tons of food are wasted each year globally, or one third of the entire production. If 25% of this food waste could be saved, it would provide enough food to feed the 900 million people who are malnourished. Finally, if food waste was a country, it would be the 3rd largest

emitter of Co2 in the world. The issue is gigantic.

Some initiatives are offering very comprehensive preventive solutions, like the PLEDGE on food Waste in Asia targeting hotels and convention centers. This sort of program includes adoption of a policy that is distributed to suppliers and shown to guests, capacity building, implementation of a food waste monitoring system, optimization of standard operating procedures (SOPs) to prevent food waste at critical points, awareness raising campaigns and ways to redistribute (food banks) and transform food left-overs) into fertilizers or organic cleaning solutions) instead of sending it to landfill.

Organizations then must show compliance with the 9 points set under the PLEDGE are recognized "Food Waste Conscious Organization".

So, the benefits are multiple: financially the hotel save on costs, staff are working less on unnecessary waste management, and the Organization get publicity for its commitment, which it can be use with guests, suppliers and shareholders.

TAC: Any messages to Indian Hospitality-Hotel Industry on Wastage of Food?

BL: yes, a few actually.

1) Don't believe that because you started to work on reducing buffet waste, the job is done. Start measuring!

2) Don't think that food waste prevention means less quality or negative impact on guest satisfaction. There is so much than can be done before addressing plate waste.

3) Don't believe your standard KPIs, like the Food Cost %. It does not entirely reflect how efficient your business is in optimizing the use of food.

4) Do not underestimate the financial impact of food waste on your operation, you would be nicely surprise to see how much you can save by paying real attention to this issue! ▶



Bina Jain
Former President
All India Women's Conference (AIWC)

A step towards **CLEAN INDIA**

WHEN IT COMES to cleanliness we become the best orators then how is it our surroundings are not as clean as our homes. We are the best critics of our society, when we see unattended garbage or filthy roads, we blame the civic workers, and it's true that it's their duty to clean the locality, but do we think of our social responsibilities; how many of us do actually make an effort for a clean environment. Ask yourself? None of us would prefer to live in dirty surroundings. Everyone wants to be in a society that is clean and green.

Today, the cleaning of the environment is seen to be a very huge problem to resolve. We often complain about unattended garbage, open manholes, filthy society and civic agencies not being prompt in their duties. This is not entirely right. Living in the society, being a part of the environment, it's also important that we must realize our responsibilities to our society and environment; and do share our best towards this cause.

Here are some steps to a Clean India; please follow them:

Stop littering

Most of us have a very bad habit of disposing the trash right where we are sitting or standing. Please, do not do that. Do not litter in your streets, your society, the woods, the water bodies, or your surroundings.



Start with yourself by being a model example and encourage others to do the same. Throwing trash anywhere never goes away ever, and will find its way to affect you, so please dispense the trash in dustbins only, for your own good.

Reuse and Recycle

Reuse and recycle are two basic mantras in making a cleaner and healthier environment. If there is

something that you do not need anymore; find another way to use it, if not then find someone who might need it.

Always think before you dispose anything. This small habit of reusing and recycling should be encouraged.



Say No to Plastics

Plastics are the poison to our environment.

Plastics pose several environmental risks, including leaching chemicals and toxins into the atmosphere and threatening the health of living creatures. So, say No to plastic bags; instead you may use paper bags, fabric bags or jute bags.



Check Air Pollution

Burning coal, fuel, gasoline or other petroleum products may seem like an easy option but by burning these we release a lot of toxins to the environment



and pollute the air. For example: Riding your own vehicle instead of public transport or use of thermal power plants. Try to use public transport or carpooling and reduce air pollution.

Education and Plantation

Every institution and educational body must educate society about the significance of clean and green environment in the modern world.

Each individual must be taught how to keep their surroundings clean and also how to maintain proper hygiene and their importance.

Tree plantation must be encouraged as they have countless benefits. ▶



WASTE MANAGEMENT



WASTE MANAGEMENT is the exact name given for the collection, transportation, disposal or recycling and monitoring of waste. In simple words, waste management includes all the activities and actions required to manage waste from its origination to its final disposal. It is the process of treating solid wastes and offers variety of solutions for recycling items that don't belong to trash. It is about how garbage can be used as a valuable resource. The technique of waste management helps to avoid the adverse effects trash and debris have over human health and the environment. The waste to be managed includes all forms of matter i.e. solid, liquid, gaseous and radioactive matter.

