

## Clean Cities Through Behaviour Change and Citizen Action

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### Why in News?

Recently, Telangana has advanced urban sanitation under Swachh Bharat Mission Urban 2.0 (SBM-U 2.0) through a 100-Day IEC campaign and a follow-up 99-Day Action Plan.

### Swachh Bharat Mission 2.0 - Behaviour Change Strategy

- **Focus** - Transforming citizens attitudes towards waste management and sanitation.
- **IEC Campaigns** - Door-to-door sensitisation, rallies, pledge drives, and community mobilisation.

*Door-to-door sensitisation - Trained workers or volunteers visit individual households to educate residents directly on clean habits.*

### Core Pillars of IEC under SBM-U 2.0

- **Information** - Spread mass awareness about waste rules, dangers of open dumping, and health impacts through rallies, announcements, and social media.
- **Education** - Teach people practical steps like separating wet, dry, and hazardous waste or starting home composting.
- **Communication** - Direct two-way interaction, e.g., door-to-door visits by workers/volunteers to explain clean habits and address concerns.

- **Household Outreach** - 27.09 lakh households sensitised on source segregation and home composting; 6.5 lakh households covered in the 99-Day Plan.
- **Visible Outcomes** - Cleaner streets, rejuvenated public spaces, elimination of garbage hotspots.

## Key Initiatives

- **Citizen Mobilisation** - Citizens participated in rallies. 22,482 citizens engaged in pledge drives.
- **Women's Participation** - *Amrut Mitra - Women for Trees* initiative planted 24,708 saplings with 10,704 Self Help Group (SHG) women.
- **Sanitation Workforce Welfare** - Frontline sanitation staff covered under statewide health camps.
- **Urban Infrastructure** - Cleaning of stormwater drains and nallahs, overhead water tanks.
- **Public Health** - 15.02 lakh homes sensitised for seasonal disease prevention.
- **Livelihood Integration** - 1,045.04 crore loans disbursed to 8,546 SHGs.
- SHG products showcased at melas generating Rs.77.12 lakh sales.

## Reference

[PIB | Telangana SBM](#)

