

TRANSFORMING WASTE TO WEALTH







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Inspiring communities to participate, integrate and respond to the waste crisis, by designing fresh practices, rituals and cultures around joy, festivity and celebration across Karnataka.



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Building infrastructure and awareness

Since the inception and launch of the ambitious Swachh Bharat Mission on 2nd October 2014, Government of India and State Governments have put various initiatives on ground to build infrastructure and raise awareness around hygiene, sanitation, waste management, water supply and water usage, for a cleaner, greener, healthier nation. **Karnataka has been at the forefront of this endeavour.**

Does awareness lead to adoption?

However, building infrastructure alone might not be enough. Waste, water and sanitation related practices are hard coded in our minds for generations, almost as rituals which we perform involuntarily. So, while people could choose to become partially aware of the problem, they may not be adopting solutions or shifting behaviours.

Presenting the need to change behaviours of the people, through the design of a new culture of cleanliness with positive rituals and practices around sanitation and water.

Karnataka's waste saga

Karnataka, a State in Southern India, having a population of 65 million people, presents a unique demographic mix, seamlessly balancing the urban and rural population. In the last few years, Gram Panchayats have become home to 61% (37 million) people and nearly 90 lakh households. With a growing wave of migration towards peri-urban habitats, the people and communities of rural Karnataka are increasingly emulating urban lifestyles, indulging in unsustainable consumption patterns and leaving behind an ugly trail of solid and liquid waste. The incorrect assumption in rural areas is that nature takes care of what is thrown away, as that's how it's always been.

Waste in Karnataka

Post COVID, there is a sense of unease among the people. But smatterings of positivity exist. People have started to question their own actions and choices, talking about the need to embrace cleanliness and personal hygiene. Questions that are catalysing a deep rooted desire to be in good health, and to make sure that everything and everyone everywhere is good. One might say that it is a rising consciousness of the human spirit and its natural ability to thrive in adversity. But how can it become a culture of sustainable waste management, inspire responsible production and consumption trends among the people?

Nudge: cleanliness through festivals

How might we reframe waste as a beautiful, sustainable opportunity, nudge people to open up, engage in social commentary, connect and come together as communities to help realise a cleaner, greener, healthier Karnataka? The answer hides in the key insight.

“In India as well as in Karnataka, celebration is ritualised via festivals, where communities come together and celebrate.”

Festivals are a time for renewal, positive connections and participation in celebrations, irrespective of religion, caste, gender, age or income. We, the people, have always loved celebrating everything together, celebrating life!

Festivals involve invoking and welcoming the divine to one's home, and within one's self, where the body and the household become the vessel. And the vessel that holds

Divinity needs to be pure. Possibly why, every festival comes with a set of precoded rituals and practices to cleanse and purify the body, mind, soul and the household, before the actual festivities begin.

Rituals for cleansing within remains top of the mind for us during celebrations. But the rituals to ensure cleanliness of our surroundings and our environment becomes a casualty. These are things which are hardcoded in our culture.

How do we make the whole idea of health and hygiene almost celebratory, by making this the substrata and common unifying theme of every festival that will be celebrated in the festival season, especially in these pandemic times?

So that behaviour change happens not through impositions or instructions, but through positive integration into the culture.

Spread a new culture

We, the Rural Drinking Water and Sanitation Department and the Department of Rural Development and Panchayat Raj, Govt. of Karnataka with our design agency and other stake holders, intend to design, build and spread on ground initiatives to nudge behaviours and create a new culture of cleanliness for the people of rural Karnataka.

The challenge now is to get communities and people to adopt this cleanliness culture. With the festival season approaching, we see an opportunity to get new conversations around celebrating cleanliness going, so that health and hygiene become the underlying theme of each and every festival.



Spreading a new culture of cleanliness through positive integration.

The Big Idea

Swachhotsava Begins!