The methods for the management of waste may differ for developed and developing countries as per their budget and so for urban and rural populations, industrial and residential areas it does differ as well. The management of waste in metropolitan and rural areas is the general responsibility of the government. While the waste that is produced by the industries is managed by the industry itself, in case it is non-hazardous.

Concepts for Waste Management

A number of concepts for waste management exist and vary around the World. A few of them being general are mentioned below:

Waste Hierarchy:

This concept refers to “3Rs”. This means Reduce, Reuse and Recycle.

Carrot and Stick:

This concept characterized by the offer of reward for saving the environment and the threat of punishment for polluter.

Methods for effective waste management:

Landfill:

Landfill involves entombing off the waste and is the most common method for the disposal of waste around the world. These landfills are quite often conventional with deserted and vacant locations away from the cities. Efficiently designed landfills can be economical and quite sanitized method for waste dumping. However, not very efficiently designed landfills can cost a huge amount to the government not just in terms of money but also in environmental and health issues. Apart from the general poorly designed landfill's common problems like wind-blown debris and generation of liquid, it can also cause production of gas, which is extremely hazardous. This gas can be a reason for production of odor, killing surface vegetation and greenhouse effects.

The characteristic, which is must for an up to date landfill, is insertion of clay or synthetic lining to isolate the trash from the environment. The waste that is dumped is usually compressed for increasing the density and stability and later it is covered to have it prevented from parasitic insects and animals.

Monitoring:

This method includes identifying the waste management needs, identifying recycling scenarios and techniques to minimize the waste output, and reviewing how wasteminimization is progressing. Through keeping records of the different waste streams, one can see the results of their efforts in becoming more environmentally friendly and more efficient to cleanliness.

Collection:

This method involves the collection of waste from point of production such as residential, industrial, commercial and institutional to the point of treatment or disposal. Waste collection also includes the curbside collection of waste materials.

The precise bins for different wastes must be available with appropriate sticker and bin color identification. The proper size of waste container and service frequency is must to prevent overspill or excessive smell.

Transportation:

This method involves transportation of the specified wastes from its inception to the processing plant or landfill. A waste must be transported by the vehicle designed for it. Safety standards are vital to the transportation of clinical and hazardous wastes. Drivers must undergo training for emergency circumstances that may arise.

Processing:

Processing of the waste involves the separation of recyclables for treatment, and then after treatment they are delivered as raw materials to factories for production. Non-recyclable wastes are delivered directly to landfill. Clinical and hazardous wastes are delivered to processing plants to become less hazardous to the public and the environment.

Biological reprocessing:

The waste materials of organic nature such as plant, food and paper products are treated through biological reprocessing. This reprocessing or recycling of this organic matter is put to biological decomposition which is later recycled as compost or fertilizer for landscaping and agricultural purposes. Additionally, the waste gas, which is collected from the process, is used for



the production of electricity or fuel for cooking.

A numerous sort of composting techniques and methods are employed depending upon the requirement of household heaps or industrial materials. There are different methods for biological reprocessing like anaerobic and aerobic techniques.

Methods for recycling:

Products like PVC, LDEP, PP and PS are recyclable, though they are not collected for recycling. The material, which is composed of a single type, is recyclables and is much easier to work with. However, complex products are difficult to treat and so are complex for recycling.

Reduction and Avoidance Methods:

A different method for waste management is the reduction and avoidance from it being created and this method is usually termed as waste reduction. The avoidance for waste production includes using the second-hand product and repairing the broken products in place of buying a new one.

Waste to Energy:

Waste-to-Energy, also known by its acronym WtE is the method used for the generation of energy from waste in the form of heat or electricity. Waste to energy (WtE) process involves transforming of non-recyclable waste products into useable heat, electricity or fuel through a variety of processes. This type of source of energy is a renewable energy source as non-recyclable waste can be used over and over again to create energy. It can also help to lower carbon emissions by offsetting the need for energy from fossil sources.

