



Door-to-Door Campaign

Why In News?

- On February 27, 2023, Uttar Pradesh Swachh Bharat Mission (Urban) director Neha Sharma told that to keep the urban areas clean in the state, the Urban Development Department will conduct a 'door to door' campaign in the Swachh Bharat Mission (Urban) from March 4 to 31. Will run the third phase of in this, wet and dry waste will have to be given separately.

Key points

- Mission Director Neha Sharma said that in the third phase of 'Door to Door' campaign in Swachh Bharat Mission (Urban), fine will be imposed on those who do not separate wet and dry waste and those who spread filth. It will be from 50 rupees to 2000 rupees.
- He informed that from February 1, 100 percent door-to-door collection and a campaign to give information about segregation of garbage was launched.
- There are three phases of this campaign - the first phase was prayer and the second was consent. The second phase will end on March 3.
- In the third and final phase, action will be initiated against those who do not segregate the waste. It has been clarified that those who remove gated colony, RVA colony and bulk waste located in the municipal periphery will be fined. People will be alerted about the challan through posters, banners etc. and the civic officials will inspect it daily and challan those who do not follow it.
- Neha Sharma said that special instructions have been issued for cities with a population of more than 6 lakh. Here the amount of fine is going to be high.
- He said that the lowest penalty will be imposed in Nagar Panchayats. Here there is a low population and at the same time there is a lack of resources. A campaign will also be run in three phases to make people aware.
- The municipal corporation has tied up with private company Sanitation Corporation for door-to-door garbage collection and an agreement has been signed with the Municipal Corporation Feedback Institution to monitor the functioning of the company.
- The company has been given clear instructions to collect the wet and dry waste from the houses separately. The waste will go to the treatment plant in separate containers. Along with this, the Municipal Corporation has run separate vehicles for leather clippings, petha waste and cow dung.