



## CLEANEST CITY INDORE: A CASE STUDY

**Dr Anushree A. Mahajan**

Prerna College of Commerce

**ABSTRACT** Topping the cleanliness chart for consecutive years, (a massive leap from 149th position in 2014) Indore stands in the face of the notion that huge population breeds filth in a city. Indore is the most populous city of Madhya Pradesh and has emerged as India's cleanest city in the Swachh Survekshan 2018. Indore is also the venue for most of the state government's investment summits. It is also the constituency of Lok Sabha Speaker Sumitra Mahajan. MP capital Bhopal and Union Territory Chandigarh occupy next two positions in the table. But performance of 2018 is impressive as 4,203 cities were in contention against only 434 in 2017. Indore was ranked the cleanest city in India for the first time in 2017 and has retained its cleanest city tag in the clean India survey 2018. So, how did this happen? The credit goes to a small but crack team of like-minded, public-spirited people fuelled by passion and systematic planning, determined to make it happen.

**KEYWORDS :** Swachh Sarvekshan, cleanest, Open Defecation Free, Swachhta Anthem

### INTRODUCTION

It is a truth and universally acknowledged fact that a hungry man in possession of a good appetite, must visit 'Sarafa' in Indore. Jewellery bazaar by day, street food paradise by night - catering to locals as well as tourists. It's the same with fabulous Joshiji ke dahiwade and Vijay ki kachori, washed down with a tall glass of shikanji. But something is different. There is no leftover food, no dirty plates, no garbage to be seen - anywhere.

How is that even possible? A city with constantly growing population, congested roads, terrible traffic, and immensely crowded markets, not just makes to the list of clean cities but tops it and becomes India's cleanest city! I am so elated to say that I was totally wrong to doubt the news article. Indore really has become the cleanest city in India. There have been several initiatives aimed at preventing littering and making Indore the cleanest city. 'Swachhta aadat hai, swachhta tyohar hai' is a common refrain for the songs sung by Bollywood and playback singer Shaan for Indore Municipal Corporation's campaign for cleanliness. The songs are played as the municipal vehicles go around collecting garbage from different households. The songs also feature as the caller tunes on the phones of municipal officials as well as the elected representatives.

Indore is my hometown and one can see the difference if only one knows both past and present conditions. Indore has transformed itself tremendously in past few years. The changes observed were very well appreciated. Counting cleanliness, greenery, waste disposals everything improved to a large extent. The campaigns for the cleanliness proved to be fruitful. And this was not an overnight thing. This was a meticulously planned cleanliness drive which was efficiently executed.

### OBJECTIVES :

- To study how miraculous results can be obtained through willpower and wholehearted participation of the people
- What prompted the IMC to come up with various ways to tackle the problem of garbage management.
- To present it as one of the best examples of carrot and stick approach.

### How Indore became the cleanest city

The commercial hub of Madhya Pradesh - the city of Indore - was resembling a vast, public garbage dump. Stray animals were roaming freely, eating kitchen waste from kachrapetis. Citizens were angry, there had been dharnas and protests. A social activist had gone so far as to file a PIL in the High Court urging the corporation to take waste management seriously. Indore painted a dismal picture of cleanliness and sanitation, earning itself the 149th spot in the Swachhta survey in 2014. The ranking was enough to put the administration to shame. And there began the story of a great turnaround. It was under these circumstances that Malini Laxman Singh Gaud was elected Mayor of Indore, in February 2015. Cleanliness was the plank on which she went

to the polls. In May 2015, Manish Singh took over as the Municipal Commissioner of Indore. Asad Varsi, of Eco Pro Environmental Services, an entrepreneur working with Indore municipality offered to draw up a comprehensive plan to clean up the city - free of cost.

