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**SWACHHA ANDHRA
CORPORATION
MA & UD, GoAP**

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F.NO.77(6)/SAC/GENERAL/COO(S)/2016-17, 19/04/2017

To
All the Municipal Commissioners
MA & UD Department.
Andhra Pradesh.

Sir,

Sub: SAC-Launching of source segregation from 5th June
2017 on the occasion of world Environment day.

Ref: D.O PL/SBM/01/2017, Dated: 14.03.2017 of JS&MD,
SBM

Your immediate attention is invited to the subject and
reference cited.

The First two years of Swachh Bharat Mission focused on
bringing about necessary regulatory and policy changes to facilitate
the scientific processing of waste. It is now felt necessary to
capitalize and conductive environment so created by shifting the
focus to bringing about mass-scale behavior change among citizens
towards waste segregation at source, prior to the scientific
processing.

Now, it proposed to give massive thrust to this effort and
make the issue of source segregation in to mass movement, where
every household and every waste generator starts segregating waste
in two bins – Green and Blue (Green for Biodegradable, wet waste and
Blue bin for Non –Biodegradable dry waste).

MoUD proposed to make this initiative historical effect
where all 4041 Cities start source segregation on 5th June 2017 on
the occasion of World Environmental Day to the household.

In this regard all the ULBs are requested to follow the
action plan for making the programme a grand success.

- To conduct awareness on source segregation and to start this
programme on 5th June 2017 at ULB level duly involving all the
Municipal staff, SLF, TLF, RWAs, CBOs, Swachha Grahis
during 4th week of April 2017 and wide publicity may be given

- in local news papers to support this programme.
- To conduct training programme to all the Municipal Staff SLF, TLF and Swachha Grahi during 1st week of may 2017 and suitable resource persons may be identified by the ULBs. The training material (soft copy) will be sent by the SAC to all the ULBs shortly.
 - Creation of awareness among public by conducting kala Jathas, Loud speaker announcements, display of IEC material and wall Writing, and also conducting ward level meetings by SHGs etc., from 2nd week of may 2017.
 - To identify at least one ward in each ULB having minimum of 350 households and to take up distribution of blue and Green bins to the households on 5th June 2017.
 - Before launch of the programme, massive IEC activities need to be taken up to ensure the behavioral change in the public regarding source segregation.
 - The sanitation staff involved in door to door collection of the waste shall be made aware of the source segregation and shall have required system for separate collection of wet and dry waste.
 - All the ULBs shall ensure that this source segregation programme will be launched on 5th June 2017 in at least one micro pocket with minimum of 350 households.
 - After launching of this programme there shall be continuous monitoring and feedback on implementation of source segregation and it shall be implemented in the entire ULB in a phased manner.

In addition to the above, the CSR funding/Voluntary donations/ NGO contributions etc., may be tapped for procurement of the blue and Green color bins by the ULB. The required IEC material and training material can be downloaded from the SAC website under IEC material. In case of any clarifications, the ULBs may contact Sri. K. Suresh Babu COO/SAC, Mob-9000057960, Email id - coorswachhandhra@gmail.com.

I, therefore request you to take necessary arrangements to make the programme a big success on 5th June, 2017.

Yours faithfully
D MURALIDHAR REDDY, IAS
MANAGING DIRECTOR

Copy Submitted to:
The Principal Secretary to GoAP, MA&UD Department.
The Director of Municipal Administration.

Copy to:

All Regional Directors of Municipal Administrations of
Visakhapatnam, Guntur, Ananthapuram and Rajahmundry.

Signature valid

Digitally signed by D
Muralidhar Reddy
Date: 2017.04.19 09:44:05 IST
Reason: Approved