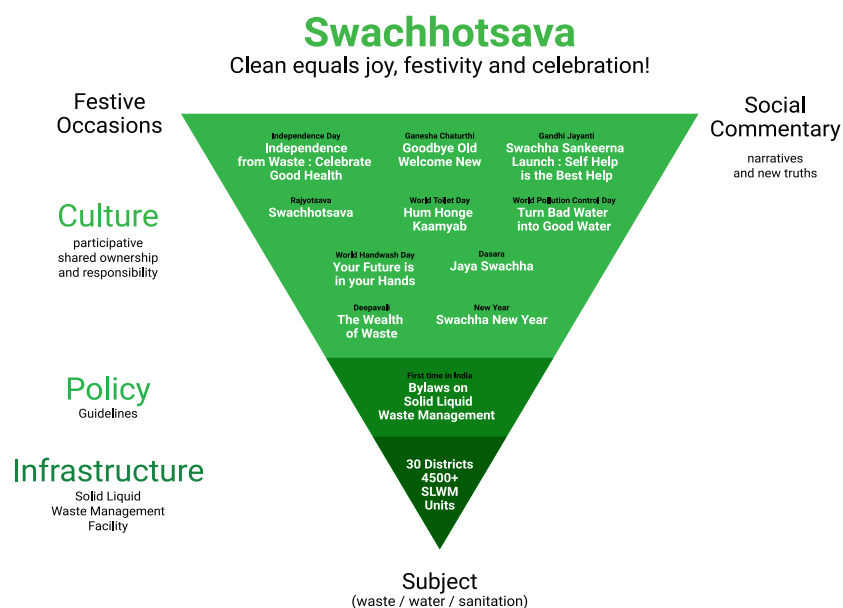
Leveraging the approaching festival season, we conceptualised and designed the idea of “Swachhotsava”, as a year round festival and daily celebration of cleanliness for the people of rural Karnataka.

Swachha or Clean equals joy, festivity and celebration. Utsava is derived from the Sanskrit, which generally means a festival or celebration or any joyous occasion. It also carries the meaning of delight, merriment and pleasure.

Swachhotsava serves as the opportunity for communities to come together, take action to keep their villages clean through scientific waste management, so that Swachhotsava becomes a Nityotsava (celebration everyday)!

The Blueprint for Behaviour Change

Integrating with Karnataka's cultural DNA, to create a new, participative culture, implement policies and build infrastructure to enhance the adoption of Solid and Liquid Waste Management facilities, a blueprint is designed.



Designing the Blueprint for Behaviour Change

Design: Triggers for Social Commentary

As the first step, we went to the people of rural Karnataka, listening to their voices, and identifying several local themes as humorous, witty conversation starters around waste management, toilets/sanitation and water. To design the nudges and triggers for a fresh social commentary.

Build: The People's Calendar of Swachhata

Next, the team mapped these comments and conversations around the people's calendar of festivals, to build the Swachhata calendar which would help create moments and instances, remind people to take action and celebrate cleanliness everyday.

Spread: Clean Ideas

Next, the team went to the grassroots to plot the areas in villages where people assemble/gather...like the milk dairy, village center, religious spaces, market places, Gram Panchayats et al. Then created conversation starters in these areas, designed and delivered as tactile posters to nudge behaviours using the medium as the message.

Creative Solutions for Behaviour Change

Festivals of Swachhata

Taking cues from the Swachhata Calendar, we mapped a series of festivals around cleanliness for rural Karnataka, to hardcode the new culture of cleanliness with a yearlong roll out.

Bye-laws: Solid and Liquid Waste Management, Rural Sanitation Policy and Strategy

In parallel, the Rural Drinking Water and Sanitation Department, Govt. of Karnataka has launched the Bylaws: Solid and Liquid Waste Management Policy as guidelines towards the scientific management and implementation of SLWM Units for rural Karnataka. These are backed by strong rural sanitation policy and strategy. Karnataka is the first state in the country which has adopted such an integrated, holistic policy approach.

Parihara: Public Grievance & Redressal Platform

In parallel, the Department created "PARIHARA" (Public Access to Responsive and Innovative Handling of complaints And Resolution Application) an integrated platform where people of Rural Karnataka can register their complaints via different channels (call/whatsapp/sms/social media) to solve all grievances related to waste management, water and sanitation.



Designing India's first unified Solid and Liquid Waste Management brand and system

Swachha Sankeerna

Designing India's first unified Solid and Liquid waste management brand and system

The first celebration on the Swachhata calendar is to design and launch the "Swachha Sankeerna" Solid and Liquid Waste Management Units. Pioneering India's first ever unified brand for scientific waste management and a standardised design system which can be prototyped, implemented and over time, scaled up in every Gram Panchayats across the 30 districts of Karnataka. While "Swachha" means clean in Sanskrit, "Sankeerna" refers to a complex in Kannada.

The Swachha Sankeerna units are dedicated by the Govt. of Karnataka to the people, the State and the Nation, as a mark of respect to Mahatma Gandhi, 6 years from the day when the Swachh Bharat Mission was launched in India.

Swachha Sankeerna : Identity Design

Taking forward the United Nations Sustainable Development Goal (SDG) # 6: Clean Water and Sanitation; and SDG #12: Responsible Consumption and Production, the design of the Swachha Sankeerna identity is inspired by the circular economy model. It serves as a symbol and a reminder to the people of rural Karnataka to reimagine how they look at waste, and make a conscious and concerted effort to shift to sustainable consumption and production patterns.