Education and Awareness:

The education and awareness for waste management and pollution is very critical to preserving of global health and security of humankind. We should be concerned about the ever-increasing environmental pollution and the reduction of natural resources.

In conclusion, waste management is a detailed process that involves human resources, efficient transportation system, individual, community, government bodies, and natural resources. ▶

Cleanliness begins at Home

ALL OF US dream of clean surroundings, a cleaner and healthier way of life. The level of cleanliness is the notable sign of a well-managed place. If the place isn't clean, it is a disappointment to be overcome. The same applies to an entire country. Indians who travel overseas are often impressed by the cleanliness levels of the developed country.

We 'Indians' are not dirty people. Indians do keep their homes conscientiously clean. In many parts of India people do not wear shoes or slippers inside the house to keep interiors clean. Most of our spiritual places are kept clean. Diwali, one of our biggest festivals, is the time to spring clean.

So why is our country dirty? Why is it when we step out of our homes, we will find the roadside littered? Is it the civic bodies that isn't doing its job? None of these issues fully explain why India is unclean. As we drive around the city, we can't help but notice the excessive quantity of trash, garbage and debris all around. We all walk past it, drive by and criticize about the mess and unsightliness of it all. The reason is that we make it dirty in the first place. And if we want truly to be a clean country, the question here is "How do we make this happen for all?" The only way it can and will become clean is if we minimize and prevent creating dirt in the first place, and the only way that will happen is when all of us together think 'what is outside my home is also mine'.

Many factors contribute to a quality lifestyle; cleanliness and hygiene is one of those. Cleanliness should be practiced not only at an individual level, but built to a group level and then, finally extended to the masses. If we follow the steps of clean living in our day-to-day life and inculcate this habit in each person, we will be able to live the dream of Swachh Bharat (Clean India).



Hindustan Unilever Limited (HUL) launched 'Swachh Aadat, Swachh Bharat' (SASB), an initiative in line with the Government of India's Swachh Bharat Abhiyan (Clean India Mission). The initiative was started to support and encourage good health and hygiene practices at an individual level, which would ultimately spread to the enormous masses. Keeping in mind the scale of difficulties that India faces in the area of water, sanitation and hygiene (WASH), the program is an endeavor to help India realize the goals of Clean India Mission by 2019.

Swachh Aadat, Swachh Bharat is a first-of-its-kind multi-brand behavior change program synergizing the efforts of some of HUL's leading brands Lifebuoy, Domex and Pureit. While creating sanitation infrastructure towards an Open Defecation Free nation is a must, the role of Behavior Change programmes to complement it is as necessary.

This program inspires people on bringing about change in basic behavior and actions, adoption of clean habits (Swachh Aadat) can lead to a clean India (Swachh Bharat).

It encourages people to adopt three basic habits:

- **Clean hands** – washing hands using soap on key occasions (e.g post defecation)
- **Clean water** – Adopt safe drinking water practices
- **Clean toilet** – Using a toilet and keeping it clean

While on ground programmes are important, the role of awareness generation is critical. Hindustan Unilever Limited (HUL) launched "Haath, Munhaur Bum, Bimari Hogi Kum" film in December 2015, to bring alive message as a part of its mass media campaign and it reached out to more than 100 million people. The Haath, Munh, Bum film is designed in a fun and attractive manner, revealing children as the agents of change in families. HUL intends to bring Haath Munh Bum on every Indian's lips. This sensible video showcases the truth about the unsanitary practices that we have continued to practice and have led to us being unhealthy as a nation. Through this campaign, children convey the three prime Swachh Aadats.

When it comes to keeping healthy, there are many obvious aspects. However, personal hygiene is much essential and one thing we don't often think about is the connection between our health and our surroundings. A good and clean environment is essential for our health and wellbeing. ▀

Open Defecation Free – India



POOJA
KHAITAN

India accounts for 90 per cent of the people in South Asia and 59 per cent of the 1.1 billion people in the world who practice open defecation.



According to the Indian Ministry of Water and Sanitation, about 9.5 million toilets have been constructed so far. The government will have to build 60 million toilets in that timeframe.



