

**GOVERNMENT OF ANDHRA PRADESH
MUNICIPAL ADMINISTRATION DEPARTMENT**

O/o the Commissioner & Director of
Municipal Administration,
Andhra Pradesh, Vaddeswaram.

CIRCULAR

Roc.No.12057/6/2022/Lsec

Dated 06/12/2022

Sub:MA Dept.,- Clean Andhra Pradesh Programme (CLAP) -Intensive IEC Activities on Usage of 3 Bins for Source Segregation, Door to Door Collection, Transportation & Processing of Waste, Home Composting, Levy & Collection of User Fee etc - Weekly Action Plan communicated for implementation - Reg.

- Ref: 1) Govt.Memo.4329936/UBS/2021, dated 15-06-2021 of MA & UD Department.
2) Lr. No. SAC/COO/F.No.90/CLAP/D.No.26/22 Dated 18.05.2022 of the Managing Director, Swachh Andhra Corporation, Vijayawada.
3) This office email dated 06.08.2022 (msection@cdma.gov.in)
4) This Office Circular Roc.No.12058/31/2022/Lsec, dated 18.10.2022.

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The attention of the Municipal Commissioners of the ULBs is invited to the subject & references cited. Municipal Commissioners are aware the Hon'ble Chief Minister has launched Jagananna Swachha Sankalpam-Clean Andhra Pradesh (CLAP) on 2nd October, 2021 and the core objective & aims of it are;

- Bin free - Litter free - Garbage free cities
- Visual Cleanliness of the Cities
- 100 % Segregation of Waste at Source with Community Participation
- Encouraging Home Composting and Onsite waste treatment
- 100 % Door to Door Collection
- 100 % treatment of the Solid Waste Generated

As a part of implementation of Clean Andhra Pradesh Programme & to improve collection of segregated waste at source i.e., from Waste

generators, all the ULBs in the state have provided 1.21 Crores bins in 3 colours to each household free of cost for collection of segregated waste. Auto Tippers have also been deployed in certain ULBs & other ULBs will also be provided with vehicles shortly. Construction of Garbage Transfer Station (GTS) is also taken up in the ULBs, wherever possible.

In the reference 2nd cited, the Managing Director, Swachh Andhra Corporation, Vijayawada has prepared & communicated IEC material to bring awareness in Public, Public Representatives and all stakeholders for successful implementation of Clean Andhra Pradesh Programme (CLAP):

1. Standard Operating Procedures (SOP)
2. Hoardings, Posters
3. Pamphlets
4. Flip Books
5. Wall painting Designs
6. Audio files for Garbage Tippers

Soft copies of the above material were already sent to the ULBs vide reference 3rd & 4th cited with an instruction to take up IEC activities extensively duly involving Ward Volunteers, Ward Secretaries, SHG Members, RWAs, Public Representatives etc., to sensitize & bring awareness among the public on all Waste Management Rules & for practicing source segregation. The above Material is also available in the CLAP Dashboard URL <https://cdma.apclap.co.in/> under Downloads Section.

In this connection, it is felt necessary to take up IEC activities extensively and proposed to take up Weekly Intensive Capacity Building & IEC Activities on Clean Andhra Pradesh Programme for sensitization, awareness and to motivate general public/ citizens, public representatives and all stakeholders on door to door garbage collection, highlighting the need for segregation of waste at source (House-hold Level) and handing over waste in 3 separate bins to collect Wet, Dry & Domestic hazardous wastes as per SWM Rules, 2016. It is also informed that to encourage Home Composting, to bring awareness on Plastic Ban, Transportation and

Processing of Waste and also to highlight the need for Levy & Collection of User Fee for Solid Waste Management for successful implementation of Clean Andhra Pradesh Programme (CLAP) in the ULBs, the Municipal Commissioners to take up IEC activities on the above duly involving all the concerned.