The design seamlessly integrates the vibrance of festivals with a fresh visual language inspired by the traditional rangolis of Karnataka. It aims to catalyse the new culture of cleanliness and transform Karnataka into a sustainable, low carbon and green State.





Change begins from the people.

Swachha Sankeerna : Experience Design

The Swachha Sankeerna units will function as spaces where discarded/rejected solid and liquid waste materials are collected by the local government such as Gram Panchayat., segregated, processed, upcycled and transformed into useful day to day objects. Or disposed in scientific ways.

The experience of the Swachha Sankeerna units is designed to transcend the idea of space and become an experience that serves as a rich source of knowledge for the present and future generations. Being created as Eco Parks, (self sustainable ecosystems) with dedicated zones for collecting and processing of solid, liquid, reject, e waste and bio-medical waste, installations, upcycling units, bold graphic information points and more. So that these units can continue to serve as experiential knowledge destinations for children, women, youth, students, communities and the people of rural Karnataka, where they can immerse deeply in the journey of waste, understand the best practices and harvest the benefits of scientific solid and liquid waste management.

Swachha Sankeerna : Creating the Design System

In parallel, we have created a comprehensively detailed system and kit to ensure easier adoption through motivated staff, volunteers, communities and partners across Karnataka.

The design system includes

The Swachhata Mark: A bold, distinguishable, yet standardised sign at the entrance of every unit that serves as a welcome to a sustainable future. At the onset, the brand and the initiative is being adopted by Gram Panchayats, and will soon be scaled up across the State.



The Swachhata Mark



Inspiring Instructions as Wall Paintings

The Wall of Swachhata has Instructions designed around Do's and Don'ts, Benefits of Solid and Liquid Waste Management and Safety Precautions, rendered as paintings by local artists.



Integrated wall graphics rendered by local creative communities

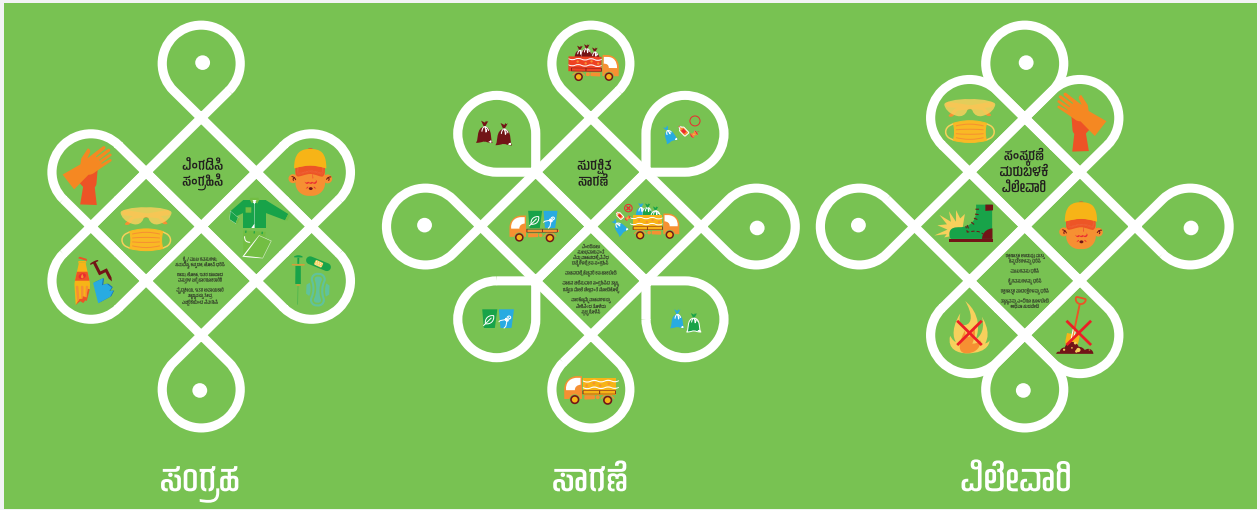


Decoding the journey of waste



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Wall graphics as integrated systems, rendered in the vernacular to inspire people's participation in Solid and Liquid Waste Management, for a cleaner, healthier Karnataka.

Waste Processing Zones

Zonal locators with posters which highlight instructions as to how each of these can be used, represented visually

Tactile Information Poster

A visual poster that showcases the Journey of Waste from generation to recycling and usage.

Detailed Wayfinding

Signages to design a clear wayfinding system for the SLWM units. With a graphic and interactive map for the Swachha Sankeerna unit.