OPEN DEFECATION REFERS to the practice where people defecating in fields, bushes, forests, open bodies of water, or other open spaces rather than using a designated toilet. The practice of open defecation is common in India and thus, the country is home to the world's largest population of people who defecate in the open and excrete close to 65,000 tonnes of feces into the environment each day.

As per UNICEF-India, around 564 million people, which is nearly half the population of India, defecate in the open. India accounts for 90 per cent of the people in South Asia and 59 per cent of the 1.1 billion people in the world who practice open defecation. The practice of open defecation is not restricted to rural India. It is found in urban areas too where the percentage of people who defecate in the open is 12 percent, while in rural settings it is about 65 percent.

In India, open defecation is a well-established traditional practice deeply ingrained from early childhood. As a result, open defecation has persisted as a norm for many Indians. In addition to tradition, the practice still exists due to poverty; many of the poorest people do not prioritize toilets due to their monetary conditions.

Open defecation poses a serious threat to the health of citizens in India. The practice of open defecation is the main reason; India reports the highest number of diarrhoeal deaths among children under-five in the world. According to UNICEF-India, every year, diarrhoea kills 188,000 children under five in India. Children weakened by frequent diarrhoea episodes are more vulnerable to malnutrition, stunting, and opportunistic infections such as pneumonia. About 43 per cent of children in India suffer from some degree of malnutrition.

Open defecation also puts at risk the dignity of women in India. Women feel embarrassed and tend to relieve themselves

only under the cover of dark for reasons of privacy to protect their dignity.

India is competing to build toilets by 2019 for 600 million people, or roughly half the population which lacks access to sanitation. Prime Minister Narendra Modi has put it high on the national agenda, but the challenge could be intimidating in a country where defecating in the open is a common action and is accepted by many as normal. Our PM has already pledged to provide access to a toilet at every home and school in the country by 2019, on the occasion of the 150th anniversary of Mahatma Gandhi's birthday.

The Government of India with the help of partners like UNICEF is looking at the challenge of Open Defecation very seriously. The government has a target to make India "Open Defecation Free" by 2019 and UNICEF is also working with state governments to establish state open defecation elimination plans to achieve this target through the Swachh Bharat Mission (SBM). According to the Indian Ministry of Water and Sanitation, about 9.5 million toilets have been constructed so far. The government will have to build 60 million toilets in that timeframe.

The Ministry of Drinking Water and Sanitation (MDWS) said that three states had become Open Defecation Free (ODF) while four more states were expected to achieve the status by March next year. Parameswaran Iyer, Secretary for MDWS, said: "After Sikkim became the first state, Himachal Pradesh and Kerala were declared ODF states recently. We are anticipating four more states-Haryana, Uttarakhand, Gujarat and Punjab to achieve the ODF target in this financial year."

Awareness campaigns, media exposure, and pressure from school-age children, are some of the key drivers of this awareness programme. ■



THE CLEAN INDIA campaign was officially launched on 2 October 2014 at Rajghat, New Delhi, by Prime Minister Narendra Modi. The Clean India Campaign is a national campaign by the Government of India, covering 4,041 statutory cities and towns, to clean the streets, roads and infrastructure of the country. It is India's biggest ever cleanliness drive.

While leading the mass movement for cleanliness, the Prime Minister encouraged people to fulfill Mahatma Gandhi's dream of a clean and hygienic India. Our Prime Minister Narendra Modi himself initiated the cleanliness drive at Mandir Marg Police Station. Picking up the broom to clean the dirt, making Swachh Bharat Abhiyan a mass movement across the nation, the Prime Minister said people should neither litter, nor let others litter. He gave the mantra of 'Na gandagikarenge, Na karnedenge.'

