

SWACHHA BELAKU

A 7★ Journey Toward Smart and Sustainable Waste Management

From Blackspots to Brightspots – Swachha Belaku proves that when citizens, technology and trust come together, clean cities become a reality.

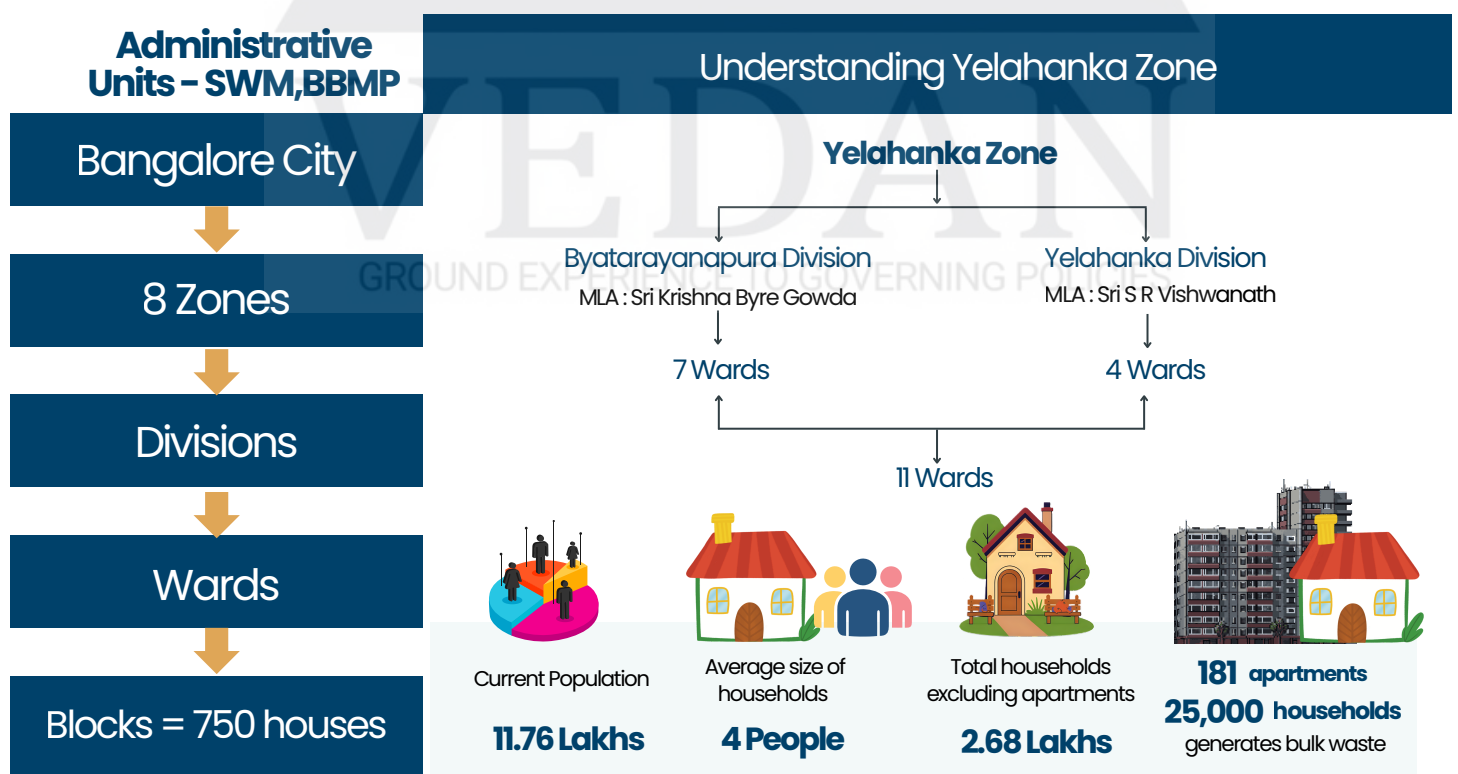
In response to the growing waste management challenges of Bengaluru, **SWACHHA BELAKU** was initiated by **SVP INDIA** in 2016, a **first-of-its-kind 7 ★ collaborative project**, launched its work in **Yelahanka Zone** in 2024 with **Vedan** as an **implementing partner**.

The initiative envisions a **smart, sustainable, and replicable model** for urban waste management — one that aligns with the **Swachha Bharat Mission – Urban** guidelines and brings together **citizens, government bodies, industries, and NGOs** under a single mission of clean living.

