

Smart Colony – Smart Ward Initiative

An Integrated and participatory approach to develop clean and vibrant cities

Under

Swachh Bharat Mission



Progress Report

Ghanshyam Ojha,

Mayor

Hari Singh Rathore,

Commissioner

Report Prepared by

Sumit Kr. Singh,

Coordinator of the Initiative,

Jodhpur

Smart Colony – Smart Ward initiative

Abstract

Smart Colony – Smart Ward initiative involves devising IEC and Public Awareness strategy to make Swachh Bharat Mission a community led movement. The goal of the project is to develop an integrated and participatory approach to ensure behavior change of citizens in sustainable manner. The project emphasizes not only on municipal waste management but also banks on the energy, experience and expertise of citizens and all other stakeholders for developing clean and vibrant environment. This is being done by motivating and empowering community actors to form monitoring committee at community level and steer the campaign of cleanliness in residential and commercial areas. Since its inception, the initiative is being planned and facilitated by Mr. Sumit Kumar Singh with support and guidance of The Mayor, The District Collector and Municipal Commissioner of Jodhpur. The impact of the project is visible at city and state level and 11 colonies have been declared smart areas within two months and work is in progress in 20 more colonies including 3 slum areas. Upon achieving smart colony status, we encourage colony residents to adopt composting techniques for disposing organic waste at colony level.

Context

Public health and sanitation have been one of the foremost duties of municipal bodies in cities across the world. Urban society is characterized by high population density, prevalence of industries and enterprises and high dependence on market in day to daily life. Therefore, municipalities have a challenging task at all three levels of municipal waste management –collection, transportation and disposal of waste.

Experience in the past two decades has shown that a majority of municipal bodies in India have failed to deliver quality services especially in terms of public health. Major reasons cited for the failure are lack of resources and infrastructure, incompetent sanitary staff, wide gap between citizens and municipal body and lack of participation of community in waste management. The city of Jodhpur which crossed 1 million mark in 2010 is facing similar challenges. Jodhpur has population of around 1.5 million spread over in 65 wards. The municipal corporation tried to outsource the waste collection and processing system twice in past to private firms but it did not work out. In July, 2014, Jodhpur Municipal Corporation and Jodhpur district administration took the issue on top priority and launched ‘Clean Jodhpur – Green Jodhpur’ on 15th August 2014. The mission got a boost when Swachh Bharat Mission was launched on 2nd October, 2014. On 26th January, 2015, JOSH (*Jodhpur – Swachh, Smart, Harit*) initiative was to meaningfully engage students and youth into running the campaign.

Persistent efforts by the dedicated officials and citizenry did yield results. Door to door collection of household wastes was started in many colonies with financial support of residents. In commercial areas, owners of eating joints and other commercial establishments started keeping dustbins and waste was being collected by municipal staff on daily basis. However, the impact at city level was still not visible and a majority of slums, market areas and public places remained as filthy as ever.

After the analysis, it was realized that there was absence of a formal structure of participation at micro level. The whole initiative was being conceptualized, managed and supervised at city and district level and there was no structure available at ward & colony level to facilitate participation of the waste generators, dedicated activists and professionals at local level. To cope up with the challenge, Smart Colony – Smart Ward Initiative was launched in city on pilot basis in four colonies.

