



Meri LiFE, Mera Swachh Shehar

Reduce Waste – Adopt LiFE

Reuse Waste – Adopt LiFE

Recycle Waste – Adopt LiFE

(#RRR4LiFE)

Dates: 15th May – 5th June, 2023

As a run up to World Environment Day, Swachh Bharat Mission-Urban 2.0, under the aegis of the Ministry of Housing and Urban Affairs (MoHUA), will launch a national campaign titled – ‘**Meri LiFE, Mera Swachh Shehar**’ to nudge cities to undertake a drive to setup collection centres for citizens to give used plastic items, old books, used clothes & footwear and any other item that the city chooses which will be further refurbished, reused or processed. Such a drive will not only further strengthen the resolve of SBM-U to reduce, reuse and recycle waste but also align with LiFE Mission’s objective of undertaking collective action for protecting and conserving the environment by adopting sustainable living habits. Hence, these collection points would be termed as “**Reduce, Reuse and Recycle**” Centres or **RRR Centres**.

2. An **RRR Centre** is conceptualized to be a **one-stop solution** for citizens, institutions, commercial enterprises etc. to deposit unused or used plastic items, clothes, footwear, books, and toys. Once collected these items would be handed over to different stakeholders to be refurbished for reuse or would be made into new products. Cities are to setup such RRR Centres, with appropriate signage and branding, at every ward across various locations identified during the preparatory phase.

3. The campaign is proposed to be launched on the **15th of May 2023** for a period of **three weeks** till World Environment Day on 5th June 2023.

S.No.	Activities	Date
1	Briefing States and Cities on the campaign by JS, SBM and gathering inputs	10 th May 2023
2	Preparatory period for cities to set up RRR Centres	10 th May - 15 th May
3	Meeting with State MDs and 100 cities for campaign preparedness with JS-SBM	12 th May 2023
4	Launch of campaign by Hon'ble Union Minister - 'Meri LiFE, Mera Swachh Shehar' (campaign for 3 weeks)	15 th May, 2023
5	Meeting with JS-SBM on preparatory activities undertaken	16 th May 2023
6	Inauguration of RRR Centres by eminent personalities and political leadership and start of collection drive (All activities undertaken to be reported on Meri LiFE Portal and Swachhatam Portal)	20 th May 2023
7	Citizen collection drives and awareness campaigns for RRR Centres	20 th May – 5 th June 2023
8	Evaluation of best RRR Centres by Cities	1 st – 4 th June, 2023
9	Culmination of the Campaign on 5 th June 2023 - World Environment Day: 1. Large scale Cleanliness Drives across wards 2. 'Pledge for LiFE' drives	5 th June, 2023

I. Features of an RRR Centre:

a) **Location of RRR Centre:**

- ✓ 1 RRR Centre to be setup in every ward in the city
- ✓ Identify suitable spaces that will become the RRR Centre. Indicative sites include - housing complexes, shopping complexes, open grounds, marketplaces, pre-established sites, school complexes, any high footfall public place etc.
- ✓ RRR Centre to be accessible to public and be branded as 'RRR Centres' using boards, eco-friendly banners, wall paintings etc. Final branding unit will be shared by MoHUA.
- ✓ RRR Centre to be mandatorily geo-tagged for easy access to public. Details to be captured on the Swachhatam Portal.
- ✓ At the end of the campaign, city is required to submit details of all permanent RRR Centres to MoHUA.

