



ABSTRACT

Urban local bodies - Guideline for implementation of the special campaign, 'People's Movement for Clean Cities' and the 'Cleanliness Pledge'- Issued

Municipal Administration & Water Supply (MA2) Department

G.O.(Ms)No.79

Dated: 02.06.2022

திருவள்ளூராவாண்டு, 2053

சுபகிருது, வைகாசி மாதம் 19-ஆம் நாள்

Read:

From the Director of Municipal Administration, Chennai Letter No.9514/2022/SBM-2, dated 30.05.2022.

ORDER:

During the demand for grants of this department, the Hon'ble Minister for Municipal Administration, inter-alia has announced as follows:-

"அரசு, தனது வளர்ச்சிக்கான திட்டத்தில், நகரத் தூய்மைக்கு மிகுந்த முக்கியத்துவம் அளித்து வருகிறது. சுத்தமான, பசுமையான மற்றும் நீடித்த சுற்றுச்சூழலை உறுதி செய்யும் பொருட்டு நகரங்களில், பெருமளவிலான மக்கள் பங்கேற்புடன், ஒவ்வொரு மாதமும் இரண்டாம் மற்றும் நான்காம் சனிக்கிழமைகளில் தீவிர தூய்மைப் பணிகள் மற்றும் விழிப்புணர்வு முகாம்கள் (Cleanliness drive) நடத்தப்படும். இம்முகாம்களில் தன்னார்வ அமைப்புகள், குடியிருப்போர் நலச் சங்கங்கள், மக்கள் பிரதிநிதிகள் மற்றும் பொதுமக்கள் பங்களிப்பு ஊக்கப்படுத்தப்படும்."

2. The Director of Municipal Administration in his proposal has stated that, accordingly, 'People's Movement for Clean Cities' will be taken up on a mass scale in the urban local bodies, on 2nd and 4th Saturdays of every month, with the following objective:

- To sensitise people about solid waste management and make them aware about their responsibility in managing the waste.
- To create awareness among the citizens for segregation of waste at source.
- To ensure non littering of public places.
- To initiate the quest for cleanliness and sustain the same among the citizens.

3. The Director of Municipal Administration has also stated that, this special campaign is essential to achieve these objectives. The 'People's Movement for Clean Cities' is aimed at involving every citizen in the journey towards garbage free cities. With the view to achieve this, detailed guideline and a pledge may be issued.

4. The Director of Municipal Administration has further stated that, six thematic activities have been planned as given below to inculcate proper sanitation on regular basis i.e. every 2nd and 4th Saturdays of the month and on continual basis:

- (a) Mass cleaning of public areas.
- (b) Sensitizing about source segregation.
- (c) Awareness campaign in Schools and Colleges
- (d) Cleaning of water bodies / storm water drains and mass tree planting.
- (e) Removal of unauthorized hoardings / boards.
- (f) Felicitate the Champion Workers and Volunteers.

5. In this connection, the participation and co-operation of other line departments such as School Education, Higher Education, Tamil Nadu Pollution Control Board, etc., have been enlisted to achieve the stated objectives of 'People's Movement for Clean Cities'. The indicative role of various departments is detailed in the Guideline annexed to this order.

6. The Government after careful examination of proposal of the Director of Municipal Administration has decided to accept the same and accordingly issue the guidelines for implementation of the special campaign, i.e., 'People's Movement for Clean Cities' and the 'Cleanliness Pledge' as annexed to this order.

7. The Government also order to constitute a High Level Committee under the chairmanship of the Chief Secretary to Government to effectively monitor and advise on the special campaign with the following composition:

Sl. No	Officials	Position
1.	Chief Secretary to Government	Chairperson
2.	Additional Chief Secretary to Government, Industries Department	Member
3.	Additional Chief Secretary to Government, Home, Prohibition and Excise Department	Member
4.	Additional Chief Secretary to Government, Water Resources Department	Member

5.	Additional Chief Secretary to Government, Municipal Administration and Water Supply Department	Member
6.	Additional Chief Secretary to Government, Environment, Climate Change and Forests Department	Member
7.	Principal Secretary to Government, Health and Family Welfare Department	Member
8.	Principal Secretary / Commissioner, Greater Chennai Corporation	Member
9.	Principal Secretary to Government, Highways Department	Member
10.	Principal Secretary to Government, School Education Department	Member
11.	Principal Secretary to Government, Tourism, Culture & Religious Endowments Department	Member
12.	Principal Secretary to Government, Housing & Urban Development Department	Member
13.	Principal Secretary to Government, Higher Education Department	Member
14.	Managing Director, Chennai Metropolitan Water Supply and Sewerage Board	Member
15.	Secretary to Government, Tamil Development and Information Department	Member
16.	Secretary to Government, Agriculture and Farmers Welfare Department	Member
17.	Secretary to Government, Micro, Small and Medium Enterprises Department.	Member
18.	Commissioner of Town Panchayats	Member
19.	Managing Director, Tamil Nadu State Marketing Corporation Limited	Member
20.	Chairman, Tamil Nadu Pollution Control Board	Member
21.	Director of Municipal Administration	Member and Convener

8. The Commissioner, Greater Chennai Corporation, the Commissioner of Town Panchayats and the Director of Municipal Administration shall monitor the 'People's movement for clean cities' through appropriate mechanism.

