CLEAN SLATE : SWACHH MAHARASHTRA

-A Digital pathway towards cleaner Maharashtra

Team Name : Anonymous Assembly

Team Leader :   Mr. Saish Y. Mohare
Team Members: Mr. Adheesh Juvekar
                          Mr. Asutosh Padhi
                          Mr. Varun Rathi
                          Mr. Vijay Sahani
                          Mr. Raaj Raisinghani

Institute : Vivekanand Education Society's Institute of Technology

Problem Definition :

How can behavioural change be brought about to cure Indians of their casual approach to cleanliness? How can technology be harnessed in bringing about this change? What policy change will ensure that people abide by the Swachh Bharat Mission and increase its efficacy?

Despite the devout nature of most Indians, we are a dirty people. We think nothing of littering without a care for our surroundings. While we follow the strict restrictions on littering that are imposed abroad, in our own backyard, on our streets, such rules do not apply.

Open defecation and urination in public are an accepted way of life for Indians. 48% of Indians practice open defecation.

While most Indians are aware of the health risks of such practices, they take no major steps to correct their behavior. This lackadaisical attitude towards something as important as one's own surroundings defies logic.

OVERVIEW :

➢ In this presentation we intent to propose two interconnected methodologies to bring about a behavioral change in the mindset of citizens in their approach towards cleanliness.

➢ The first methodology focuses on setting up an online portal for citizens and organizations, where they could post and promote their campaigns . Citizens and different organizations could work collaboratively because of this platform.
  (Best Part : Users will get rewarded in a unique way for the success of their campaigns).

➢ This will be complemented by setting up 'Smart Garbage Bins' across tier 1 and tier 2 cities, which will encourage citizens to dump the waste in the garbage bins itself, rather than littering the surroundings.

ONLINE PORTAL METHODOLGY :

➤ Where will be the portal hosted ?
  - A web and mobile application is set up which hosts the portal .

➤ Who can sign in to this portal?
  - Any individual citizen , government as well as non-government organizations working in the field of cleanliness and commercial companies can sign in to this portal.

➤ What the portal has for government and NGO's?
  -Organizations will have a platform for promoting their upcoming cleanliness related events. The events will be visible to the individual citizens residing in that locality.

  -Interested individual citizens can show interest in the campaigns or can even register for the same.

  - Organizations can join hands through the portal for creating a better impact.

ONLINE PORTAL METHODOLGY : (contd.)

➢ What the portal has for Individual users(Citizens) ?

PARTICIPATION IN THE LOCAL EVENTS
-Users will come to know and can participate in the upcoming cleanliness related campaigns in their locality.

-If the campaign is sponsored, the participating users would be rewarded by the sponsoring company in terms of e-coupons.

Starting a cleanliness trend
-Users can start their own miniature individual campaigns.
Example : A daily commuter of Railways, cleans a window of the train on his journey and posts photo of it and starts a #*cleanwindow* campaign on the portal.
This campaign is visible to all the users, if other users like this campaign they may join the campaign by similarly cleaning a window and posting the photo of it.
If the campaign is a success then the inventor and the participating users of the campaign would be rewarded with e-coupons

-*Researches have proved that today's youth has a mental urge towards anything that is trending . Why not use this urge for a better Maharashtra ?*

ONLINE PORTAL METHODOLGY : (contd.)

➢ What the portal has for Companies ?

-Companies can sponsor the events of renowned organizations and advertise their product throughout the event in return.

-Large companies usually endeavor to have good social image, they can do so by providing free e-coupons to the eligible users and thus support the campaigns.