Our Vision

To transform Yelahanka Zone into a **7 ★ constituency** — clean, efficient, and environmentally conscious — within a span of **three years**, through:

- **Zero garbage in public, commercial, and residential areas**
- **100% scientific waste management**
- **Reduction in waste generation**
- **Improved aesthetic value of the city**



Thanisandra Ward 6 – A Case of Turning Challenges into Change



Ward 6

- Number of Blocks: 40
- Area of Ward: ~10 sq km
- Households: ~40,000
- Population: 155,000

Road Network

- Major roads: 36.2 kms
- Internal roads: 163.8 kms

50 Tons Per Day (TPD) Generated



Dry waste
2 TPD



Wet
5 TPD



Mixed waste
23 TPD

2nd highest generator in Yelahanka Zone



85 Black spots (highest)
Only 20–30 of these are cleared on any given day



Maximum Animal Waste
Average: 1.2 TPD
Grows to 2.5 TPD during festivals

With over **40,000 households** and a population of **1.55 lakh**, **Thanisandra Ward 6** in Byatarayanapura Constituency is one of the largest waste generators in Yelahanka Zone. However, it also faced severe challenges — irregular waste collection, overflowing blackspots, mixed waste disposal, and an overstretched system struggling to cope. It was ranked the lowest in all parameters in the Swachh Survekshan.

Recognizing the need for deep reform, **Team Swachha Belaku**, in coordination with **BBMP**, initiated a comprehensive **Ward Management Program** to make Thanisandra a **model of structured and transparent waste management**.

The project received **funding from Polaris** in March 2024, marking a pivotal partnership between BBMP, **Vedan**, and the **corporate sector** for a shared civic mission.



Pic: Vedan team with Junior Health Inspector, Marshalls, Supervisor and Link workers discussing the challenges in one of the meetings

The Vedan team undertook a detailed **Time-Motion Study** to analyze:

- The movement and timing of autos and pourakarmikas (PKs)
- The collection routes and halting points
- Blackspot formation patterns
- Community participation and compliance
-

This study revealed gaps such as mismanaged autos, incomplete collection routes, mixed waste handling, and lack of resident awareness.

Armed with data, the team began **redesigning the system block by block**.

The Mapping Revolution – Block by Block

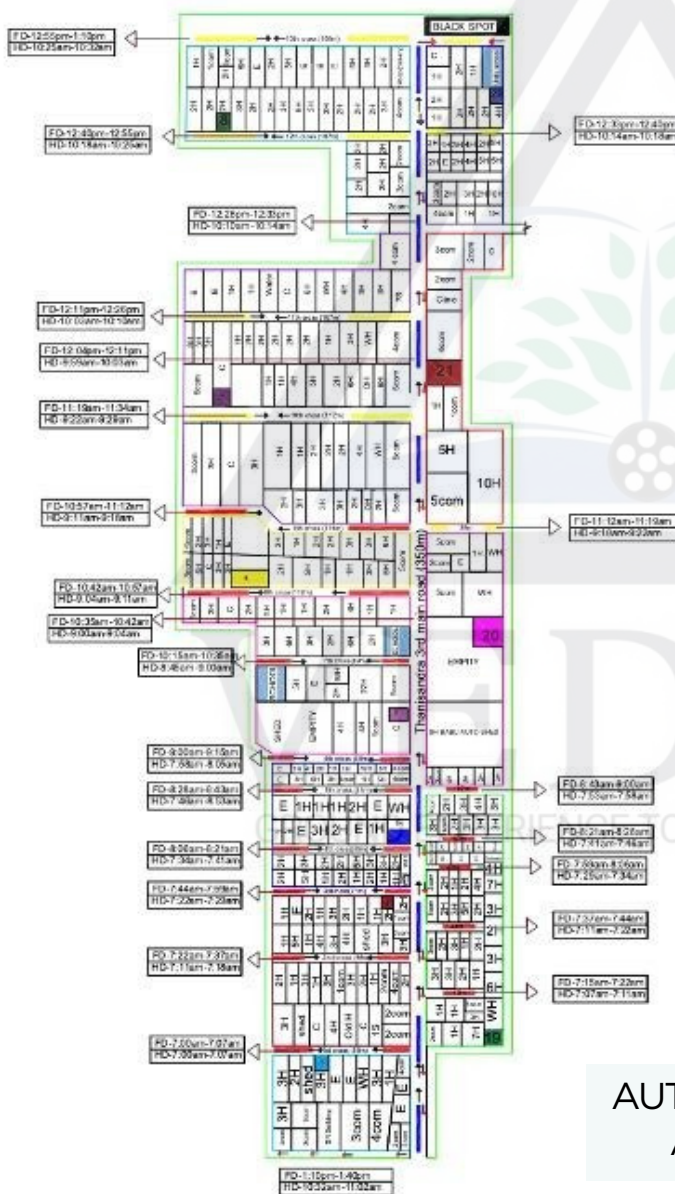
The foundation of the new system lay in block mapping and auto-routing. Starting with Block 8 (Sadiq Layout), Vedan trained BBMP supervisors and link workers to conduct surveys, measure routes using Google Earth, and prepare AutoCAD-based digital maps, guided by Shivagoudar, then AEE, that would determine:

- The auto routes - exact distance and time allocation for each vehicle
- 750m daily sweeping routes per pourakarmika
- Color-coded schedules for each day of the week
- Defined halting points and collection timetables

By March 2024, five blocks (4, 5, 6, 7, and 8) were operational with these digital maps — paving the way for data-driven management across the entire ward.