9. All offices of the Government are requested to scrupulously follow the Guidelines and assist in making the 'People's movement for clean cities in Urban local bodies', a way of life.

//BY ORDER OF THE GOVERNOR //

**SHIV DAS MEENA
ADDITIONAL CHIEF SECRETARY TO GOVERNMENT**

To

All Departments of Secretariat, Chennai-600 009.

The Principal Secretary/Commissioner, Greater Chennai Corporation,
Chennai- 600 003.

The Commissioner of Town Panchayats, Chennai-600 028.

The Director of Municipal Administration, Chennai-600 028.

The Managing Director, Chennai Metropolitan Water
Supply and Sewerage Board, Chennai-600 028.

The Managing Director, Tamil Nadu State Marketing
Corporation limited, Chennai-600 008.

The Chairman, Tamil Nadu Pollution Control Board,
Chennai- 600 032.

All District Collectors.

Copy to:-

The Office of the Hon'ble Minister for Municipal
Administration, Secretariat, Chennai-600 009.

The Senior Principal Private Secretary to Chief Secretary to Government,
Chennai-600 009.

The Senior Private Secretary to Additional Chief Secretary to Government,
Municipal Administration and Water Supply Department,
Chennai-600 009.

All Sections of Municipal Administration & Water Supply Department,
Chennai-600 009.

//FORWARDED BY ORDER//

Sh. Anjuresh
26/6/22

SECTION OFFICER

MUNICIPAL ADMINISTRATION AND WATER SUPPLY DEPARTMENT

Annexure-I to G.O.(Ms.)No.79, dated 02.06.2022.

Guidelines for implementing special campaign for creating awareness about solid waste management through People's Movement for Clean Cities.

1. Introduction

Sanitation, cleanliness and hygiene is essential to ensure safe, healthy and improved living conditions. All the Urban Local Bodies in the state have achieved the ODF status, of which 500 ULBs achieved ODF+ status also. However, of late, it is noticed that, there is a slippage from the ODF+ status. It is essential to sustain the efforts and make our cities truly open defecation free. We need to make our cities, garbage free also. To achieve this, it is essential to involve people in a big way. People's Movement for Clean Cities is to ensure involvement of every citizen in our journey towards garbage free, ODF+ cities.

2. Objectives of the Clean City Campaign

- To sensitise people about solid waste management and make them aware about their responsibility in managing the waste.
- To create awareness among the citizens for segregation of waste at source.
- To ensure non littering of public places.
- To initiate the quest for cleanliness and sustain the same among the citizens.

3. People's Movement for Clean Cities

3.1 Preparatory activities

- The location for the special campaign on designated day has to be identified well in advance and wide publicity to be made. Adequate arrangements to be made so that the campaign achieves the desired result.
- Mobilization of voluntary organisations, NGOs, Resident Welfare Associations, NCC, NSS, NGC, Scouts and other volunteers from Schools, Colleges and various other associations such as trader's associations, chamber of commerce etc.
- All ULBs should have a data base/directory of volunteers who will be involved in this massive programme. This data base should be continuously evolving.
- Men and material for clean city campaign should be ensured.
- Specialized thematic activities should be taken up on every 2nd and 4th Saturdays of every month.
- Preparatory meetings with leading voluntary organisations / NGOs, service organisations, traders, business and industry bodies, etc.
- Meeting with stakeholder departments, viz., School Education, Higher Education, Housing & urban Development, Public Health, Tourism, HR&CE, Highways, WRD, Industries, MSME, etc.

3.2 Thematic activities

The main objective of the campaign is to create awareness and bring behavioural changes among the people. However, certain activities will be carried out during the campaign. Six broad thematic activities have been identified. One of these six thematic activities to be taken up during the campaign days i.e. 2nd and 4th Saturdays of every month. These are:-

i) Mass cleaning of public places

- Mass cleaning /plogging in public areas such as bus stands, parks, surroundings of religious places, area around railway stations, tourist places, TNUHDB tenements, crematorium/ burial grounds etc. through voluntary efforts. Elected representatives, NGOs, Resident Welfare Associations, volunteering students of Schools and Colleges and other Voluntary Organisations to be involved.
- Mass drive to make people download Cleanliness (Swachatha) App in public areas with the help of school and college students, NGOs and other volunteers.
- Removal of wall posters, erasing of wall writings, white washing of walls and simultaneously beautifying the walls at public places like bus stands, flyovers through artistic paintings.
- Removal of C&D waste from public places.
- Maintenance of Community Toilets and Public Toilets.