Situation Prior to the initiative

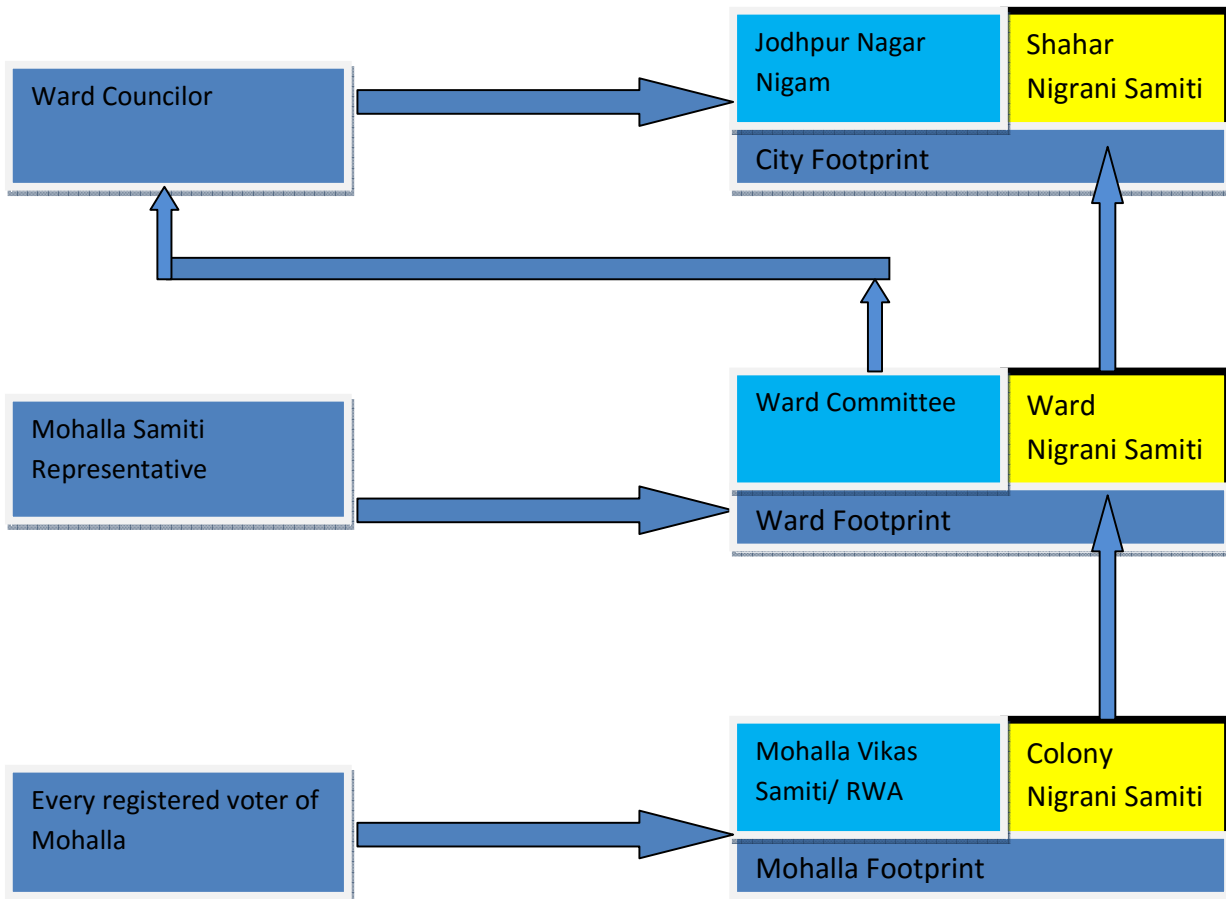
The city of Jodhpur has been facing severe problems in collection, transportation and disposal of waste. Following were key issues:

- There was hardly any facility for door-to-door waste collection in place in selected areas and people used to throw their waste on roads, corners and vacant plots.
- There was also the practice of burning plastic and other kinds of waste which posed a serious threat to environment and health of citizens.
- The failure of ULB in handling garbage resulted in rising apathy and distrust between people and ULB. This further deteriorated the situation as people were reluctant to pay taxes and it was difficult for the ULB to ensure meaningful participation in planning and implementation of welfare schemes.
- There was also a problem of perception as people looked towards municipal body for resolving even petty issues and never thought of contributing their part.
- There had been protests in past when ULB tried to levy user charges for waste management. People are reluctant to pay for cleaning their colonies.

Smart Colony – Smart Ward Initiative - Pilot Project

The initiative was conceptualized with a view to devise strategies to create structure of participation at colony level and ensure that both ULB and community work hand-in-hand to achieve objectives of Swachh Bharat Mission. The fact that there over 300 Mohalla Vikas Samitis registered and functional in Jodhpur clearly suggests that the existing structure of participation is neither adequate nor efficient in facilitating participatory process. One major advantage envisaged while planning the new initiative was to adopt a bottom-up approach while dealing with civic issues. The endeavor was to motivate and utilize the energy, experience and expertise of citizens to ensure sustainability of the project.