b) **Operation of RRR Centres:**

- ✓ The RRR Centres should remain open from **7AM till 1PM on all days of the week till 5th June 2023.**
- ✓ Each RRR Centre should be run approx. by atleast **10 citizen volunteers** (they could be SHG members, Swachh TULIP interns, RWA members etc.)
- ✓ Strong partnerships with CSOs and industries for strong forward linkage of materials being collected for recycling and reuse.
- ✓ Beautification of RRR Centres must be initiated. Placement of dustbins in and around the Centre is critical.
- ✓ RRR Centres must be appropriately branded with clear signage at the entrance and should display various messages relating to LiFE Mission as well as Swachh Bharat Mission-Urban 2.0.
- ✓ Special collection drives for door-to-door contact to inform citizens on RRR centre and drop items
- ✓ Each RRR Centre to have a registration desk for all contributions to be recorded, a weighing scale to measure and record quantum of items received, water dispenser, and access to clean toilets nearby.
- ✓ The RRR Centre must be a **zero-waste centre** and ALL material being collected at the Centre should ultimately be recycled, reused, or repurposed.
- ✓ NO PLASTIC FLEXES TO BE USED AT THE RRR CENTRES. Only flexes and hoardings on cloth, jute, recycled material is permissible.

c) **Partnerships for RRR Centres:**

- ✓ City to identify individual and organizations that will carry out activities related to the campaign.
- ✓ SHGs, NCC Cadets, NGOs, Swachh TULIP interns, students and citizen volunteers must be engaged by the city to ensure end-to-end management of RRR Centres.
- ✓ Mobilization of Civil Society Organizations that are active in the field of recycling and refurbishment must be done to support RRR Centres. CSOs must ensure that material being collected in RRR Centres is recycled or reused completely.
- ✓ Partnerships with startups as well as large FMCG companies that use recycled material is encouraged.
- ✓ Cities are encouraged to involve Swachh TULIP interns in the day-to-day operations, maintenance, and management of the RRR Centres.
- ✓ Cities may consider partnering with delivery / mobile app-based services to collect contribution from households and deliver to nearest RRR Centre.
- ✓ City is encouraged to think of creative and unique methods to increase citizen involvement and awareness regarding location and purpose of RRR Centres.

d) **Inauguration Plan:**

- ✓ RRR Centres across cities must be flagged off on **20th May 2023** by elected representatives, eminent city personalities, celebrities, Swachh Bharat Ambassadors, and influencers active in the field of sanitation and waste management etc.
- ✓ Citizens, SafaiMitras, SHG members, Swachh TULIP interns, as well as local influencers are encouraged to participate in the launch event. RWAs located around the RRR Centres must be requested to join the launch event.
- ✓ Eminent personalities may be requested to be the 'first movers' and donate to the RRR Centres after the launch. RRR Centre must be equipped and ready to receive citizen donations as soon as the launch event concludes.
- ✓ The inauguration of RRR Centres must be publicized on social media and newspapers. The event may also be livestreamed across platforms.

e) **Communications and Outreach:**

- ✓ Inauguration of all RRR Centres may be covered by local and regional news media. The same is to be covered extensively on social media.
- ✓ Wall paintings in and around the RRR Centres on themes relating to 'reduce, reuse, recycle' as well as LiFE Mission should be encouraged.
- ✓ Audio and video clippings relating to both Missions should be played (under permissible levels) to increase awareness of citizens.

- ✓ As a build up to the launch of RRR Centres, cities are also requested to prepare IEC collaterals in their own local languages to inform citizens regarding the collection drives, location of RRR Centres, and the message of 'Reduce, Reuse, Recycle'. An indicative set of IEC collaterals will also be shared by MOHUA for social media usage and on ground dissemination.
- ✓ A detailed Communications and Outreach plan is in **Annex 1**.
- ✓ States and cities to use social media with the hashtags #RRR4LiFE #ChooseLiFE #IndiaVsGarbage

f) **Monitoring of quantum of items collected by RRR Centres and reporting**

Each RRR Centre must be equipped to do the following:

1. The RRR Centres should be **accessible** to the public and should be located near high footfall public places across cities. The RRR Centre must have appropriate branding, should be clean and well lit.
2. It is expected that the cities will **mobilize youth groups, citizen volunteers, women SHGs, Swachh TULIP interns** and other groups to be involved in the day-to-day functioning of the RRR Centre. Information and details relating to the same must be shared via the Swachhatam Portal with MoHUA.
3. Each RRR Centre must be equipped with **weighing tools/weight machines** to measure the quantum of contributions being received by the RRR Centre.
4. Once the RRR Centre receives a contribution, the **basic details of the individual/institution must be captured** in a systematic and accurate manner. The details that should be captured in a register are:
 - ✓ Name of individual/institution that is contributing
 - ✓ Photograph of the citizen at the RRR Centre
 - ✓ Mobile number
 - ✓ Basic address
 - ✓ Items contributed (clothes, shoes, used books, toys, plastic items)
 - ✓ Kilogram of contribution
5. Each RRR Centre is to be **tied up with appropriate CSOs, NGOs, startups, and SHGs** that are in the business of recycling waste. Each contribution to the RRR Centre is to be processed collaboratively to ensure every material is either reused, recycled, or sent to waste processing plants.
6. The **category of materials and quantum collected is to be reported** by the ULB on Swachhatam portal and 'Meri LiFE' portal on a daily basis during the campaign period.

7. **DOUBLE REPORTING IS PROHIBITED.** Cities are to ensure that reporting of daily contributions received by the RRR Centre must reflect the true picture on ground. Double reporting of same quantum of waste reported earlier is not permitted.
8. It is to be noted that out of the total RRR Centres established by a city during the campaign period, **atleast one RRR Centre is to be permanent** and are to be continued beyond the campaign period. RRR Centres must act as long-term measure by the city to ensure sustainable and environment friendly living for its citizens.
9. Additionally, ULBs are also to **capture photos and videos bytes** of citizens visiting the RRR Centres. Short movies documenting the journey of RRR Centres of a city may also be created.
10. Daily IEC and citizen engagement activities around the RRR Centre is encouraged. The main messaging should be around LiFE Mission and SBM-Urban 2.0. Citizens must be encouraged to learn about the reduction, reuse, and recycling of waste.

II. Evaluation of best RRR Centre

ULBs are to **mandatorily constitute independent evaluation committees** (to include independent experts, Mission Ambassadors, ULB officials, RWA members, and other eminent city personalities) and evaluate efforts of RRR Centres setup across the city. The aim is to **shortlist the best performing RRR Centres of the city** and reward them on 5th June 2023. The suggestive points for evaluation are as follows:

1. Number of individuals contributing
2. Quantum of items collected
3. Involvement of local community, SHGs and Youth Groups in operation and maintenance of the RRR Centre
4. Unique IEC and awareness generation activities conducted during campaign period
5. Any unique initiative taken to improve awareness generation and collection

Post evaluation, ULBs are requested to share with MoHUA a short note on the **3 best RRR Centres in their city**. The selected RRR Centres may also be felicitated by the ULB via a grand ceremony.

III. Culmination of the Campaign on World Environment Day (5th June, 2023)

Activities the following two activities are to be carried out by ULBs on 5th June, World Environment Day:

- a) On the occasion of World Environment Day on 5th June 2023, cities are encouraged to facilitate mass ward-level mobilization of citizens for a **large scale cleanliness drive**. The cleanliness campaign should take place in the morning, in addition to the already functional RRR Centres. The cleanliness drives must be covered on social media and should be reported on the Meri LIFE and Swachhatam Portal.
- b) The **Pledge for LiFE** will be undertaken by the Hon'ble Union Minister Housing and Urban Affairs at Delhi on 5th June, 2023 and will be telecast live. ULBs are to ensure that the ceremony is broadcasted live across social media and in key high footfall public places. Citizens are encouraged to be mobilized to undertake this pledge on MyGOV. ULBs to keep a record of the number of citizens who undertake the pledge and report the same on the Meri LIFE portal and Swachhatam Portal.

