

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.

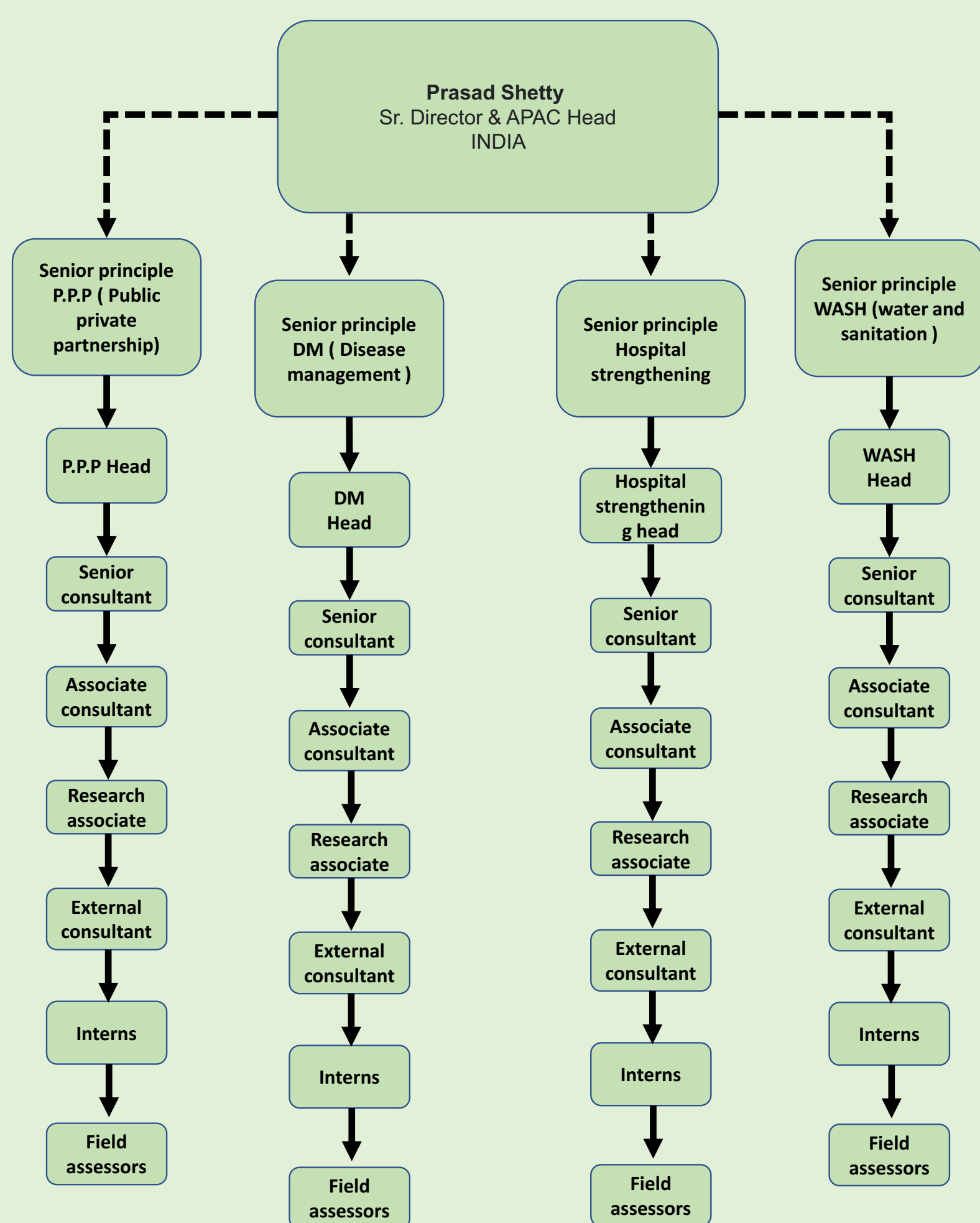
Vision

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 structure



Swachha 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.

