

EPTRI IN SOCIAL MOBILIZATION FOR SANITATION PROMOTION UNDER SWACHH BHARAT CAMPAIGN

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ABSTRACT

The Swachh Bharat Campaign by Environment Protection Training and Research Institute (EPTRI) focused on the basic amenities and poor hygiene behavior at identified major colonies/areas/bastis in Chandanagar area. The areas include Vemukunta, Gowtham Nagar, Shilpa Enclave, Friends Colony, Arjun Reddy Colony, Annapurna Enclave and Sriram Nagar Colony and Gangaram Cheruvu. The awareness programme was carried out under Government Mission “Swachh Telangana Mission with a goal of achieving “Open defecation free cities” by 2019 to provide open access to its research and make a contribution to development policy. During the survey, initiations and solutions to improve hygiene of the area have been discussed.

EPTRI also conducted training and capacity building programmes on Sanitation and Municipal Solid Waste Management (MSWM) for all Urban Local Bodies of Telangana State. The target group was Elected Officials and Public Health workers. The programme was conducted in two phases in all 67 ULBs. 81% of the public health workers and 75% Corporators/Counsellors attended the training programme.

Keywords: Sanitation, Hygiene, Solid Waste Management, Public Health workers, Corporators, Counselors, ULBs.

SWACHH HYDERABAD CAMPAIGN IN CHANDANAGAR, HYDERABAD

The Prime Minister of India launched the Swachh Bharat Mission on 2nd October, 2014 to achieve universal sanitation coverage and to put focus on sanitation with an aim to achieve Swachh Bharat by 2019 as a tribute to the 150th Birth Anniversary of Mahatma Gandhi.

The Swachh Hyderabad Campaign in Chandanagar is a part of the “Swachh Telangana Mission and the goal is to achieve “Open defecation free cities” by 2019. The campaign was carried out

during 16th May 2015 to 20th May 2015 under the supervision of Sri.B.Kalyan Chakravarthy, IAS, (Director General), EPTRI, Mentor for Chandanagar area (under Circle No.12, Unit 1208-B, Docket No. 108), the major colonies/areas/basti in Chandanagar area allotted to EPTRI include Vemukunta, Gowtham Nagar, Shilpa Enclave, Friends Colony, Arjun Reddy Colony, Annapurna Enclave and Sriram Nagar Colony and Gangaram Cheruvu.

This paper focuses on sanitation mobilization programs taken up by EPTRI. Lack of sanitation and poor hygiene behavior cause a tremendous disease burden among the poor. Despite wide recognition of the consequent health burdens, a large fraction of the Hyderabad population still lacks access to basic amenities. During the survey met residential society enthusiasts, society representatives, Radhiwalas, traders, shopkeepers, road vendors, self help groups and official of various Govt. Departments like GHMC, Water Board, Electricity, Bill Collector, ASI to make them aware of Swachh Hyderabad Concept.

Observations

Some of the issues observed during the four day survey at eight localities of Chandanagar area were open defecation, dumping of garbage and littering in open places, there are no dustbins, inadequate garbage collection, open burning garbage, improper functioning of street lights, open manholes, illegal constructions, there are issues of stray dogs and mosquitoes.

Some of the measures for improving the sanitation and hygiene of the area were discussed in gatherings done at Community Centres and in local study areas.

Suggestions

Some of the suggested measures for improving the hygienic condition include:

- Preparation of Master Plan with detailed action plan for sewerage and sanitation system.
- A comprehensive plan to establish one Sewerage Treatment Plant in each circle for treating the effluents before discharging into Gangaram Cheruvu
- Tie up with Aparna Hills for lake beautification and restoration under public private partnership.
- Establishment of Call center for attending public grievances
- Construction of Sulabh Complexes at Government lands and their regular maintenance by Self Help Groups (SHG).

