

# National Behaviour Change Communication Framework for Garbage Free Cities

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**In news**—Swachh Bharat Mission-Urban 2.0, under the aegis of the Ministry of Housing and Urban Affairs, has launched the 'National Behaviour Change Communication Framework for Garbage Free Cities' to strengthen the ongoing jan andolan for 'Garbage Free Cities' recently.

## About the framework-

- It serves as a **guiding document and blueprint for States and Cities** to undertake large scale multimedia campaigns along with **intensive and focused inter-personal communication campaigns**.
- It focuses on intensifying messaging around the key focus areas of source segregation, collection, transportation, and processing of waste, plastic waste management, and remediation of legacy dumpsites to truly transform the urban landscape of India.
- Following the national this Framework was **second edition of SwachhTalks, the peer-learning webinar series for States/Union Territories and Urban Local Bodies titled 'Swachhata Ki Jyot'** that aimed to share field experiences and best communications' practices of sector partners, cities, and States in making an impact in the field of Swachhata.
- **The second episode of SwachhTalks was successful in conveying how behaviour change** can put India on the path of sustainable urbanization, with active involvement from all citizens, implementers, and state officials.
- **The virtual event was attended by Mission Directors from**

## States and Union Territories, Senior officials as well as sector partners.

### Swachh Bharat Mission-Urban 2.0(SBM-U 2.0)-

- It was announced in Budget 2021-22 and it is a continuation of the first phase of SBM-U.
- It was launched on 1 October 2021 to achieve the vision of ‘‘Garbage-Free’ cities’ in the next five years.
- It focuses on source segregation of solid waste, utilizing the principles of 3Rs (Reduce, Reuse, Recycle), scientific processing of all types of municipal solid waste and remediation of legacy dumpsites for effective solid waste management.
- It envisions to make all urban local bodies “as ODF+” and those with a population of below 1 lakh “as ODF++”, thereby achieving the vision of safe sanitation in urban areas.
- An area is declared ODF+ if in a day, not a single person is found defecating and/or urinating in the open and all community and public toilets are functional.
- The ODF++ requires safe management and treatment of faecal sludge and sewage, with no discharging or dumping in drains, water bodies or open areas.
- It is to be implemented over five years from 2021 to 2026.
- The first phase of SBM-U was launched on October 2, 2014 with an objective to make urban India Open Defecation Free (ODF) and 100% scientific management of municipal solid waste which lasted till October 2019.