Therefore, a IEC Action Plan for one week at each Ward Secretariat of the ULB has been attached to this Circular for strict implementation. The calendar of planned events is listed below and the SoP & IEC Material are enclosed for ready reference.

S. No	Day	Date	Activities
1	Day 1 & Day 2	12-12-2022 & 13-12-2022 (Monday & Tuesday)	Door to Door Campaign at Cluster Level: Bins Survey, Demonstration of Source Segregation, Distribution of Pamphlets to bring awareness on Segregation of Waste at Source and Roles & Responsibilities of the Waste Generator as per SWM Rules, 2016 and the Need for Levy & Collection of User Fee for SWM.
2	Day 3	14-12-2022 (Wednesday)	Ward Level Awareness campaigns with Ward Secretaries, Ward Volunteers, SHGs, RWAs & others on practicing Home Composting.
3	Day 4	15-12-2022 (Thursday)	ULB Level Awareness Campaigns & Competitions
4	Day 5	16-12-2022 (Friday)	Awareness on CLAP Programme & SWM Chain thro' Exhibitions & Social Media etc.
5	Day6	17-12-2022 (Saturday)	Special Sanitation Drives
6	Day 7	18-12-2022 (Sunday)	Clean City & Clean Andhra Pradesh Pledge, Rally & Manava Haram.

All the Municipal Commissioners are hereby instructed to appoint a Nodal Officers at ULB level for this purpose or can delegate these activities to the Nodal Officer already designated for implementation of CLAP/NGT activities. Ward Level Teams shall also be constituted for IEC Activities & to take up large scale Citizen Outreach activities prior to the events to ensure maximum participation from all the Stakeholders and keep the IEC Material ready & take up the above IEC activities without fail.

All the Nodal Officers appointed for this purpose shall document the Activities taken up (Photos, Videos, etc.,) during the Campaign period & all

the Commissioners shall submit action taken reports on the activities in the prescribed formats (Proforma I - VIII) to the concerned RDMA's by end of each day during the Campaign period.

All the RDMA's in the State are instructed to submit the consolidated action taken report to this office by end of each day during the IEC campaign period & also monitor the activities with Municipal Commissioners of their respective Region and ensure to follow the above instructions scrupulously without fail. Any deviation to these instructions will be viewed seriously.

Commissioner & Director

Encl: As above.

To

All the Commissioners in the State.

Copy to all the RDMA's in the State for necessary action.

Copy to all the Chairpersons/ Mayors/ Special Officers for information.

Copy to the Managing Director, Swachh Andhra Corporation, Vijayawada.

Copy submitted to the Special Chief Secretary to Govt., MA & UD Department, A.P. Secretariat, Velagapudi for information.

MUNICIPAL ADMINISTRATION DEPARTMENT

ONE WEEK IEC ACTION PLAN

Intensified IEC Activities on Clean Andhra Pradesh Programme (CLAP) from 12-12-2022 to 18-12-2022

Day	Date	Target Outcome	Activity	Action to be taken	IEC Methodology
Day 1 & 2	12-12-2022 & 13-12-2022 (Monday & Tuesday)	<ul style="list-style-type: none"> 100% Source segregation of Waste with Community Participation 100% Door to door garbage collection Bins Survey on Appropriate Usage of Dust Bins Practicing home composting and onsite Waste treatment. Awareness on Need for Levy & Collection of User Fee for Solid Waste Management in the ULBs. 	Door to Door Campaign: <ul style="list-style-type: none"> Bins Survey, Demonstration of Source Segregation, Distribution of Pamphlets to bring awareness on <ol style="list-style-type: none"> Segregation of waste at source Roles & Responsibilities of the Waste Generator as per SWM Rules, 2016 Need for Levy & Collection of User Fee for SWM. 	<ul style="list-style-type: none"> Planning & Selection of Clusters within the Ward Secretariat for carrying out Massive Door to Door awareness for source segregation To Form teams with Ward Sanitation & Environment Secretary, Public Health Worker, Volunteers, SHGs & MEPMA Staff for each Ward Secretariat. Educate the Public Health Workers, including contract workers, Volunteers, MEPMA Staff & Ward Sanitation & Environment Secretaries regarding the entire Chain Process of the Door-to-door collection of Segregated waste, transportation & processing of waste. The Team shall visit each and every household allotted to them & practically show the 3 colored Dust bins, Paste the Stickers of the different types of Waste on the 3 Bins distributed 	Pamphlets, Hand Bills, Demonstrations.