Diagrammatic Representation :
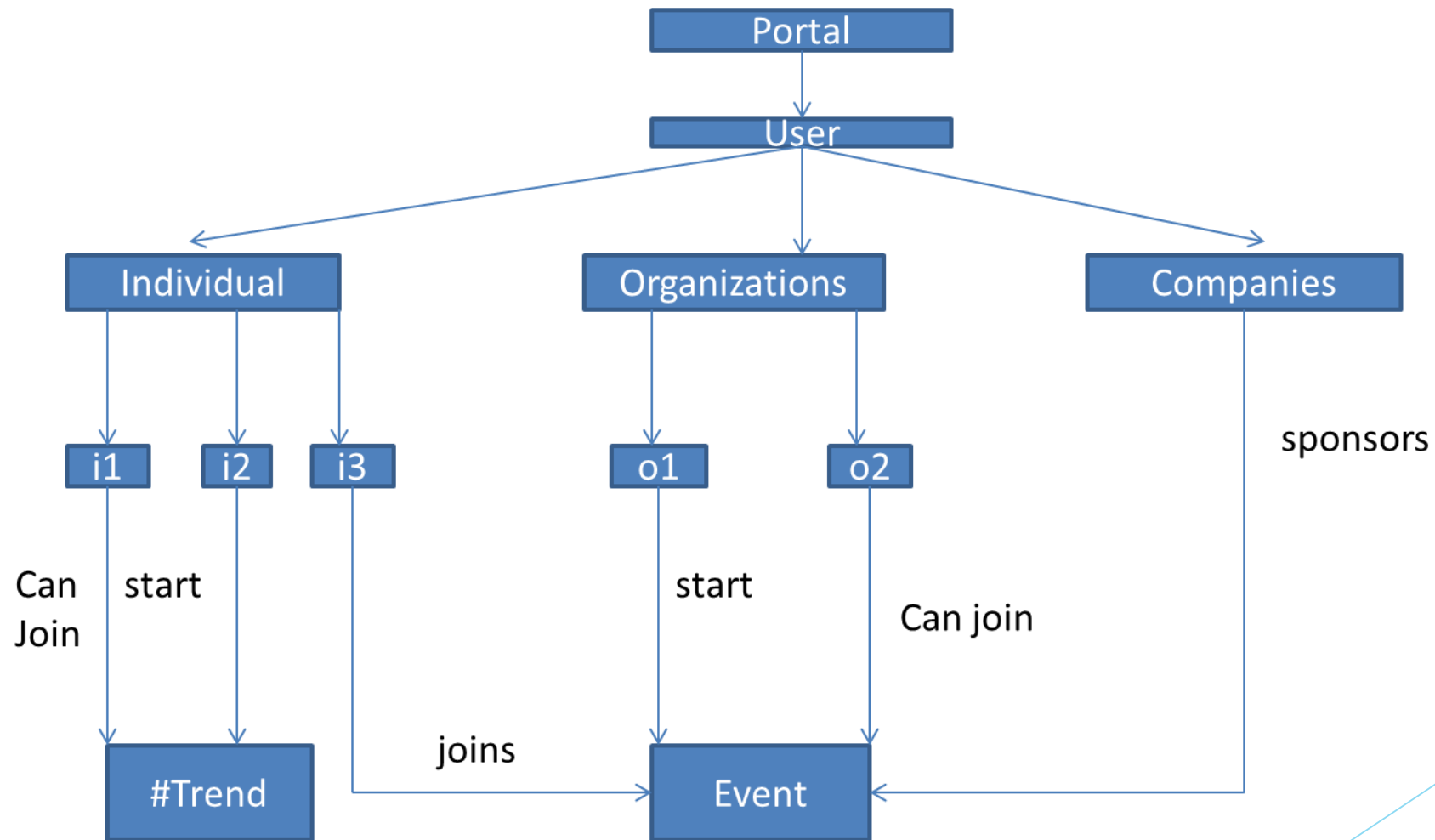
SETTING UP SMART GARBAGE BINS :

➢ What drives us towards switching to smart garbage bins?

-Most of the times we notice, despite of setting up traditional garbage bins in public places, people tend to throw waste here and there.
     This happens because there is no motivation for the citizen to throw the litter into the bin.
     This very mentality inspires us to provide the solution of a smart garbage bin.

➢ What is a smart garbage bin?
-A smart garbage bin is an automated dustbin which pops up an e-coupon(referral/coupon code) on receiving the waste based on certain parameters.

Example : A registered user of the online portal, dumps his waste in the smart garbage bin . On receiving the waste the a coupon code is dispayed on the mini LCD dispay attached to the garbage bin. The user may redeem this code via the online portal.
This gives the citizen a motivation to throw the litter in the dustbin.

Conclusion :

     Technology has always played a pivotal role in solving some of the state's gravest and biggest problems. Bringing the cleanliness problems under the garb of technology is the only way ahead. The smart bins have been successfully implemented in many cities abroad and can be replicated in Maharashtra as well. The forum will be able to successfully create a platform where people take notice of other people's efforts and showcase their own contributions. The various organisations (both govern and non government) will be get a platform to showcase their cleanliness drives resulting in maximum participation. The introduction of technology and incentives will surely be able to solve the state's cleanliness issues and develop Maharashtra into "Swacch Maharashtra "