

# Swachh Bharat Mission - Urban Star ratings of garbage free cities

## IQVIA

IQVIA, [which stands for I (IMS Health), Q (Quintiles), and VIA (by way of)] originally Quintiles and IMS Health, Inc., is a worldwide corporation specializing in the health information technology and clinical research industries. IQVIA is a biopharmaceutical development and commercial outsourcing company that specializes in Phase I-IV clinical trials, as well as associated laboratory and analytical services, as well as consultancy.

IMS Health was most well-known for its healthcare data collection, which included sales, identified prescription data, medical claims, electronic medical records, and social media.

Quintiles was the largest biopharmaceutical development and commercial outsourcing company in the world. Companies in the biotechnology, pharmaceutical, and healthcare sectors could benefit from clinical data management, clinical trial execution services, medicines, drug development, financial partnering, and commercialization skills provided by the organization.

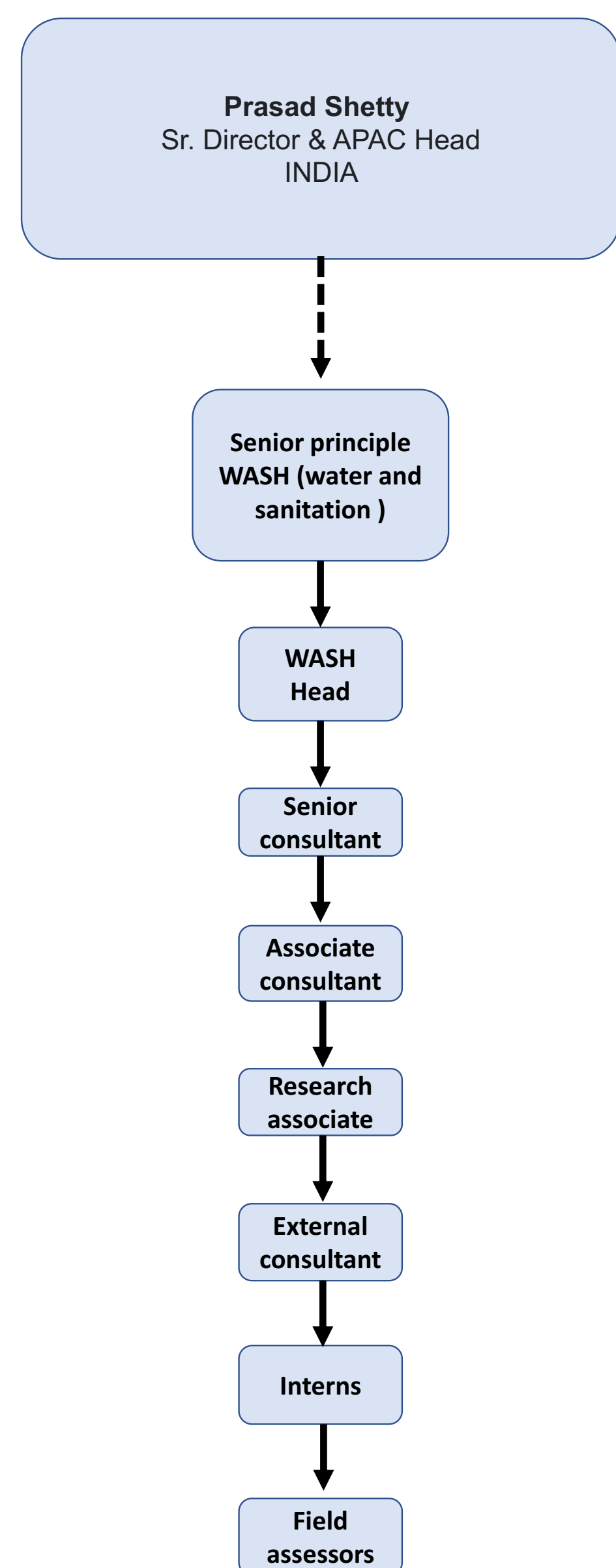
## Vision

IQVIA brings together advances in data science, technology, and healthcare expertise to help customers make better decisions and ultimately improve patient outcomes. Our mission is to help create a healthier world.