Link for the 'Pledge for LiFE' campaign : <https://pledge.mygov.in/life-movement/>

A detailed report on the success and key highlights of the '**Meri LiFE, Mera Swachh Shehar**' to be created by the States highlighting key city activities, best practices and unique initiatives, and should be shared with MoHUA by 10th June 2023.

IV. CAMPAIGN TIMELINES: A SNAPSHOT

Step 1: On ground finalization of location of Centres by cities, branding, and awareness drives from 10th May till 15th May 2023.

Step 2: Pre-mobilization & on ground preparation activities

1. Identification of RRR Centres
2. Geotagging of each RRR Centre
3. Branding of RRR Centre
4. Onboarding of **volunteers** for running of RRR Centres –
(Citizen kiosks with register for material acceptance, sorting/stacking and inventory management of materials, daily coordination with recyclers for daily pick up of materials, coordination with RRR Vans during special drives, daily reporting to city officials on activities, social media promotion and engagement)

5. Awareness and publicity regarding location and timings of RRR Centres
6. RRR Centre tagging with recyclers/NGOs/organizations for reuse and recycle
7. Mobilization of Brand Ambassadors and eminent citizens for donation
8. Plan for inauguration of RRR Centres on 20th May 2023
9. Social media posts and activities at ULB and State level

On 15th May 2023, Hon'ble Union Minister will launch the 'Meri LiFE, Mera Swachh Shehar' campaign.

Step 3: Registration of RRR Centres on Meri LIFE portal and on Swachhatam Portal (from 15th May till 20th May 2023)

Step 4: Commencement of RRR collection from 20th May to 5th June.

Special collection drive using vans (may be referred to as '**RRR on Wheels**') is encouraged during the campaign period

Step 5: City identification of best RRR Centres for awards to be ongoing during the campaign period

Step 6: **World Environment Day** (5th June 2023) – large scale cleanliness drives and mass mobilization for 'Pledge for LiFE'. Cities to announce best RRR Centres and felicitate volunteers.

Step 7: Submission of campaign report to MoHUA (between 6th and 10th June 2023).

Additional communication regarding permanent RRR Centres will be sent by MoHUA post the campaign period.

Communications and Outreach

As part of the 'Meri LiFE, Mera Swachh Shehar' campaign, cities and States are to engage in a **3 week intensive online and on-ground campaign** to spread awareness regarding reduction, reuse and recycle of waste..

Cities may develop appropriate IEC collaterals, in their local languages, to create awareness regarding the following **topics**:

1. Reduce, Reuse, Recycle
2. Swachhata Ke Do Rang – Hara Geela Sookha Neela
3. Keeping cities clean and litter free
4. Avoiding single use plastic items
5. Creating 'Wealth' and art from waste items
6. Making eco-friendly lifestyle choices

IEC creatives on social media must aim to inform citizens on the purpose of RRR Centres, items that will be collected at these centres, information on the day of collection as well as timings.

It is also imperative that ULBs engage with organizations to build a list of dos and don'ts for the kind of items citizens can donate. ULBs are to engage SHGs, NCC Cadets, NGOs, TULIP interns, students and citizen volunteers identified during the preparatory period for carrying out this mass outreach programme.

The medium and methods by which ULBs would want to carry out this awareness drive can be varied and is left to the discretion of the ULB. However, it is to be ensured that **COVID-19 protocols** are adhered to strictly by individuals engaged in such activities.

Official hashtags are #RRR4LiFE, #ChooseLiFE, #IndiaVsGarbage.

a) Communications Creatives by MoHUA

MoHUA will be sharing the following branding materials to be utilized as per requirement for awareness generation across cities:

- i. Main design for RRR Centres – to be used as an identifier in each location.
- ii. Banner design for LiFE and SBM-U 2.0 to be used at the Centre along with on social media
- iii. 'RRR on Wheels' branding
- iv. T-shirt and merchandize design for RRR Centre volunteers.

