Clean Cities Through Behaviour Change and Citizen Action

Prelims: *Current events of national and international importance | Governance*

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

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