## Mission

A world where data science advances and human innovation collide to create innovative ways to improve human health. Every challenge is viewed as a chance to make a significant difference in the lives of customers, patients, and people. A career that matters and contribute to a healthier world. This makes our Vision Impactful and Meaningful

## Organization and Project Structures



## Swachh Bharat Mission

Swachh Bharat Mission (SBM), is a country-wide campaign initiated by the Government of India in 2014 to eliminate open defecation and improve solid waste management. The Mission is divided into two Phases :-

Phase 1 of the Swachh Bharat Mission lasted till October 2019.

Phase 2 is being implemented between 2020-21 and 2024-25 to help cement the work of Phase 1

The Government of India (GOI) launched the Swachh Bharat Mission (Urban) [SBM (U)], with the vision of ensuring hygiene, waste management and sanitation across the nation, as a tribute to Mahatma Gandhi on his 150th birth anniversary.

Key targets of the mission include,

- Elimination of open defecation
- Eradication of Manual Scavenging by converting insanitary toilets to sanitary
- Modern and Scientific Municipal Solid Waste Management
- Effecting behavioral change regarding healthy sanitation practices
- Awareness generation about sanitation and its linkage with public health
- Capacity Augmentation for Urban Local Bodies (ULBs) to create an enabling environment for private sector participation

## Star rating process

The Star Rating Protocol was launched by the MoHUA in 2018 to institutionalize a mechanism for cities to achieve Garbage Free status, and to motivate cities to achieve higher degrees of sustainable cleanliness. In the recently concluded certification exercise for Garbage Free Cities nearly 50% of ULBs (Urban Local Bodies) (2,238 cities) participated in the certification exercise, of which a total of 299 cities have been certified.

9 cities have been rated as 5-star, 143 cities rated as 3-star and 147 cities as 1-star.

In October 2021, Swachh Bharat Mission-Urban 2.0 was launched, to create "Garbage Free Cities" (GFC), thereby placing India on a new trajectory of growth towards an ecosystem of holistic sanitation and waste management.

It is one of the various initiatives which intends to make Swachh Bharat Mission-Urban (SBM-U) a successful project.

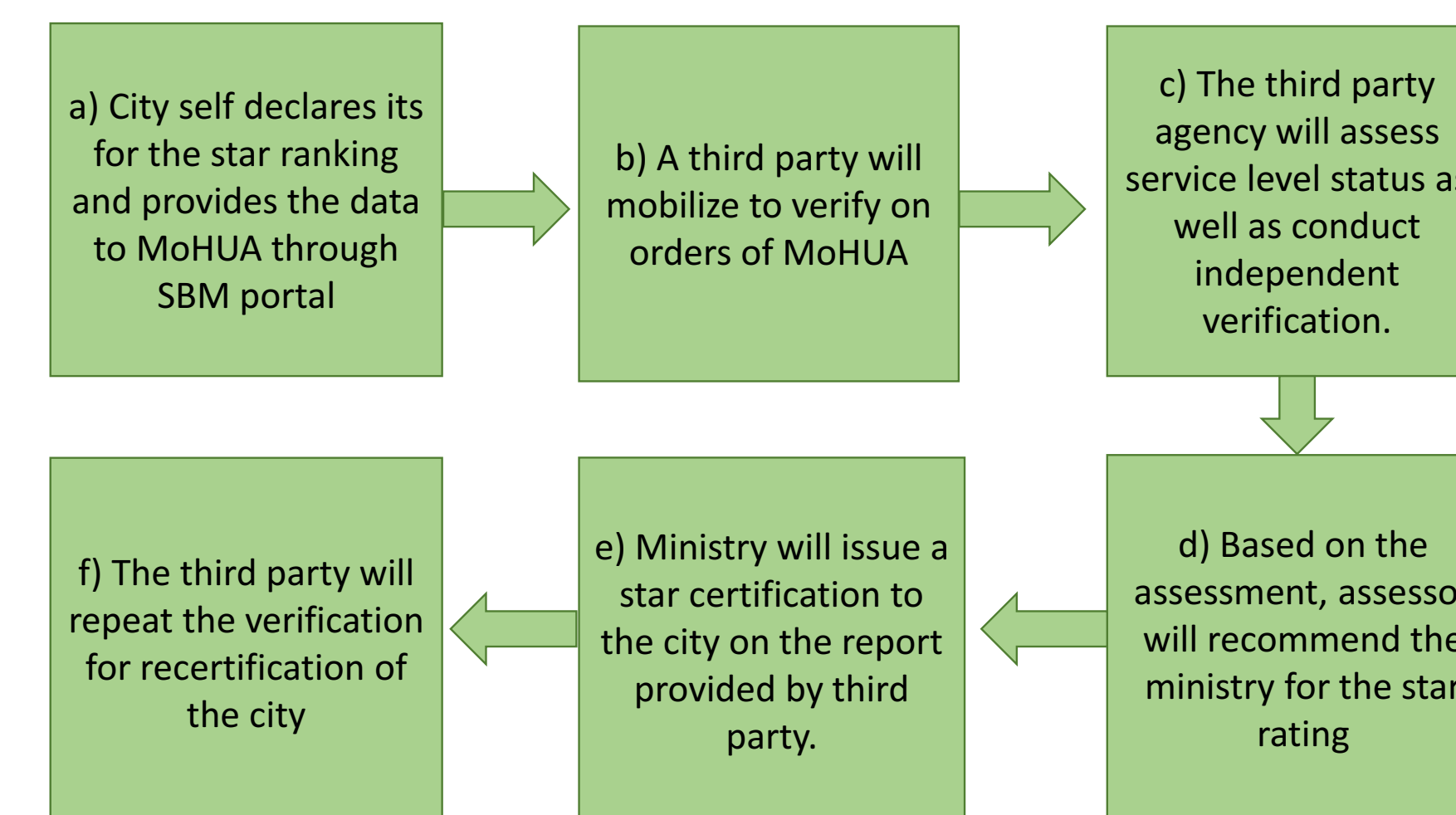
Based On:

It is based on 12 parameters which follow a SMART framework – Single metric, Measurable, Achievable, Rigorous verification mechanism and targeted towards outcomes.

The star rating conditions have been designed in a way to enable cities to gradually evolve into a model (7-star) city, with progressive improvements in their overall cleanliness.

It is a comprehensive framework that assesses cities across 23 different components of Solid Waste Management (SWM) and is graded based on overall marks received sector participation

## Star rating process



## Desktop assessment And learnings

### Third Party Inspection for Certification

#### Desktop Assessment

- ❖ Verify wards
- ❖ Assess and verify the documents submitted by the cities for all components as per Level 1 requirements. The agency to validate the figures updated on MIS and the documents submitted by cities with corresponding minimum requirement (Level-1) for the following components:
  - Door to Door Collection,
  - Source Segregation,
  - Litter Bins, Storage Bins
  - Waste Processing and Capacity (Wet, Dry & Domestic Hazardous))
  - User Charges
  - Dumpsite Remediation & Scientific Landfills
  - Screening of Nallahs
  - On-site wet waste processing,
  - C&D Waste (Storage, Segregation, Processing & Recycling)
  - On-Site wet waste processing by BWG
- ❖ Flag the Waste Processing Facilities, C&D facilities, landfills, dumpsites, drains, nallahs etc. if the city has claimed for these components but these are not available in city profile to ensure coverage during field assessment.

As an intern we were appointed as desktop assessor to work on solid waste management division of SBM. Our role majorly focused on completing the ULBs that were assigned to us and pass/fail them on the basis of the documents provided.

After assessing each ward and component the decision should be made (pass and fail) depending on the score obtain against the documents provided by ULB. In case of minor error query been raised which was answered by the ULB itself in the given time. After this stage the field assessors are assigned to verify the documents provided and take the process further.

Under the mentorship of Kishan sir and Lakshay Sir, I was fortunate enough to get great level of exposure towards different parameters of the SBM and the dedication required to complete time bound projects.