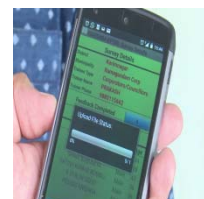
- Sulabh Complexes can be designed with a room at the top so as to conduct meetings of SHG.
- Bar coded dust bins should be provided at the end of each lane/street and bins can be monitored by nearest police stations.
- Introducing segregation of waste at source (dry and wet waste) in Gated communities and apartments.
- Provision for waste processing unit (aerobic/ anaerobic /vermicomposting) in each circle for segregated waste.
- Transforming the lake into tourist spot.
- Introducing penalty system for controlling the problem of littering on the roads and open plots.
- All road side vendors should be registered and provided with ID cards. Business can be done only at designated areas by GHMC like vending and non-vending areas. Supervision of these areas may be under the control of Health officers / Sanitary inspectors.
- Green Energy Concept should be developed for street lights in the localities.
- SHG should be provided with soft loans and incentives for solar energy
- Mandatory installation of solar panels and rainwater harvesting before issuing permission to buildings
- Arranging quarterly meeting for monitoring the Swachh Hyderabad Campaign.
- Conducting review meetings/receiving grievances every 2nd Sunday of the month

TRAINING AND AWARENESS PROGRAMME ON SOLID WASTE MANAGEMENT FOR MUNICIPAL FUNCTIONARIES AND PUBLIC REPRESENTATIVE IN URBAN LOCAL BODIES OF TELANGANA STATE

EPTRI has taken up the task of conducting training and capacity building programmes on Sanitation and Municipal Solid Waste Management (MSWM) for all Urban Local Bodies of Telangana State. The target group were Elected Officials and Public Health Workers.

The programme was conducted in two phases in all 67 ULBs (excluding Municipal Corporations of Greater Hyderabad). 81% of the public health workers and 75% Corporators/Counsellors attended the training programme. The category and district wise participants attended are shown in the Table I.

All the training programmes were conducted through power-point



presentations, case studies including audio/video and group discussions. Other activities included motivation songs, skits/role plays, demonstration on segregation of solid waste into wet and dry, evaluation of the programme by each participant through structured feedback form. All the training programmes conducted were in the regional language and material was also provided to the participants.

EPTRI has established a control room to address the short coming issues on programme to programme basis. A monitoring committee was constituted to monitor and review the progress of the training programmes and suggested any modifications.

The training programme catalysed a positive behavioral change in the attitude of public health workers and Mayors/Chairpersons on MSW Management. The programmes also covered in the local print and electronic media.

Table -1: The category and district wise participants

Sl. No	District	Existing Public Health Workers	Attended Public Health Workers	%	Exitsting Corporators/ Counsellors	Attended Corporators/ Counsellors	%
1	Adilabad	1306	1157	89	189	160	85
2	Medak	1069	768	72	145	90	62
3	Nizamabad	1140	949	83	141	107	76
4	Warangal	2780	2143	77	116	40	34
5	Mahabubnagar	1584	1334	84	193	163	84
6	Karimnagar	2548	2303	90	326	278	85
7	Khammam	895	743	83	97	95	98
8	Ranga reddy	952	854	90	111	74	67
9	Nalgonda	1607	1023	64	210	145	69
	Total	13881	11274	81	1528	1152	75

EPTRI has put all efforts to bring about the impact and behavioral change among the public health workers and the elected representatives for achieving the objectives of the Swachh Bharat Mission.

EPTRI developed an APP for feedback and constant monitoring and evaluation is being done to check on the effectiveness of the programme.

The Commissioner and other senior officials of the Municipal Corporation said that the training programmes helped in sharing the required and useful information with all the functionaries involved in MSW Management in their Corporation. They also said that the EPTRI's training programmes helped in removing the misconception about setting up of MSW facilities under public private partnership, from the minds of the Corporators.

Team

EPTRI team members immensely involved in Swachh Bharat Campaign at Chandanagar area include B. Kalyan Chakravarthy, IAS, D.G, EPTRI, (Mentor), Dr. M. Suneela, Mrs. A. Leelavathi, Mrs. S. Suneetha, Mrs. M. Sailaja, Mrs. P. Jaswanthi, Mrs. V. Suneetha, Mr. Shaik Allavali, Mr. V. Narayana Rao, Mr. Md. Khader & Mr. I Sobhan Babu.

The team comprising of B. Kalyan Chakravarthy, IAS, D.G, EPTRI, Mr. Varghese Jacob, Mr. P.V.R. Surendra, Mrs. A Leelavathi and Mr. Shaik Allavali carrying out Training and Awareness Programme on Solid Waste Management for Municipal Functionaries and Public Representative in Urban Local Bodies of Telangana State.

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