Day	Date	Target Outcome	Activity	Action to be taken	IEC Methodology
				<p>to the H/Hs and explain appropriate Usage of the Dust bins distributed to the H/Hs. i.e. Green for Wet Waste, Blue for Dry Waste & Red for Domestic Hazardous Waste.</p> <ul style="list-style-type: none"> • Take up Bins Survey whether the distributed Bins are being put into appropriate use by the Households. • Educate the Waste generators not to litter or dispose of any waste. • Educate the Waste Generators about the need for handing over Segregated Waste to the Public Health Worker/ Garbage Auto Tippers operating for primary collection to facilitate the ULB for scientific processing. • Create awareness on adverse effects of Mixing different types of Waste. • Display & Explain about the Garbage Auto Tippers, their compartment & their usage that were operating for Door to Door Garbage Collection in the Wards. 	

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Day	Date	Target Outcome	Activity	Action to be taken	IEC Methodology
				<ul style="list-style-type: none"> • Explain about Onsite Waste Treatment & Home Composting. • Explain the Households the need for levy & collection of User Fee for Solid Waste Management as per SWM Rules, 2016. 	
Day 3	14-12-2022 (Wednesday)	<ul style="list-style-type: none"> • 100% Source segregation of Waste with Community Participation • 100% Door to door garbage collection • Appropriate Usage of Dust Bins • Practicing home composting and onsite Waste treatment • Awareness on the Need for Levy & Collection of User Fee for Solid Waste Management in the ULBs. 	<ul style="list-style-type: none"> • Ward Level Awareness campaigns with Ward Secretaries, Ward Volunteers, SHGs, RWAs & others on Source Segregation, Door to Door Collection, practicing Home Composting. 	<ul style="list-style-type: none"> • Create various awareness activities through Volunteers, MEPMA staff and SHGs. • Convene Special follow up meetings of Self Help Groups to pass resolutions that their group Members to follow the Responsibilities of Waste Generators as per Solid Waste Management Rules regarding Handing over Segregated Waste to the Garbage Auto Tippers only, Practicing Home Composting & to pay User Fee for SWM, etc., • Ward Level Awareness campaigns with RWAs & others on practicing Home Composting. • Awareness on practicing onsite composting by Bulk Waste Generators viz., Hotels, Restaurants, 	Meetings of SHGs, RWAs, Merchant Associations, Chamber Of Commerce, Mike Announcements, Audio in the PA Systems available With Garbage Auto Tippers.

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Day	Date	Target Outcome	Activity	Action to be taken	IEC Methodology
				<p>Group Houses, Hostels, Function Halls etc.</p> <ul style="list-style-type: none"> Sensitize the BWGs on practicing onsite composting & display the BW processing equipment/ machines. 	
Day 4	15-12-2022 (Thursday)	<ul style="list-style-type: none"> 100% Source segregation with Community Participation. 100% Door to door garbage collection. Appropriate Usage of Dust Bins. Practicing home composting and onsite Waste treatment. Awareness on Need for Levy & Collection of User Fee for Solid Waste Management in the ULBs. 	<ul style="list-style-type: none"> ULB Level Awareness Campaigns 	<ul style="list-style-type: none"> IEC Stickers/ Posters /Hoardings to be displayed in the Prominent Places, Government Offices, etc., regarding CLAP Activities i.e., Distribution of 3 Bins, utilization of 3 Bins for Source Segregation, Transportation of waste & Processing of waste. Competitions at ULB level to the General Public/ RWAs/ Bulk Waste Generators, School & College Students on Source segregation of waste in 3 Bins, Door to Door Garbage collection through Garbage Auto Tippers, Transportation & Processing of waste. Felicitation to the best performing RWA, BWG, Street Vendor etc. Involve Local Celebrities/ Elected Representatives to felicitate the Winners. 	IEC Stickers/ Posters /Hoardings, Competitions, Collaboration with Local Media, FM Radio Channels
5 th Day	16-12-2022	<ul style="list-style-type: none"> Awareness on CLAP 	<ul style="list-style-type: none"> Awareness on CLAP Programme & SWM 	<ul style="list-style-type: none"> Arrange Photo Exhibitions on Source segregation, 	Exhibitions, Social Media,

