**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) | * 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:**   * Bins Survey, * Demonstration of Source Segregation, * Distribution of Pamphlets to bring awareness on  1. Segregation of waste at source 2. Roles & Responsibilities of the Waste Generator as per SWM Rules, 2016 3. Need for Levy & Collection of User Fee for SWM. | * 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 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. * 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. * 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. | Pamphlets, Hand Bills, Demonstrations. |
| Day 3 | 14-12-2022  (Wednesday) | * 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. | * Ward Level Awareness campaigns with Ward Secretaries, Ward Volunteers, SHGs, RWAs & others on Source Segregation, Door to Door Collection, practicing Home Composting. | * 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, Group Houses, Hostels, Function Halls etc. * Sensitize the BWGs on practicing onsite composting & display the BW processing equipment/ machines. | Meetings of SHGs, RWAs, Merchant Associations, Chamber Of Commerce, Mike Announcements, Audio in the PA Systems available With Garbage Auto Tippers. |
| Day 4 | 15-12-2022  (Thursday) | * 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. | * ULB Level Awareness Campaigns | * 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 |
| 5th Day | 16-12-2022  (Friday) | * Awareness on CLAP Programme & SWM Chain. | * Awareness on CLAP Programme & SWM Chain thro’ Exhibitions & Social Media etc. | * Arrange Photo Exhibitions on Source segregation, Door to Door Garbage collection, Transportation of waste & Processing of waste and Best practices etc. * Wide publicity on the activities taken up under CLAP thro’ Social Media, Print & Electronic Media. | Exhibitions,  Social Media,  Print & Electronic Media  TV Scrolling,  Cinema Slides |
| 6th Day | 17-12-2022  (Saturday) | * Visual cleanliness in ULBs | * Special Sanitation Drives | * Special drive on Visual Cleanliness – Street Sweeping, Cleaning of drains & Water Bodies | Distribution of Pamphlets,  Mike announcement, |
| 7th | 18-12-2022  (Sunday) | * Clean City & Clean Andhra Pradesh Pledge | * Clean City & Clean Andhra Pradesh Pledge (Model Pledge enclosed) * Rally * Manava Haram | * 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**