To facilitate participatory process in sustainable manner, we proposed the following three tier administrative structure:



It is important to note here that 74th Constitutional Amendment Act talks about formation of Ward Committee and Nagar Raja Bill circulated by Government of India under JnNURM scheme in 2005 called for formation of Area Sabhas in Mission cities. Therefore, the administrative structure proposed under Smart Colony – Smart Ward Initiative is in line with the spirit of urban governance as envisaged by the Constitution.

In initial phase, we plan to focus on formation of Colony Nigrani Samitis and when a majority of colonies in a ward get covered, we will proceed to constitute Ward Committee and Ward Nigrani Samiti in respective wards.

Objectives

To assess the impact and significance of the initiative, the pilot project was launched on 29th July, 2015 in four colonies with following objectives:

- A behavior change in people to develop healthy sanitation practices and sense of ownership of community assets
- Generating awareness among citizens about sanitation and its linkages with public health
- Create structure of participation at colony and ward level for effective citizen participation
- Ensure active participation of citizens in planning and implementation of welfare schemes including municipal waste management at local level
- Support ULB in developing effective mechanisms for collection, transportation and disposal of waste

Benchmarks for Smart Colony

In addition to this, benchmarks for achieving 'Smart Colony' status were set as follows:

- 24 X 7 cleanliness & ODF locality
- Knowledge and awareness about the initiative to all residents
- Functional door to door waste collection system for all HHs
- Shramadaan and financial contribution by residents
- Meaningful women participation and spearheading this movement in respective colony.
- Special initiatives like plantation, painting, etc. to beautify the colony
- Overall impact of the initiative on lifestyle and environment of citizens

Message was clear- If the residents can come together to develop the area as Smart Colony by 13th August, the colony will be awarded the status of 'Smart Colony' by Municipal Corporation on 15th August and all pending development works of the colony will be executed on top priority by government.

Implementation Process

To achieve objectives of the initiative, an awareness drive was launched in selected colonies and at city level and also facilitated the colony residents in formation of Nigrani Samitis, building linkages of Nigrani Samiti with relevant municipal staff, arranging vehicles for waste collection, etc. The idea was to motivate people to come forward and spearhead cleanliness activity in their area. The following process was adopted in this regard.

- Introductory visit to the colony by the District Collector, Mayor, Municipal Commissioner, elected representatives and senior officials

- Formation of Nigrani Samiti at colony level after common consensus. The Municipal Corporation authorizes the Samiti by issuing Identification cards to the members which are duly signed by Municipal Commissioner.
- Inspection of colony area by Samiti to prepare an Action Plan.
- The Action Plan to categorize activities to be completed through *Shramadaan*, municipal resources and resources hired by financial contribution of community
- Nigrani Samiti to reach out to all households in colony to inform residents about the initiative and mobilize their support
- Nigrani Samiti to collect funds and resources from residents to hire resources and complete beautification work in locality. The funds collected will be deposited in account of Mohalla Vikas Samiti/ RWA.
- The whole locality to be sanitized and beautified as per the action plan in specified timeline
- Photo documentation of the entire activities to have 'before and after' analysis
- Inspection of the locality by city level committee having representation of the DC, Mayor, Commissioner and Coordinator of the initiative.
- After the recommendation of the city level committee, the colony to be declared smart in a felicitation ceremony.
- Periodic visits to be carried out by the Coordinator to monitor the progress.

Functions of Colony Nigrani Samiti

The Samiti will be formed with majority of female members by residents in a meeting of *Mohalla Vikas Samiti/RWA*. Functions of Colony Nigrani Samiti include:

- Visit in morning and night hours to stop people from throwing waste on public places
- Ensure Smooth functioning of D2D waste collection system
- To motivate residents for *Shramadaan* and proactive contribution to the initiatives in their area
- To ensure that all community assets are maintained properly
- To safeguard and ensure use of dustbins kept at public places
- To ensure timely resolution of disputes/gap in services

Impact of the Initiative

The Coordinator of the initiative worked extensively with community in four selected colonies to ensure that citizens come forward and achieve project benchmarks in time. Residents of all four colonies made sincere efforts in this regard. However, Prem Vihar was the only which qualified all benchmarks. It was declared 'Smart Colony' by the Municipal Corporation on 15th August in presence of Shri Gajendra Singh Khinwsar, Minister of Industries, Government of Rajasthan, Shri Gajendra Singh Shekhawat, Member of Parliament, Jodhpur, and many other dignitaries. The event was covered by print and electronic media and we started

receiving calls from many colonies to start the project in their colonies. By 2nd October, 2015, ten more colonies were declared smart.