Making waste beautiful. A wayfinding unit designed and rendered using upcycled waste assets

Solid Waste Installations

Artistic installations made from upcycled solid waste by local artists. The installations are open for their interpretation, and serve as a means to improve their livelihoods and enhance socio-economic opportunities.



Solid waste installations, rendered by local communities

Swachha Pride

A pop up photo-op space within the compound, where visitors / students / guests / experts and officials can take photos to mark the moment and the location, share on social media, tagging the Swachha Sankeerna unit. So that more people are aware of the initiative and start talking about it.

Protective Uniform and Masks

A smart and safe uniform, complete with visors, gloves and mask to ensure the safety of the Swachha Karmikas (Cleanliness Workers) at the units.



Cleanliness workers in smart, safe protective gear.

Swachha Vahini

Dedicated fleet of vehicles with graphics to inspire action towards the segregation of waste.



A Swachha Vahini vehicle.

Designing an inclusive event, graced by the people, endorsed by the Minister for RDPR, Govt. of Karnataka.

The launch of Swachh Sankeerna was conceived as a grand celebration of cleanliness. It inspires them to come forward as communities and take action to keep their villages clean.

The Anthem of Swachhata

Inspired by a popular bhajan of the Mahatma, a powerful anthem that evokes pride in cleanliness. The anthem comes alive visually as a film which inspires people to celebrate cleanliness everyday.

https://youtu.be/urVgJPUK_4A

Swachha Sankeerna : The People's Narrative

A leaflet that highlights the story, uses and benefits of the units for the people.



Impact

Swachha Sankeerna: The Grand Launch

“The Government is doing its part to ensure cleanliness. Now it is time for the people of Karnataka to participate in the movement. Let every Gram Panchayat adopt Swachha Sankeerna, and take action to keep their villages clean. Swachhameva Jayate!”

Shri. K S. Eshwarappa Hon'ble Minister for Rural Development and Panchayat Raj, Government of Karnataka

On October 2nd 2020, the auspicious occasion of Gandhi Jayanti, the Rural Drinking Water and Sanitation Department and the Department of Rural Development and Panchayat Raj, Govt. of Karnataka launched the “Swachha Sankeerna” Solid Waste Management Units. The celebration includes the unveiling of the SWM identity.

The Swachha Sankeerna units are launched by Shri. K S. Eshwarappa Hon'ble Minister for Rural Development and Panchayat Raj in the Shivamogga district of Karnataka, his native,. They will be implemented across 30 districts of rural Karnataka under the Swachh Bharat Mission of Govt. of India.



What's next?

1500+ Swachh Sankeerna Units by March 2021!

With the launch of Swachha Sankeerna and Swachhotsava, the entire rural ecosystem and various independent bodies of the State Govt. have come together as communities to become catalysts of behavioural transformation.



Inspiring the rural ecosystem to engage actively, make waste beautiful

The initiative will be scaled up to 1500+ Swachha Sankeerna Units by March 2021, and the Detailed Project Reports (DPR) for the same have been approved. The unique visual language of the brand will be extended across all units. By March 2022 all Panchayats are being targeted.





Glossary of Terms:

Swachha: Clean in Sanskrit

Swachhata: Cleanliness in Sanskrit

Utsava: A festival or celebration or any joyous occasion in Sanskrit

Swachhotsava: Celebration of Cleanliness

Swachha Vahini: Waste Collection Vehicle Fleet

Swachha Karmika: Cleanliness Workers

Swachha Sankeerna: Solid And Liquid Waste Management Units

UN SDG: United Nations Sustainable Development Goals

SBM(G): Swachh Bharat Mission (Gramin)

RDPR: Department of Rural Development and Panchayat Raj,
Govt. of Karnataka

RDW&SD: Rural Drinking Water and Sanitation Department

GoK: Government of Karnataka

Gol: Government of India

SLWM: Solid and Liquid Waste Management

SWM: Solid Waste Management



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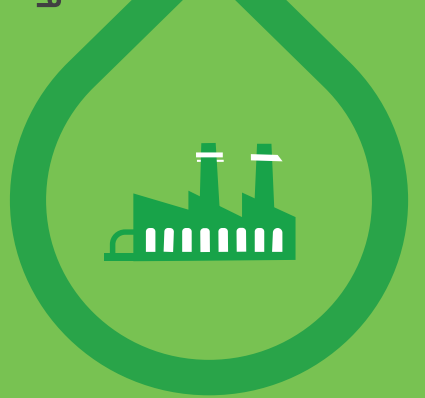
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