"The plan focussed on three things - how to make the city bin-free, dust-free and litter-free," says Varsi. In September 2015, Varsi was appointed as Swachh Bharat consultant for the city of Indore. Six NGOs including BASIX with 400 volunteers have been roped in to explain sorting, segregation and to create public awareness. A huge awareness campaign was launched across media; be it radio FM (well-known jockeys have been made brand ambassadors), TV ads, jingles, talk shows and newspapers. Young children and youth know the jingles by heart and have acted as brand ambassadors for the Nigam. Slogans have been painted on one and half lakh square meters of wall space across the city, discouraging and warning citizens from spitting, public urination and littering. It's hard to see a wall without a message painted. Counting cleanliness, greenery, waste disposals everything improved to a large extent. The campaigns for the cleanliness proved to be fruitful.

### 7 Habits That Changed Indore

The residents of Indore have adopted simple yet effective means to deal with garbage problem of the city. Their efforts could be summed up in seven habit-changes and four socio-administrative formulae.

#### Everyday garbage disposal

The municipal corporation earlier had garbage bins placed across the city and expected residents to throw wastes in the colour-coded boxes. It did not work. The corporation then shifted to door-to-door garbage collection mode. This simple change changed the way garbage was hitherto disposed in the city. People started cleaning their homes and shops to handover garbage to municipal workers. Dry wastes were kept separate from the wet ones making their disposal easy.

#### Garbage To Compost

Many localities adopted another method to keep the area clean. They started making compost from the waste products. One such example came from Lokmanya Nagar where close to 750 families are in the business of making compost from terracotta pot. These families give garbage to municipal workers only twice in a week. The different localities of Indore are increasingly becoming self-sufficient in garbage disposal. Wet garbage is separated and used for compost making. More than 700 compost making units are working at gardens, hotels, schools and other places across Indore.

#### Discouraging Use of Polythene

Polythene is considered as a big reason for litter. People of Indore made a shift in their polythene using habits discouraging its use. Shopkeepers, too, started using polythene bags of permissible thickness.

#### Dustbin On The Wheels

This was a novel idea to keep a check on litter. People started carrying

small dustbins in their cars so that they don't throw their wastes on streets. Those who chew paan and gutka are seen carrying similar bins in their vehicles.

### Awareness Among Children

Teachers in schools and parents at home made it a point to make their wards aware of the dangers of littering. Children living in Indore have become so aware now that if an elder person is seen throwing garbage on streets, the kids try to discipline them.

### Public And Social Functions

As a norm, wastage defines the scale of an organised social event - from a public rally to festivity or a religious function. But the residents of Indore corrected this age-old mentality and made a conscious effort to carry out cleaning work after every community event.

### The Eighth Pledge

Traditional Indian weddings are solemnised with seven pledges - one each corresponding to every round of the sacred fire during the ceremony. In Indore, eighth pledge was added in the wedding rituals. The newlyweds are administered oath of cleanliness. Dustbins are distributed during wedding ceremonies in Indore.

### Three Words: REDUCE ,REUSE ,RECYCLE

Reducing, Recycling and Reusing plastic is important and it can be done. However it can be done without harassing the citizens of the state/city .It has to be done by attacking the source of plastic generation and tackling the end disposal of the plastic waste, with awareness spread amongst the citizens

### The Four Formulae:

Besides the seven habit-changes, Indore worked on four formulae to keep the city clean.

### Removing Garbage Bins

The garbage bins were the places for stray animals. They all were found loitering around garbage bins in the hope of getting food turning the surroundings into a filthy zone. The administration decided to remove all the bins and started sending municipal workers door-to-door for garbage collection.

### Night Cleaning

Earlier, municipal workers used to do all the street cleaning only in morning. But the corporation changed this system. Workers were employed for collecting garbage from shops in the evening and cleaning the markets at night.

### New-design Municipal Trucks

While rest of the country employs garbage collecting trucks of 1.8 cubic metre-capacity, Indore Municipal Corporation uses vehicles of 3.3 cubic metre-capacity. The former can collect garbage from around 300 homes, an Indorean container can cover nearly 1,000 homes.