The impact of the initiative can be described as follows:

- In smart colony areas, Swachh Bharat Mission has become a community led movement and residents are working hand in hand with ULB to carrying out all activities in their areas.
- Within three months, the initiative has caught attention of policy makers. During the Familiarization workshop organized by Local Self-Government Department, Govt. of Rajasthan in Jaipur for elected and administrative heads of all 187 ULBs on 8th and 9th October 2015, **Hon'ble Chief Minister Smt. Vasundhara Raje appreciated the initiative and endorsed the model in her speech to Jaipur and all cities of Rajasthan.** Within three months of the launch of the initiative, 11 colonies were declared Smart and work is in progress in nearly 20 more colonies.
- During the 13th International Conference on Sustainable Habitats and Smart Cities organised by Municipalika and Good Governance Foundation from 9 to 11 December, 2015, **Smart Colony-Smart Ward Initiative of Jodhpur Nagar Nigam was given 'Award for Excellence' under 'Best city initiatives' category.**
- The initiative has touched the lives of over 10,000 populations in three months.
- Workload and expenditure of ULB on cleanliness in smart colonies has reduced as people are themselves managing and paying for door-to-door waste collection system.
- The initiative has increased community cohesion between residents of the colony and they are coming forward to discuss and resolve local issues.
- Because of the enhanced levels of community mobilization, it is easy for the municipal body to implement other welfare and development projects in respective colonies.
- The Members of Nigrani Samitis have become agent of change and ready to work in neighboring colonies to tart the initiative.
- The initiative has helped to identify and build a pool of committed individuals and professionals in community who are willing to contribute to social development through their energy, experience and expertise.

Situation after Implementation of Initiative in Smart Colony areas

- There was a significant behavior change in residents of Smart colonies and they became sensitive to Smart declared colonies are maintaining 24X7 cleanliness in their respective colonies.
- Residents contributed funds to hire resources on their own for cleaning premises.
- The community took the initiative to engage vehicle for ensuring Functional door-to-door system and it is being running successfully till date.
- In smart colony areas, public grievances have reduced and Colony Nigrani Samiti and sanitary staff of ULB are working in close coordination.

- The initiative has improved credibility of Municipal Corporation in smart colony areas.
- Residents in smart colony areas give their household waste to the vehicle and do not throw it elsewhere. This has resulted in clean premises.
- Residents are aware about the health hazards of burning waste and they have shunned the practice.
- The enhanced citizen participation has resulted in active role of citizens in other areas as well viz. making local development plans, safeguarding community assets, etc.

Sustainability

Smart Colony- Smart Ward initiative is an outcome of an year long experience of working rigorously with citizens and stakeholders with a goal to devise strategies for an integrated and participatory approach to deal with municipal waste. The initiative is high on scale of sustainability as it provides a win-win solution for all stakeholders. More than four months after the success of pilot project, the residents in smart colonies are maintaining the standards of cleanliness and community participation.

Potential for Replication

After the success of pilot project, a toolkit was developed and we started similar project in 15 other colonies and 10 colonies were declared smart within a month. One key factor behind the high potential for replication of the initiative is the fact that the initiative banks on the synergy and collaborative approach of stakeholders. The initiative also satisfies the aspirations of all stakeholders in minimum efforts. The project primarily focused towards behavioral change among the residents and undertakes different activities to empower them to realize their own priority and needs as well as take collective action to resolve them at their own level in spite of looking for external support. Therefore, the replicability aspect of the project has been tested and it works well for colonies of all income groups and even in commercial areas.