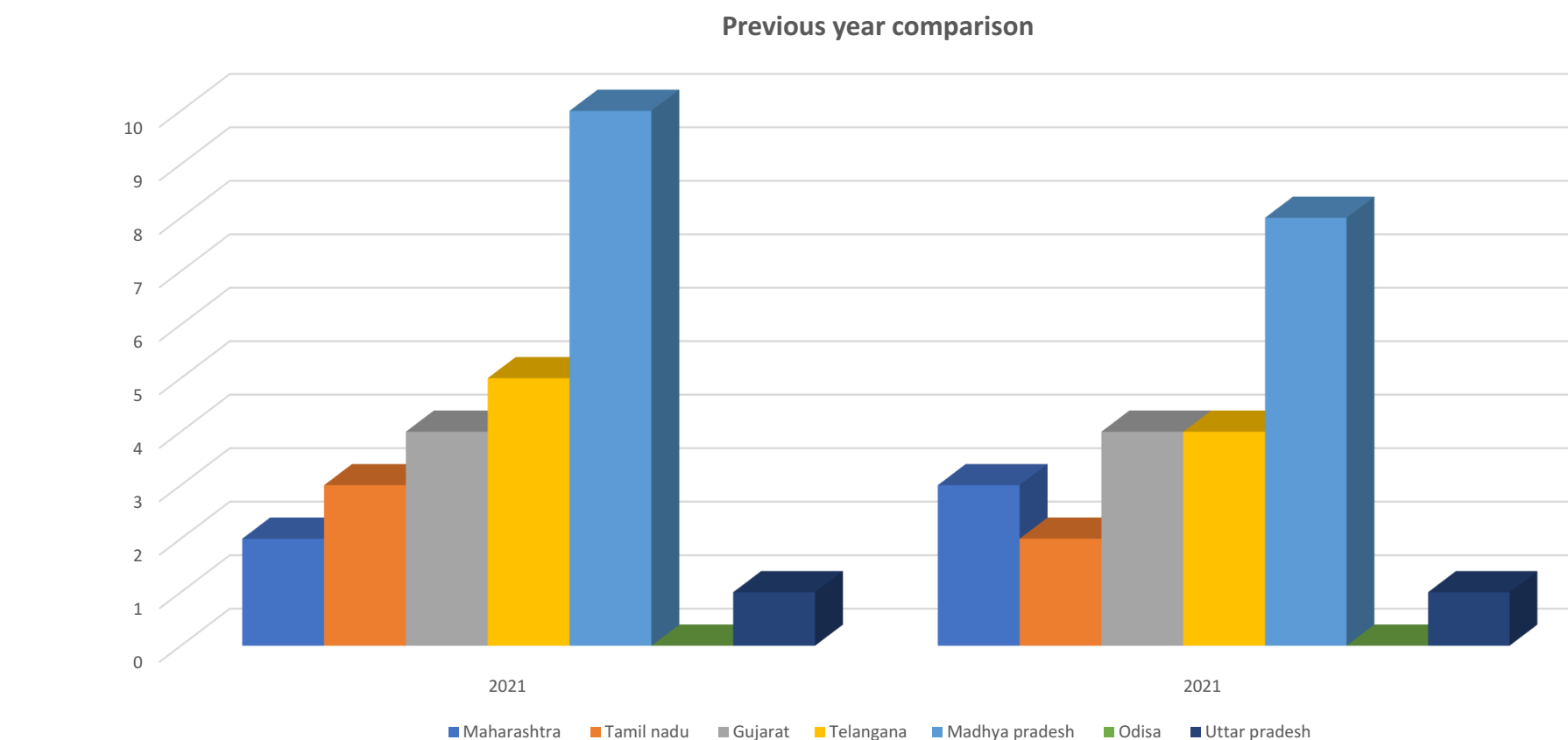
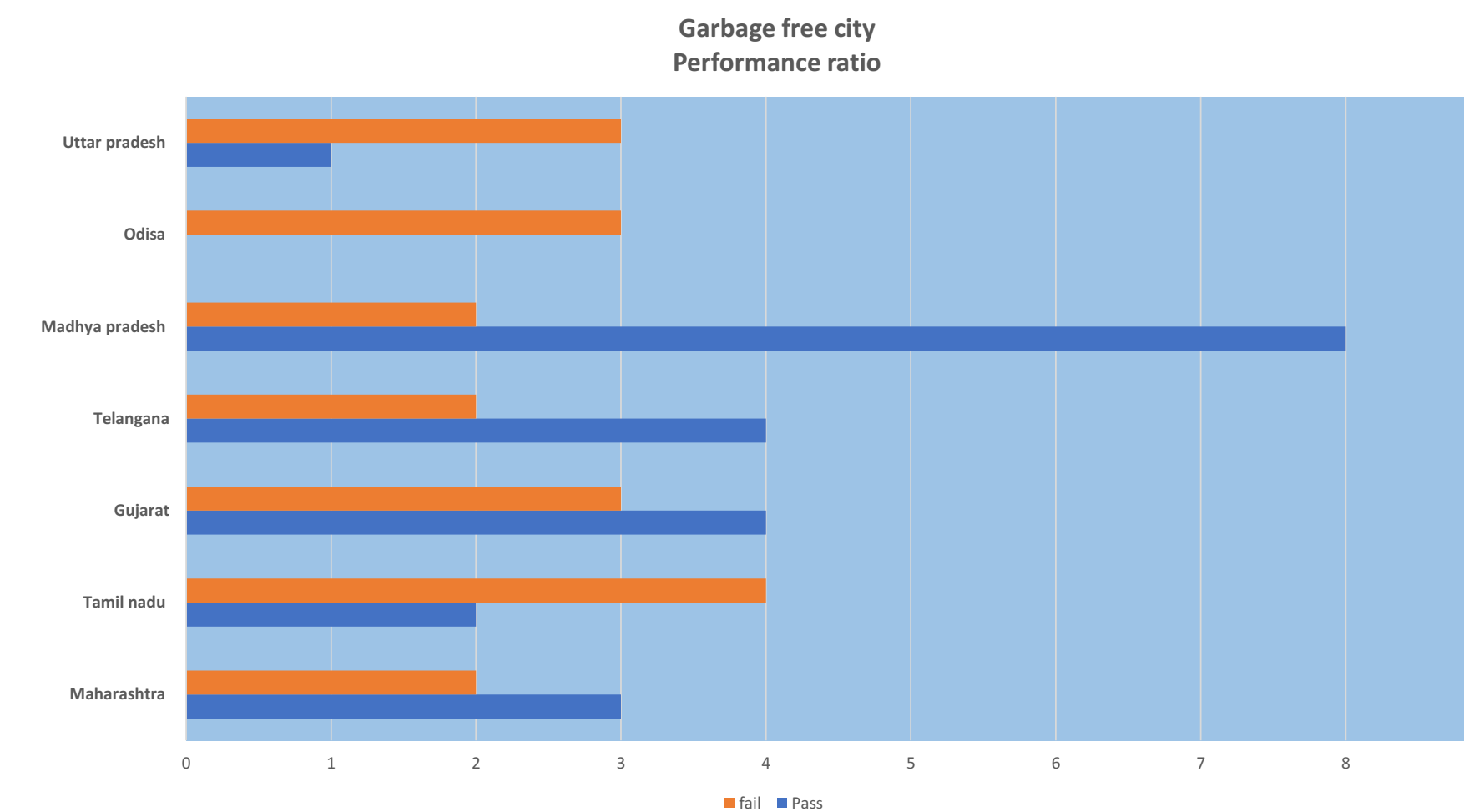
- Benefits of Networking: Your co-workers and mentors are always there to pull you out when stuck.
- Good guidance adds value to work: The productivity of my work increased when I had significant people who would clear all my doubts.
- Understanding workplace culture: It provided everyone with the opportunity to initiate change and to grow on professional and personal aspect.
- Each role counts: No matter your job at the workspace, the smallest of actions have huge impact.
- Being efficient helps a long way: Completing the appointed tasks on time and with precision is of utmost importance

