



## BCC Framework under SBM-U 2.0

### Why in News?

[Swachh Bharat Mission-Urban 2.0 \(SBM-U 2.0\)](#), has launched the '**National Behaviour Change Communication (BCC) Framework for [Garbage Free Cities](#)**' to strengthen the ongoing jan andolan for 'Garbage Free Cities'.

### What is the National Behaviour Change Communication Framework?

- The BCC Framework for Garbage Free Cities shall serve 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.
- The framework 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 transform the urban landscape of India.

### What is SBM-U 2.0?

- **About:**
  - SBM-U 2.0, announced in [Budget 2021-22](#), is the continuation of SBM-U first phase.
  - It was **launched on 1<sup>st</sup> October 2021** to achieve the **vision of 'Garbage Free Cities'** over the next five years.
    - The government is also trying to tap safe containment, transportation, disposal of faecal sludge, and septage from toilets.
  - It will be implemented over five years from 2021 to 2026 with an outlay of Rs.1.41 lakh crore.
    - SBM-U first phase was launched on 2nd October 2014 aiming at making urban India **[Open Defecation Free \(ODF\)](#)** and achieving 100% scientific management of municipal solid waste. It lasted till October 2019.
- **Aim:**
  - It focuses on source segregation of garbage, reduction in **[single-use plastic](#)** and air pollution, by effectively managing waste from construction and demolition activities and **[bioremediation of all legacy dump sites](#)**.
  - Under this mission, all wastewater will be treated properly before it is discharged into water bodies, and the government is trying to make maximum reuse a priority.
- **Mission Outcomes:**
  - All statutory towns will become ODF+ certified (focuses on toilets with water, maintenance and hygiene).
  - All statutory towns with less than 1 lakh population will become ODF++ certified (focuses on toilets with sludge and septage management).
  - 50% of all statutory towns with less than 1 lakh population will become Water+ certified (aims to sustain toilets by treating and reuse of water).
  - All statutory towns will be at least 3-star Garbage Free rated as per MoHUA's Star Rating Protocol for Garbage Free cities.
  - Bioremediation of all legacy dumpsites.

**Source: PIB**

PDF Refernece URL: <https://www.drishtias.com/printpdf/bcc-framework-under-sbm-u-2-0>