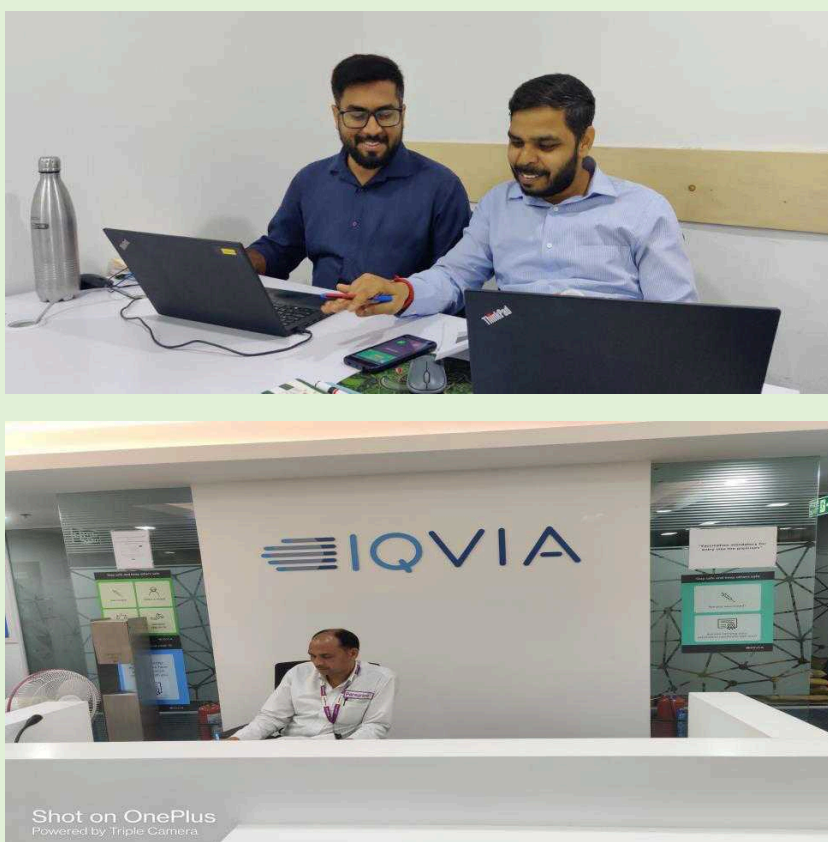