Theoretical and practical knowledge are two sides of the coins, both are equally important. It is necessary to understand both the ends of the spectrum. It takes hours to acquire the art of practical techniques putting in the time to understand how these techniques fit into a larger context and how they work.

Practical education is better because it makes you capable enough to know how things happen in the real world. The best part of the practical application is whatever we learn through the practical way that knowledge will remain with us for a longer period. In practical application, we learn the fact in an interesting manner which are the best learning.

#### Challenges and Drawbacks

- While evaluating state where their mode of communication was in their regional language
- Poor Quality documents.
- Portal issues.
- Miscommunication between the Desktop Assessors and Nodal Officer.



| 1 and 3 Star                                                                                     |            | Scoring - Star Rating Protocol for Garbage Free Cities (Proposed) |         |         |         |  |
|--------------------------------------------------------------------------------------------------|------------|-------------------------------------------------------------------|---------|---------|---------|--|
| Component/ Condition                                                                             | Ward/ City | Level 1                                                           | Level 2 | Level 3 | Level 4 |  |
| Important Indicators                                                                             |            |                                                                   |         |         |         |  |
| 1 Door to Door Collection                                                                        | Ward       | 150                                                               | 200     | 250     | 300     |  |
| 2 Source Segregation                                                                             | Ward       | 350                                                               | 450     | 575     | 700     |  |
| 3 Sweeping + Litter Bins + Secondary Storage Bins                                                | Ward       | 150                                                               | 200     | 250     | 300     |  |
| 4 Processing by Bulk Waste Generators                                                            | Ward       | 50                                                                | 100     | 150     | 200     |  |
| 5 C&D Waste- Collection                                                                          | City       | 150                                                               | 200     | 250     | 300     |  |
| 6 Waste Processing & Capacity- Wet Waste                                                         | City       | 350                                                               | 500     | 550     | 600     |  |
| 7 Waste Processing & Capacity- Dry Waste                                                         | City       | 350                                                               | 500     | 550     | 600     |  |
| 8 Dumpsite Remediation                                                                           | City       | 100                                                               | 250     | 300     | 400     |  |
| 9 Plastic Ban                                                                                    | City       | 100                                                               | 200     | 300     | 300     |  |
| 10 Grievance Redressal                                                                           | City       | 50                                                                | 150     | 175     | 200     |  |
| 11 User Charges                                                                                  | City       | 150                                                               | 200     | 250     | 300     |  |
| 12 IEC and Capacity Building                                                                     | City       | 75                                                                | 100     | 125     | 150     |  |
| 13 Scientific Landfill                                                                           | City       | 75                                                                | 150     | 200     | 250     |  |
| 14 No visible solid waste in water bodies + Screening of Storm water drains/ Nallahs             | City       | 100                                                               | 150     | 200     | 200     |  |
| 15 C&D waste- Segregation (non-bulk waste generators)                                            | City       | 100                                                               | 150     | 200     | 250     |  |
| 16 Geo-mapping of waste processing facilities, C&D facilities, landfills, dumpsites, STPs/ FSTPs | City       | 100                                                               | 100     | 150     | 150     |  |
|                                                                                                  |            | 2,400                                                             | 3,600   | 4,475   | 5,200   |  |

| 5 and 7 Star            |                                                                              | Scoring - Star Rating Protocol for Garbage Free Cities (Proposed) |         |         |         |         |
|-------------------------|------------------------------------------------------------------------------|-------------------------------------------------------------------|---------|---------|---------|---------|
| Component/ Condition    |                                                                              | Ward/ City Level                                                  | Level 1 | Level 2 | Level 3 | Level 4 |
| Aspirational Indicators |                                                                              |                                                                   |         |         |         |         |
| 17                      | Geo-mapping of the wards i.e. ward boundaries, drains, nallahs, water bodies | Ward                                                              | 100     | 150     | 200     | 200     |
| 18                      | City Beautification                                                          | Ward                                                              | 100     | 150     | 225     | 300     |
| 19                      | On-site wet waste processing                                                 | City                                                              | 100     | 150     | 225     | 300     |
| 20                      | C&D waste- Processing & Recycling                                            | City                                                              | 100     | 150     | 200     | 250     |
| 21                      | C&D Waste- Use of materials                                                  | City                                                              | 100     | 150     | 200     | 250     |
| 22                      | Sale of waste by-products                                                    | City                                                              | 100     | 150     | 200     | 250     |
| 23                      | Processing of Sanitary and Domestic Hazardous waste                          | City                                                              | 150     | 200     | 250     | 300     |
| 24                      | Digital Monitoring of SWM Operations (incl. City facilities)                 | City                                                              | 100     | 200     | 325     | 450     |
|                         |                                                                              |                                                                   |         |         | 6,300   | 7,500   |

## S.W.O.T Analysis

### Strengths

- ❖ Provision for funding.
- ❖ Technological advancement.
- ❖ Skilled labour force.

### Weakness

- ❖ Extra cost of building new supply chain and logistics.
- ❖ Rented property.

### Opportunities

- ❖ Accelerated technological innovations and advances.
- ❖ Other unique strategies will be required in future sanitation changes
- ❖ Low inflation rates.

### Threats

- ❖ Increasing competition
- ❖ Increased promotion competitors.
- ❖ Intensity and persistence of interest.

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