

Minutes of meeting on Peoples Movement for clean cities by Additional Chief Secretary MA&WS Department on 08.07.2022 at 05.30 pm in ACS Conference Hall, Secretariat, Government of Tamil Nadu, Chennai

In the Chair: Thiru. Shiv Das Meena, IAS.,
Additional Chief Secretary to Government, MAWS Dept.,

Members Present:-

S.No.	Designation
1	Commissioner of Town panchayats
2	Deputy Commissioner (Health), Greater Chennai Corporation
3	Joint Commissioner of Municipal Administration
4	Joint Director of Town panchayat
5	Corporation Commissioners of 20 Corporations
6	Regional Directors of Municipal Administration of 7 regions
7	AD Town panchayats
8	All Municipal Commissioners

At the outset, the Joint commissioner of Municipal Administration welcomed the Additional Chief Secretary for the meeting and explained about the action to be taken by each ULB during the awareness campaign in Schools and Colleges about SWM & sanitation on 13.07.2022. A brief outline of the awareness campaign to be taken in Schools and Colleges was explained by Joint Commissioner of Municipal Administration. The ACS MAWS instructed that all the ULBs should conduct the awareness programme on daily basis on people's movement. Also ACS appreciated all the ULBs for the effort taken in the previous campaign on 11th June and 25th June 2022. The ACS instructed to follow the below mentioned things for the 3rd Thematic activity of people's movement.

- All the ULBs should organize meetings with Department of School education and discuss about the awareness campaign on 13.07.2022.

- Invite College correspondent, Chief education officers, District education officers and elementary education officer for awareness campaign.
- Involve the NCC, NSS volunteers, Green corps, Scouts for awareness programme
- Involving elected representatives, local bar Council, local NGOs, SHGs and RWAs in the mass campaign.
- Involving Animators and NULM coordinators in awareness campaign.
- ULBs are requested to organize the **Sanitation Talks** in Schools and colleges
- ULBs need to prepare a common study material on Sanitation & Solid waste activities and distribute in colleges and schools during awareness campaign
- ULBs are instructed that Cleanliness pledge can be taken in schools during the prayer time so that all students are sensitized.
- All the ULBs should organize the competition among the school and college students on topics about the importance of sanitation and solid waste management
- ULBs are instructed to identify the sponsorship from local corporates for purchasing the twin bins for distributing to school/ College students during the awareness campaign and sensitize about importance of source segregation.
- On 13.07.2022, ULBs may organize the campaigns in school and colleges premises in the following themes – cleaning of class rooms, toilets, Storm water drain, removing of waste, painting of compound walls etc on themes of solid waste management (source segregation) sanitation.
- ULBs should organize a trip for taking school/ college student to MCCs / processing centres to sensitize about the processing of importance of solid waste activities.
- ULBs are instructed to involve College students in down loading of Swachhata APP and sensitize them about the importance of APP.

Insist them to become active users by using the practice of **Complaint, Feedback on complaint redressal and create an event.**

- Involve large number of the college students in tagging the peoples movement activities in Twitter and Facebook and other social media to make it reach large section of society.
- ULBs are requested to maintain the date wise campaign register which covers name, address and contact details of volunteers, participants to enrol the willingness volunteers for awareness programme.
- ULBs should sensitize about the people movement campaign to each and every household and also get the feedback from household to improve the campaign.
- All the ULBs are requested to explore the innovative ideas /practice like Dharmapuri municipality (converting Garbage vulnerable place into selfie points) and send to DMA office in next 15 days for publication/E-magazine.

Commissioner of Town panchayats instructed that

- All the ULBs should involve the parent teacher's association in peoples movement programme for effective implementation and behavioural change.
- Separate bins to be provided at schools and College and sensitize them about source segregation.
- ULBs shall identify the hostels and instruct to setup onsite compost centres MCCs for processing the wet waste on their own.

Finally, ACS MAWS instructed all ULBs that, Commissioners/EOs and field staffs should make them available in the field by 06:30 am on every day to monitor the field activities.

The Meeting ended with vote of Thanks