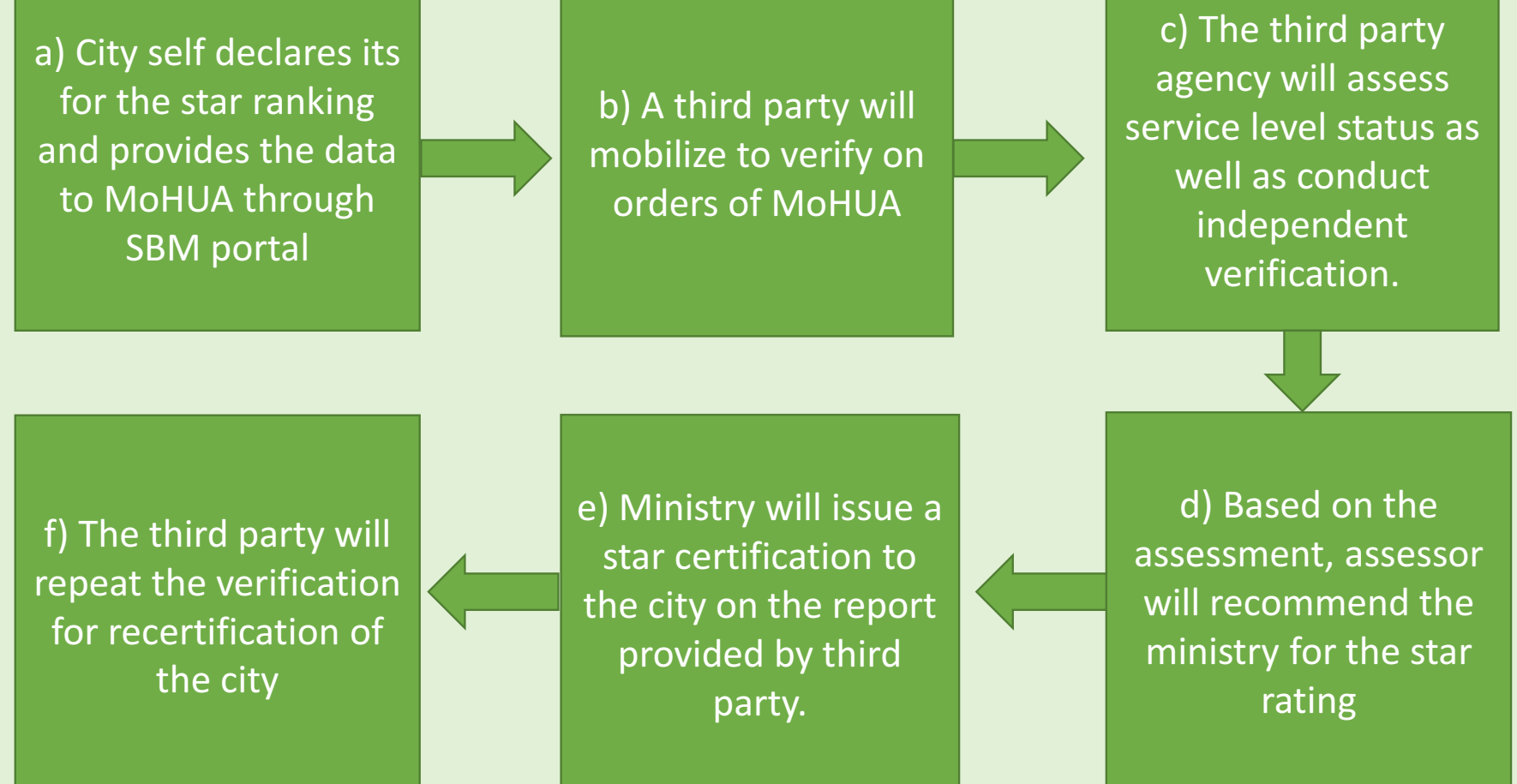
Based On:

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

Ranking 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.

During the internship period at IQVIA we were assigned the duty of Desktop assessor in the project of Swachha Bharat Abhiyan under solid waste management programme.

As a desktop assessor we were provided few Urban Local Bodies (ULB) and our duty was to thoroughly assess and analyse the documents provided by ULB, After properly examining the documents we were suppose to make a decision weather the ULB has passed or failed, In certain cases of few minor errors a Query has to be raised giving one more opportunity to the ULB to reupload a proper document.

Throughout the journey under the mentorship of Rashi khare ma'am, Kishan Sir, And Lakshya sir, We got an opportunity to understand the parameters and different levels at which the Swachha Bharat Abhiyan Mission works and we were able to complete the time bound project.

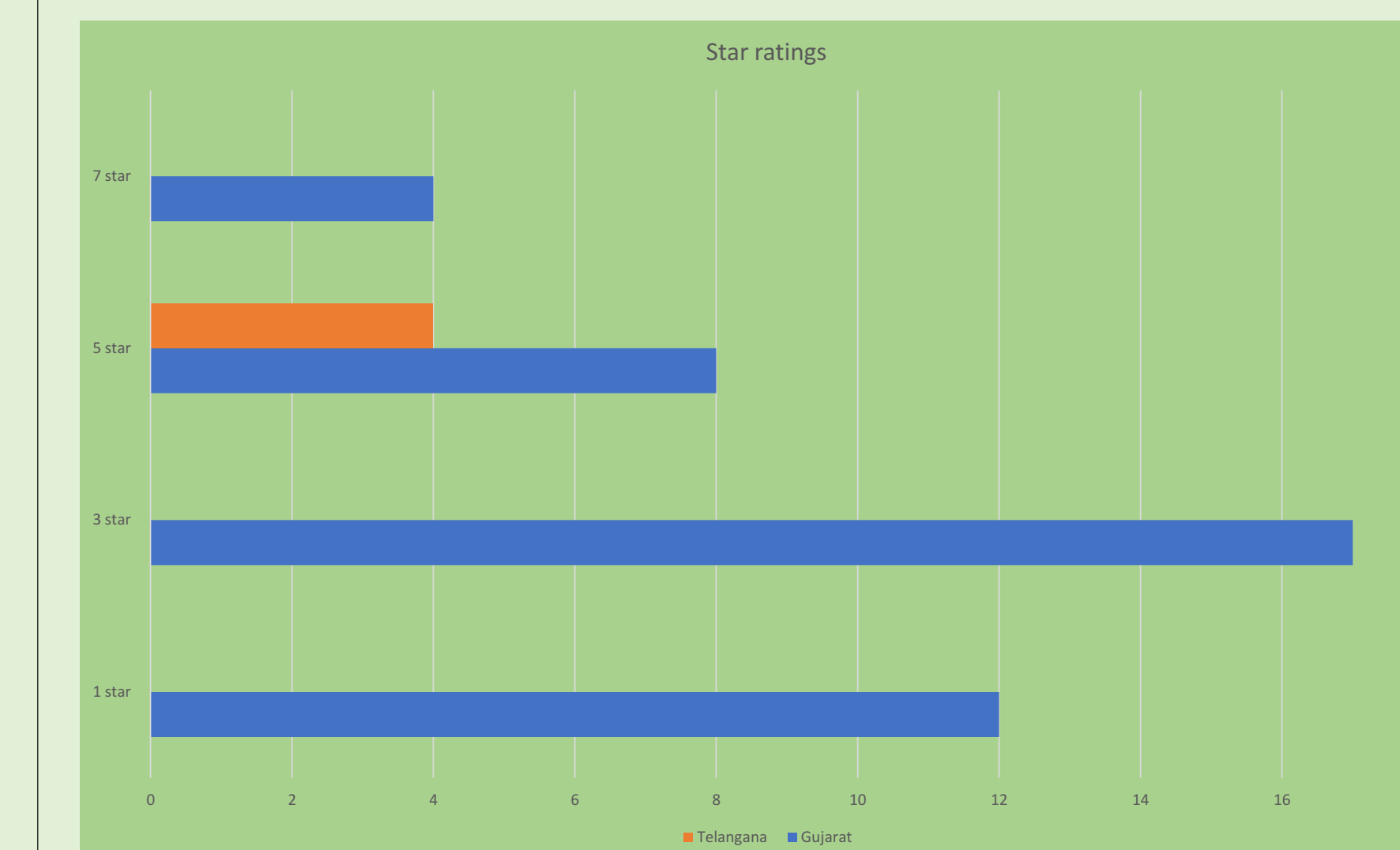
- Benefits of Networking: Your co-workers and mentors are always there to pull you out when stuck.
- Good guidance adds value to work: The productivity of my work increased when I had significant people who would clear all my doubts.
- Understanding workplace culture: It provided everyone with the opportunity 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.

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/ ISSTs	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.
- ❖ Record of data

Weakness

- ❖ Extra cost for every segment
- ❖ Managing liabilities
- ❖ No on ground Monitoring

Opportunities

- ❖ Place for new Technologies and ideas
- ❖ Government funding support
- ❖ Steady business market
- ❖ Low inflation rates.

Threats

- ❖ Increasing competition
- ❖ Corruption threats
- ❖ Data manipulation
- ❖ Intensity and persistence of interest.

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