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Day	Date	Target Outcome	Activity	Action to be taken	IEC Methodology
	(Friday)	Programme & SWM Chain.	Chain thro' Exhibitions & Social Media etc.	Door to Door Garbage collection, Transportation of waste & Processing of waste and Best practices etc. <ul style="list-style-type: none"> • Wide publicity on the activities taken up under CLAP thro' Social Media, Print & Electronic Media. 	Print & Electronic Media TV Scrolling, Cinema Slides
6 th Day	17-12-2022 (Saturday)	<ul style="list-style-type: none"> • Visual cleanliness in ULBs 	<ul style="list-style-type: none"> • Special Sanitation Drives 	<ul style="list-style-type: none"> • Special drive on Visual Cleanliness – Street Sweeping, Cleaning of drains & Water Bodies 	Distribution of Pamphlets, Mike announcement,
7 th	18-12-2022 (Sunday)	<ul style="list-style-type: none"> • Clean City & Clean Andhra Pradesh Pledge 	<ul style="list-style-type: none"> • Clean City & Clean Andhra Pradesh Pledge (Model Pledge enclosed) • Rally • Manava Haram 	<ul style="list-style-type: none"> • Clean City/ Andhra Pradesh" pledge & Manavaharams (involve Ward Volunteers, Ward Secretaries, SHGs, RWAs, Chamber of Commerce, Elected Representatives etc.) • Mass Rallies on SWM activities • Shouting the Swachhata Slogans 	Meetings, Public Gatherings, Mass Rallies, Slogans

Commissioner & Director

Signed by Pravin Kumar

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Date: 06-12-2022 16:22:59

Reason: Approved

MUNICIPAL ADMINISTRATION DEPARTMENT
Proforma-I (to be sent on or before 09-12-2022)

Details of preparedness for IEC / Awareness campaigns to be conducted in the ULB as on _____

Sl. No.	Name of the ULB	No. of Ward Secretariates	Details of Nodal Officer appointed (Name, Designation & Mobile No.)	No. of Teams formed for IEC Campaign	No. of functionaries engaged in the IEC Campaign	Whether the schedule of IEC Campaign communicated to all the Stakeholders (Yes/No)	Whether IEC material kept ready to take up IEC activities as per schedule (Yes/No.)	If No, expected date of readiness of IEC Material	Whether all the concerned are sensitized about the IEC Campaigns for participation	Remarks
1	2	3	4	5	6	7	8	9	10	11

Commissioner

MUNICIPAL ADMINISTRATION DEPARTMENT
Proforma -II (to be sent on 13/12/2022 by 5.00 PM)

Details of Survey conducted on Appropriate usage of 3 Dust Bins distributed in the ULB as on 12-12-2022 & 13-12-2022

Sl. No.	Name of the ULB	No. of Ward Secretariates	No. of HHs	No. of Bins supplied to the H/Hs	No. of HHs covered in Bin Survey	No. of HHs utilizing 3 bins	No. HHs using the Bins appropriately for source segregation (Yes/No)	No. of HHs not utilizing/not practicing source segregation	Whether proper IEC / Awareness created to the respective HHs for practicing source segregation (Yes/No)	Remarks
1	2	3	4	5	6	7	8	9	10	11