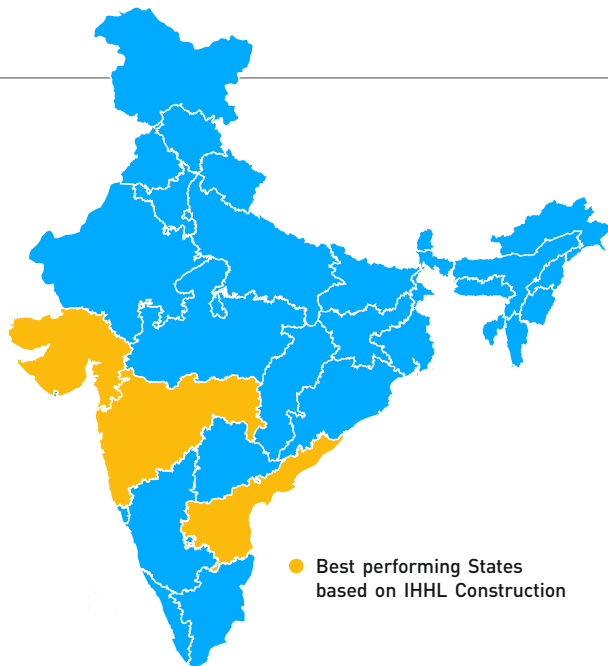
Bindeshwar Pathak, founder of the New Delhi-based Sulabh International Social Service Organization, says in a DW interview that while the campaign is a first step in the right direction, India also needs to make long-term sanitation efforts such as providing toilets for everyone and disposing of all

garbage, if the goal of cleaning India is to be realized in the near future.

Our Prime Minister Modi has made public health one of his government's key priorities, promising that all schools will have separate toilets for boys and girls. The situation is so bad that around 600 million people - around half the country's population - still defecate in the open. In some parts, the cleaning of human feces is still done by the "untouchables."

However, Indians do maintain private cleanliness. It's a totally different story when it comes to public hygiene. People are quite used to throwing trash on the streets and in other public areas. Our Prime Minister Modi therefore wants to change this attitude with the Clean India campaign, which has started very well. Modi's symbolic action to pick up a broom and spearhead the campaign has influenced the rest of the country.

Public places in the country are very dirty and even government authorities, such as municipal organizations, are not serious about cleaning them. There are several reasons. The authorities in India have no priority for sanitation and the respective municipal corporations don't have sufficient financial



27,81,883
Constructions Achieved



Individual
Toilets



100% Door to Door
Waste Collection

Wards Achieved

39,995

1,07,272
Constructions Achieved



Community &
Public Toilets



Waste
to Energy

Current Production
(Mega Watt)

88.4

405
No. of Cities



Open Defecation
free



Waste to
Compost

Production for year 2016
(Metric Ton)

1,64,891.6

resources to maintain cleanliness in their locality. Previously, there was an "octroi," a local tax, which used to be collected by local government and used for sanitation purposes. But the Indian government abolished the tax and, as a result, local bodies lost that revenue which was only partly compensated. Local bodies in India are therefore not economically sound unless they are supported by both the central and state governments. However, at present, it is accordance with the provision of chapter VI of the Finance Act, 2015, called Swachh Bharat Cess as Service Tax on all taxable services at the rate 0.5% of the value of service Tax. 15th November, 2015 as the date from which Swachh Bharat Cess has come into effect.

People throw trash anywhere, everywhere. It is therefore very important that these kinds of campaigns are maintained throughout the country. There are a lot of things that need to be taken care of in order for the 'Clean India' campaign to be successful.

Some of the steps are as follows:

Providing adequate budget:

We need more sanitation workers with modern and advanced equipment. We need a lot of litterbins around the cities and villages and also more garbage trucks so that the garbage can be picked up and disposed more frequently.

Better Waste dumping facilities and sites:

No matter you throw the garbage in your dustbin at your home, or in the litterbin in your society, or the dustbin on the road, it has to be dumped somewhere, and that too very properly. Acres of land might be required for these landfill sites, and better waste management would be required as well, so that the garbage or the waste doesn't end up in our rivers.

Strict pollution control:

Industries, which keep dumping their unprocessed output to the

rivers or land; pollute these rivers or land very frequently and contribute extremely towards polluting our environment. These industries need to be inspected properly. Whereas improper transportation is another reason for the leading source of air pollution in the country. Government must enforce clean vehicle and fuel technologies to reduce air pollution.

Better Human Resource management:

We have to treat our cleaners, sweepers and sanitation workers with utmost respect, not just by our deeds, but also taking care of their needs, their job safety and retirement needs. If they are not happy, they are not satisfied, how can they work well?