ii) Sensitizing about source segregation

- Sensitizing and training people/Resident Welfare Associations through social influencers, elected representatives, volunteers, etc.
- Sensitizing them about different components of waste namely wet waste, dry waste, e-waste, and hazardous waste.
- Identifying hot spots of garbage accumulation and finding remedies to prevent the same.
- Identifying and recognizing best performing RWAs in source segregation.
- Exposure visit to Micro Compost Centres, Material Recovery facility, Bio- methanation Plant, Dump Yards and Bio mining sites to sensitize people about importance of source segregation. (Representatives of Resident Welfare Associations and bulk waste generators, traders associations etc. may be taken to Micro Composting Centres, and other processing facilities).
- People may be encouraged to practise home composting through RWAs.
- Motivating bulk waste generators to take up onsite composting
- Concept of **Waste to Wonder Park/Corner** may be inculcated.

iii) Awareness campaign in Schools and Colleges

- Special talks on Solid Waste Management with special focus on source segregation may be organized in Schools and Colleges.
- Competitions like drawing, designing posters, writing slogans, etc. may be organized in Schools and Colleges regarding sanitation, solid waste management and source segregation.
- Field visits may be organized for School and College students to Micro Composting Centres and other Waste Processing facilities etc.
- Students may be encouraged to take up source segregation and micro composting in schools and college premises, hostels etc.
- Ranking of educational institutions in adopting best practices in solid waste management and sanitation.
- Students, teachers and other staff doing exemplary work in solid waste management may be recognized.
- Cycle rallies, mini marathons and walkathons may be organized involving volunteers from schools and colleges to create awareness about source segregation and other aspects of solid waste management.

iv) Cleaning of water bodies / storm water drains and mass tree planting

- Mass cleaning of water bodies for plastic and other solid wastes through voluntary efforts.
- Desilting of water bodies and drains.
- Mass Tree Plantation on bunds & other public spaces.
- Prevent dumping of C&D waste in water bodies.
- Awareness to be created about C&D Waste Management Rules and safe disposal of C&D waste.
- Removal of prosopis juliflora and water hyacinth from water bodies.

v) Removal of unauthorised hoardings / boards

- Mass campaign to remove unauthorised hoardings and flex boards may be organised.
- Removal of structures for displaying flex boards / hoardings, old and unused sign boards.
- Removal of damaged road / street furniture, condemned vehicles and scrap lying along the roads.

vi) Felicitate the Champion Workers and Volunteers

- Identify and felicitate the conservancy / sanitary workers doing exemplary work in solid waste management and sanitary work.
- Acknowledge the services rendered by volunteers, RWAs, Trade Associations etc. doing good work in solid waste management.
- Felicitating Hospitals, Schools, Colleges, Government Offices, Hotels, Market places doing exemplary work in solid waste management.
- Organising health campaigns, de-addiction workshops for sanitary / conservancy works.

The above 6 thematic activities can be taken up, during the first 6 designated weeks. For subsequent months, schedule will be issued by the State Mission Director, SBM and Director of Municipal Administration, based on the experience of first round. The special campaign will be carried out throughout the year.

4) Important points to be taken note during the movement

- Pledge for cleanliness to be taken before every campaign.
- Involve NGOs, Resident Welfare Associations, Scouts, NSS, NCC & NGC volunteers of schools and colleges, trader's associations, other voluntary organisations and volunteers.
- Involve elected representatives and social influencers.
- Sensitization about cleanliness through volunteers in bicycles.
- The slogan '**My Waste, My Responsibility**' may be popularised.
- Wide publicity through FM, Local TV, Newspapers and social media should be done about the mass cleaning and other activities carried out during the campaign.
- After completion of campaign, an assessment of the campaign should be taken up and shortcomings, if any, may be corrected in the future campaigns.
- All municipal solid waste collected through mass cleaning shall be weighed and transported to the processing centres properly.
- Proper documentation should be made before and after the campaign.

5) Coordination with other departments

The Programme is implemented with a vision of achieving clean cities which are garbage free and truly ODF. It is envisaged that this objective can be achieved mainly through large scale citizen participation. This massive engagement of citizen participation can be made possible only through co-ordinated efforts of all the departments in the state. For this purpose, a High level Committee under the chairmanship of Chief Secretary, with concerned Secretaries as members has been formed.

Concerned Heads of Departments will issue necessary instructions and guidance to the concerned officers to ensure the participation of every citizen and all stakeholders.

District level committee under the chairmanship of District collector to be convened, involving all the concerned before each campaign and finalize the course of events.