Commissioner

MUNICIPAL ADMINISTRATION DEPARTMENT

Proforma -III (to be sent on 13/12/2022 by 5.00 PM)

Details of Door to Door IEC Campaign conducted in the ULB as on _____

Sl. No.	Name of the ULB	No. of Ward Secretariates	No. of HHs	Whether Door to Door campaign conducted (Yes/No)	If Yes, No. of HHs covered	Whether Chain of Solid Waste Management activity explained during the IEC Campaign (Yes/No)	Whether Pamphlets disseminating the Source Segregation, Home Composting & need for levy of User Fee distributed (Yes/No)	If no, mention specific reason	No. of HHs covered for Door to Door demonstration on Source segregation & Home Composting	Remarks
1	2	3	4	5	6	7	8	9	10	11

Commissioner

MUNICIPAL ADMINISTRATION DEPARTMENT

Proforma -IV (to be sent on 14/12/2022 by 5.00 PM)

Details of Ward Secretariat level IEC Campaigns/Awarness Campaigns conducted in the ULB as on 14/12/2022

Sl. No.	Name of the ULB	No. of Ward Secretariats	No. of HHs	No. of Meetings conducted with SHGs/RWAs, Merchant Associations, Chamber of Commerce etc.	No. of persons/stakeholders participated in the meetings	Whether Audio Clippings played with the Public Addressing system equipped with Garbage Auto Tippers	No. Of meetings conducted with BWGs on practicing onsite composting	No. of BWGs participated	Remarks
1	2	3	4	5	6	7	8	9	10

Commissioner

MUNICIPAL ADMINISTRATION DEPARTMENT
Proforma -V (to be sent on 15/12/2022 by 5.00 PM)

Details of ULB level Awareness campaigns/ Competitions conducted on CLAP/SWM Activities as on _____

Sl. No.	Name of the ULB	No. of Ward Secretariats	No. of HHs	No. of Stickers/Posters pasted at Prominent places	No. of Hordings erected at Prominent places	No. of competitions conducted	No. of stakeholders participated in the competetions	No. of Local Celebrities, Elected Representatives participated	Remarks
1	2	3	4	5	6	7	8	9	10

Commissioner

MUNICIPAL ADMINISTRATION DEPARTMENT
Proforma -VI (to be sent on 16/12/2022 by 5.00 PM)

Details of ULB level Awareness campaigns conducted on SWM Chain & Best Practices on SWM

Sl. No.	Name of the ULB	No. of Ward Secretariats	No. of HHs	No. of Photo exhibitions conducted	No. of persons participated	Remarks
1	2	3	4	5	6	7

Commissioner

MUNICIPAL ADMINISTRATION DEPARTMENT
Proforma -VII (to be sent on 17/12/2022 by 5.00 PM)

Details of Special Sanitation Drive conducted at Ward Secretariat Level in the ULB as on _____

Sl. No.	Name of the ULB	No. of Ward Secretariats	No. of HHs	No. of places Special Sanitation Drive conducted	Total length of Streets swept (in KM)	Total No. of Drains Cleaned (in KM)	No. of Water Bodies cleaned	Remarks
1	2	3	4	5	6	7	8	9

Commissioner

MUNICIPAL ADMINISTRATION DEPARTMENT
Proforma -VIII (to be sent on 18/12/2022 by 5.00 PM)

Details of activities taken up for Clean City - Clean Andhra Pradesh Pledge in the ULB as on _____

Sl. No.	Name of the ULB	No. of Rallies conducted	No. of stakeholders participated	Whether Manavaharam & Clean City Pledge conducted (Yes/No)	If Yes, No. of stakeholders participated	Remarks
1	2	3	4	5	6	7

Commissioner