Strong check in corruption:

If there is corruption in the system, the industrialist would find loopholes and pollute the environment; the money meant for the cleaning drive would go in the gutter, the sanitation workers would be exploited and then they might go on strike as has happened many times in our country.

Citizen participation:

We ourselves need to participate by not making the situation worse and by mocking those who make the environment dirtier. We need to be more vigilant against corruption which would hurt the 'Clean India' campaign. We need to treat the sanitation workers with the utmost respect.

By inviting people to participate in the drive, the Clean India Mission has turned into a National Movement. A sense of accountability has been evoked among the people through the Clean India Movement. With citizens now becoming active participants in cleanliness activities across the country, the dream of a 'Clean India' once seen by our father of nation-Mahatma Gandhi has initiated to get a shape. So, let's follow these steps to make Clean India Campaign a huge success for a better future. ▶

Go Green – Go Clean

There is a lot of talk about going green. Luckily, our governments, community and individuals around the country are beginning to take actions to back up that talk. From opting for alternative energies such as wind, hydro or the solar panels to switching to lower emission transportation options, from plantation to putting reduce, recycle, reuse and even pre-cycle plans into place, making life more environmentally-friendly simply makes sense.

Air pollution creates an adverse effect on the overall global environment. More the number of vehicles and industries, the more is the contamination in the environment. Air pollution is caused in excess due to many large businesses that have their focus on making money rather than maintaining a clean, green and healthy environment. The smoke emitted from these industries and factories are carried miles and ultimately generate dirty and unhealthy air.

Below are some tips to be adopted; to Go Green-Go Clean:

- Get energy-efficient appliances and electronics.
- Reduce the usage of your wooden stove
- Maintain a healthy eco system
- Reduce usage of chemicals and pesticides
- Turn off lights when not in use.
- Use waterless car wash to wash your car or bike.
- Drive your car less, take public transportation.
- Combine multiple errands into one trip.
- Avoid the pollution
- Print documents as little as possible.
- Emphasize on Reduce, Reuse and Recycle
- Donate items you no longer need or use.
- Use reusable bags at the grocery store.
- Use reusable containers at home.
- Reduce your food waste.
- Compost.
- Plant a tree.
- Start or contribute to a community cleanliness programme.
- Opt for paperless billing.
- Pay your bills electronically.
- Recycle the waste products
- Reduce carbon footprints

Prime Minister Narendra Modi said re-use and recycling of waste should be technology driven and

insisted that there should a focus on the concept of “waste to wealth” so that revenue models could be developed around cleanliness. Garbage should be used as a means to create employment and wealth by recycling them and then, cleanliness will become a by-product.

Our Commitment to Clean India

“We belong to a culture that believes in the Mantra- Earth is our Mother and we are her children. Caring for the environment is an integral part of our ethos”, said our Prime Minister Modi.

Participating in Clean India Mission doesn't mean just to take a broom and clean some dry waste and be happy that you cleaned India. The Clean India Mission should be a pledge that we need to take.

There are very few simple things that we need to do to clean India as a part of this mission.

- While traveling doesn't throw any wrapper, paper or any dry waste on road. Keep it in your bag or pocket and throw them in dustbin only.
- Don't Litter, throw waste in dustbin only.
- Separate Dry waste and Wet waste in your house and ease the work of municipality workers.
- Avoid spitting on roads.
- Avoid chewing Pan-Masala, Gutkha and Tobacco.
- Avoid use of plastic bags. Carry a cloth bag with you when you go shopping, teach the people around you the same.
- Stop your friends if they are making such mistakes.
- Follow government's rules and regulations.
- If someone is breaking the rule then make them aware of it.
- Spread awareness to keep our city clean.
- Teach Children about Cleanliness and Sanitation.
- Plant trees in your surroundings.
- If possible join any of the NGOs working in your area towards cleaning of India. If not at least contribute to it in some way.
- Use Public transportation. Encourage Car Pooling.
- Pool money along with your area mates and install large sized dustbins in the places where littering is done on the road or open place.

The Clean India campaign is indeed the best initiative by the Indian Government. Let's play our constructive role in making a Clean India. ■

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