S. No.	Name of the Department	Activities to be taken
1	Department of School education and Department of Higher education	• To involve Schools and Colleges in this people's movement. • Create awareness among students about solid waste management • NSS, NCC, Scouts, NGC student volunteers may be involved as ambassadors for Clean City Campaign.

		Organise activities as listed out in the guidelines.
2	Housing & Urban Development Department	- Organise mass cleaning drive in the TNHB colonies and TNHUDB tenements. - Extend cooperation to concerned ULBs in creating awareness among the residents of TNHUDB tenements. - Encourage onsite composting facilities for bio-degradable waste, wherever feasible.
3	Tamil Nadu Pollution Control Board	To sensitize people about the ill effects of single use plastics and encourage use of cloth bags.
4	Department of Agriculture	Onsite composting of vegetable waste generated at Uzhavar Sandhais.
5	Department of Tourism, Culture & Religious Endowments	Mass cleaning campaigns in and around temple premises and tourist places.
6	Department of Health and Family Welfare	- To instruct and guide all government hospitals and primary health centers to take up proper disposal of Bio-Medical and other solid waste generated in hospitals. - Mass cleaning campaign in health facilities - Onsite composting of wet and other bio-degradable waste in all hospitals and teaching institutes.
7	Water Resources Department	- To co-ordinate with ULBs in cleaning the water bodies. - Removal of Prosopis Juliflora (Seemai Karuvel) and water hyacinth from water bodies.
8	Industries Department & Micro, Small Medium Enterprises Department	- To encourage the industrial units to keep the surrounding areas neat and clean and avoid dumping of waste in the public places. - Creating awareness among industries about implementation of various Waste Management Rules
9	Tamil Nadu State Marketing Corporation limited	To ensure proper collection & disposal of waste generated in and around its sales outlets and keep the surroundings clean.
10	State Highways	- To coordinate with ULBs in removing solid waste and C&D waste dumped along road sides. - Help in removing unauthorized hoardings and flex boards along the roads - Removal of bushes, especially Prosopis Juliflora (Seemai Karuvel) from road margins.

11	Information and Public Relations Department	Information dissemination and publicity about the campaign through print and electronic media.
12	All Government departments	To carry out the mass cleaning activities in and around their office premises throughout the state.

6) The launch of the special campaign and its continuance:

The special campaign will commence from June, 2022 onwards and will be implemented in all Urban Local Bodies in the State.

To sustain and intensify the outcomes, the mass cleaning activity and related thematic activities will be carried out on every second and fourth Saturdays. This will be in addition to the normal conservancy work and sanitation work by the Urban Local Bodies.

SHIV DAS MEENA
ADDITIONAL CHIEF SECRETARY TO GOVERNMENT

//TRUE COPY//

[Signature]
21/6/22
SECTION OFFICER

**அரசாணை (நிலை) எண்.79, நகராட்சி நிர்வாகம் மற்றும் குடிநீர் வழங்கல்
(ந.நி.2) துறை, நாள் 02.06.2022-ன் இணைப்பு**

தூய்மை உறுதிமொழி

என் நகரம் என் பெருமை.

என் நகரத்தைத் தூய்மையாகவும், சுத்தமாகவும் வைத்திருப்பது எனது கடமையும், பொறுப்புமாகும்.

பொது இடங்களில் குப்பை கொட்டாமல் இருப்பதே நகரத் தூய்மைக்கான முதற் காரணம் என்பதை நான் நம்புகிறேன்.

தூய்மைப் பணிகளுக்கு என்னை அர்ப்பணித்துக் கொள்ள என் நேரத்தை ஒதுக்குவேன்.

நான் பொது இடங்களில் குப்பை கொட்ட மாட்டேன். பிறரையும் குப்பை கொட்ட அனுமதிக்க மாட்டேன்.

குப்பையை வீட்டிலேயே பிரித்து தூய்மைப் பணியாளர்களிடம் ஒப்படைப்பேன்.

தூய்மை நகருக்கான முயற்சியில், நான் பங்கேற்பதுடன், என் குடும்பத்தாரையும், சுற்றத்தாரையும் முழு ஆர்வத்துடன் பங்கேற்க ஊக்குவிப்பேன்.

என்னால் மேற்கொள்ளப்படும் ஒவ்வொரு நடவடிக்கையும் என் நகரத்தைத் தூய்மையாக வைக்கப் பேருதவி செய்யும் என்பதில் நான் உறுதியாக இருக்கிறேன்.

(ஆளுநரின் ஆணைப்படி)

**சிவ் தாஸ் மீனா
அரசு கூடுதல் தலைமைச் செயலாளர்**

//ஆணைப்படி அனுப்பப்படுகிறது//

பிரிவு அலுவலர்
26/22