### Children Made Brand Ambassadors

Child is the father of man. Indore put the philosophy contained in this William Wordsworth poem to effect. Children were made brand ambassadors of cleanliness. Committees have been constituted in schools and colleges to ensure cleanliness in the neighbourhood. Cities like Ghaziabad and Kanpur in Uttar Pradesh and Ahmedabad in Gujarat have tried to emulate Indore's experiment in their own cities to deal with garbage menace.

### Carrot And Stick Approach

Nothing works better than the carrot-and-stick policy. The Indore Municipal Corporation (IMC) would testify to this. As part of its waste management strategy, IMC honours those who display exemplary initiative in tackling waste in their neighbourhood, offering them a one-on-one with the Mayor or the Corporation Commissioner. And, litterbugs invite a hefty fine.

- There is now a discount of 5-10% on property tax for those who install bulk waste convertors to compost organic waste.
- The efforts to encourage people participation doesn't stop here. There are ongoing competitions and awards from the mayor and municipal commissioner for innovative solutions.
- The one in-charge of the vehicle that collects the maximum amount of segregated waste is also honoured.

- Many other illegal structures across the city were razed.
- Those who breed animals – cows, dogs, pigs – but leave them out as strays during the day have been dealt with quite firmly
- Other than fines, user charges have been levied for all occasions. Even a political rally has to pay a per head charge to the authorities. Even senior politicians are paying these for their events. If they don't comply, the newspapers report it.
- People began to fear the Nigam jeeps like they did the police jeeps.

### Challenges encountered:

- The bigger challenge was with safai karamcharis - discipline, motivation, work ethic
- Poor attendance of safai karamcharis - The 5,500- strong workforce used to register barely 30-40 per cent daily attendance.
- The truck had to be lower in height, so the average person could tip in the garbage.
- To educate public to segregate geela and sukha kachra.
- It was a task to get each household to cooperate.

There was a lot of resistance from the IMC staff But now there is 90 per cent attendance The work ethic has improved dramatically. It is a daily hand-holding, monitoring and mutual respect, which makes the difference. The same goes for all other stakeholders.

### CONCLUSIONS:

It was a conglomerate movement and efforts of Public, Civic Body(IMC) and Central Government. This cleanliness drive is not just an endless effort of the municipal corporation but also the result of continuous support from the people– the residents, who now take pride in calling their city as India's cleanest city

- The Infrastructure was established and effective human resources were built up as they prepared a strategy for improvement of sanitation.
- Wall writings are covered in the major junctions of the city and Govt. Building/office boundary walls with slogans to create awareness.
- Single color background was utilized in entire sanitation activities example: collection van, monitoring jeep, back ground of the wall writings only single colour yellow, so this colour was very attractive.
- Sufficient vehicles are there and involvement of NGOs/corporators to monitor the activities.
- Each vehicle fixed the GPS system, they easy to monitor the vehicles from the call center.
- One happy side-effect is that the incidence of malaria and dengue has fallen drastically
- "Hai Halla" wa Indore Swachhta Anthem song for Swachh Survekshan 2017, sung by Shaan, composed by Rishikesh Pandey and conceived by Parikipandla Narahari (IAS Officer).The purpose of the song was to encourage the city of Indore to achieve the highest levels of cleanliness. It became very popular in Indore with residents using the track as their caller tunes.
- People here, have now taken the responsibility of keeping their city-their home clean which is the hardest feeling to inculcate in the public – to treat their city as their home. The slogans like "Milkar ye Sankalp kare, Indore ko swaccha banana hai" (Let's pledge together to make Indore clean) capture the essence of unity among the people working towards the same goal. The 'Indoris' now celebrate their clean city in the same way they celebrate together any cricket match won by India at sarafa! Way to go Indoris! I wish the city presents a great model for other cities to follow,moving ahead enthusiastically with a new motivating Swachhta Anthem 'Hatrack Lagaenge'.