- v. RRR Badge of Honour – for top citizen contributors in a day.
- vi. Indicative posters with 6 themes mentioned above to be used for social media dissemination. Cities are encouraged to adopt and create their own content.

b) Branding and Digital Media:

- Social Media Campaign for 'Meri LiFE, Mera Swachh Shehar' must begin from 10th May 2023
- Official hashtags are **#RRR4LiFE, #ChooseLiFE, #IndiaVsGarbage**.
- Cities to **ensure the usage of the official hashtag in all social media posts** on the subject.
- Cities to **change their social media banner pictures** to 'Meri LiFE, Mera Swachh Shehar' banner.
- Cities to **repost and reshare** all 'Meri LiFE, Mera Swachh Shehar' related content posted by SBM-U 2.0 on Twitter, Facebook, and Instagram. The official Twitter account is **@SwachhBharatGov**.
- Cities to **promote World Environment Day** online via social media posts on 5th June 2023.
- Cities to reiterate the message of '**Zero Waste**' **RRR Centres** online.
- Cities to ensure **live tweeting** of activities taking place during inaugural event of RRR Centres. Cities to encourage citizens to post their activities using official hashtags.

c) Celebrities and Brand Engagement

- Cities may **engage with Brand Ambassadors** such as celebrities, eminent sports personalities, youth leaders, environment influencers etc., to motivate citizens to contribute to the RRR Centre near them.
- Brand Ambassadors and Influencers may be invited to join the inaugural events on 20th May 2023.
- Cities to **utilize social media templates** sent by MoHUA to promote the involvement of brand ambassadors on social media. All posts for 3 weeks should include official hashtags.
- Brand ambassadors may be requested to promote information regarding the RRR Centres online via their own handles and pages.

d) NGOs, Self Help Groups, Youth Groups

- Cities to invite young citizens who are part of youth clubs, SHGs, volunteering organizations, as well as environmental collectives/action groups to volunteer at the RRR Centres.
- Cities to **mobilize youth members** of the National Cadet Corps (NCC), Nehru Yuva Kendra Sangathan (NYKS), and National Service Scheme (NSS) across the State to be part of the collection drive.
- Youth volunteers are encouraged to post on **social media** using the official hashtags.

e) Political Leadership and Eminent Citizen Participation

- **City political leadership** may be requested to participate in the launch of the RRR centres.
- Political leadership and eminent persons may be requested to nudge for maximum citizen participation in the event by **spreading awareness regarding LiFE Mission and SBM-U 2.0.**

f) Media Engagement

- Local media to be invited to adequately cover the events as part of the 'Meri LiFE, Mera Swachh Shehar' campaign.
- Local radio channels may also be involved in promoting the campaign.

Inaugural Event of RRR Centres
Event Management Protocol

As part of the 'Meri LiFE, Mera Swachh Shehar' campaign, 'Reduce, Reuse, Recycle' (RRR) Centres will be inaugurated on the 20th May 2023 as a run up to World Environment Day on 5th June. To ensure that inaugural activities planned for this event meet safety and Swachhata standards, cities are strongly advised to consider the following points of protocol:

a) Clearly designate individual nodal persons for:

- Overall management of launch events across RRR Centres
- Grievance redressal
- Emergency contact

b) Ensure crowd management by planning the following:

- Fully equipped first aid facilities
- Provision of adequate drinking water
- Urinals and toilets
- Public announcement systems
- Multiple assembly points for volunteers
- Traffic diversions
- Special precautions for heat

c) Ensure that all activities in RRR Centres are **Zero-Waste** and **Zero-SUP** (i.e. have zero use of Single Use Plastics).

d) All inaugural events must be executed in a smooth, orderly manner without causing inconvenience to the general public. None of the activities should leave the cities littered. In case refreshments are being organized, the same must be done in a litter-free manner.

e) Information kiosks to provide accurate information on the activities being undertaken by cities, time for assembly with location details and landmarks and social media information dissemination channels.