Ms. Indushree, from Vedan Team preparing CAD drawings of the Block Maps using the laptop



BLOCK 1-SADIQ LAYOUT		
CATEGORIES	CODES	COUNTS
HOUSES	H	693
SHOPS	S	9
COMMERCIAL	com	179
EMPTY SITE	E	19
SCHOOL		
1) Govt Lower Urdu Primary School		3
2) Royal Public School (2 branches)		
CONSTRUCTION	C	8
SHEDS	shed	6
WARE HOUSES	WH	7
OLD HOUSES	OH	2

SUNDAY TO SATURDAY PK1 AND PK2-	
Monday, Thursday, Saturday PK1 and PK2	
Tuesday, Friday PK1 and PK2-	
Wednesday PK1 and PK2- Cross 1 to Cross 4	
Sunday PK1 and PK2- Cross 5 to Cross 9	

AUTO-CAD Drawing of the Block Map with Auto route and Sweeping Schedule

WARD 6 -THANISANDRA

BLOCK 1-SADIO LAYOUT

ACTUAL AUTO ROUTE

BOXES NO	HOUSES	SHOPS	COMMERCIAL	CONSTRUCTIONS	EMPTY SITE	MOSQUES	SCHOOLS	SHEDS	WH	OLD HOUSE
1	15		22		4			2		
2	64	1	15					2		
4	80		9		4				2	
5	86		11	2	2		2			
6	55		14	1	1					
7	98	7	32	3	2				3	2
8	73	1	13		3					
19	119		22						1	
20	15		15		2			2	2	
21	16		19	1						
22	72		7	1	1		1			
TOTAL	693	9	179	8	19		3	6	7	2

Pic: Auto Route and Sweeping color coding for number of houses, commercial establishments etc



Training conducted to Link workers



Supervisor Training



Awareness that Connects People

Vedan team conducted awareness drives across blocks, markets, and schools. Residents were shown **block maps, collection schedules, and zero-waste practices.**

In collaboration with **Anam Enclave RWA**, Vedan conducted an awareness meet on **24th March 2024**, which saw enthusiastic participation from 30 residents. This session not only inspired residents to segregate waste but also to take ownership of public spaces — leading to the **transformation of a blackspot near Urdu School.**



From Blackspots to Brightspots

Sadiq Layout (Block 8)

Once a dumping hotspot, the area opposite Urdu School has now turned into a **clean, colorful community space**.

Residents and Vedan volunteers **painted the walls, patrolled the area, and monitored it via CCTV**.

The transformation was so effective that cleaning time reduced from **20 minutes to just 1 minute per day** — a 99% reduction in waste dumping!

One resident was so inspired that he **donated ₹1,000** to support turning the nearby Urdu School into a **Zero Waste Campus**.



Resident Volunteer and Vedan team catching the people throwing garbage during patrolling and giving awareness on waste and the collection system





Volunteers who made a visible difference by contributing their time and effort to paint the walls



Vidyasagar Layout (Block 6)

Another blackspot near **Jafar Masjid** was taken up next. With permission from **Mr. Nasir Saab**, the Masjid's owner, and coordination by **Mr. Moin**, Vedan will beautify this wall post-Ramzan — continuing the spirit of civic collaboration that defines Swachha Belaku.

Community Partnerships for Change

To deepen engagement, Vedan reached out to:

- **Maulvis and religious leaders** to spread awareness through mosques
- **Schools** to educate children on waste segregation
- **Hotel and salon owners** to adopt sustainable practices

Even local press representatives were sensitized to ensure accurate and positive reporting of waste management efforts.

The 7★ Model – Technology, Training, and Transparency

Every tool — from **AutoCAD maps, Google Earth to WhatsApp groups**— has been used not as a gadget but as an **enabler of accountability and behavior change**.

By making the system visible, measurable, and community-owned, Swachha Belaku is proving that urban waste management can be both smart and humane.

The Impact So Far

- ✓ 13 blocks digitized with AutoCAD route maps (21,000 households)
- ✓ 14+ awareness sessions conducted across communities
- ✓ 2 major blackspots transformed
- ✓ 1 RWA and 16 mosques onboarded
- ✓ Daily patrolling and live monitoring in progress
- ✓ 99% reduction in garbage at key sites

Before Implementation	3 months After Implementation (what happened after that?)
Waste collection autos came once in 2–3 days	Autos collect waste every day
Autos covered few lanes and worked short hours	Autos now work full time (Mon–Tue, Thu–Sat 7 AM–1:45 PM; Wed & Sun 7 AM–11 AM) covering every lane
Residents unaware of timings, missed handover	Residents know exact timings and hand over waste regularly
Poor awareness of segregation	Residents now segregate waste into 3 categories
No grievance system	WhatsApp groups created for each block, enabling fast issue resolution
Link workers irregular	Link workers regular & coordinating waste collection
Pourakarmikas swept only 300–350 m/day, main roads only	Two pourakarmikas now sweep 750 m/day, including interior roads
Sadiq Layout blackspot took 20–25 min to clear	Painted & beautified—now takes ≈1 min to clear

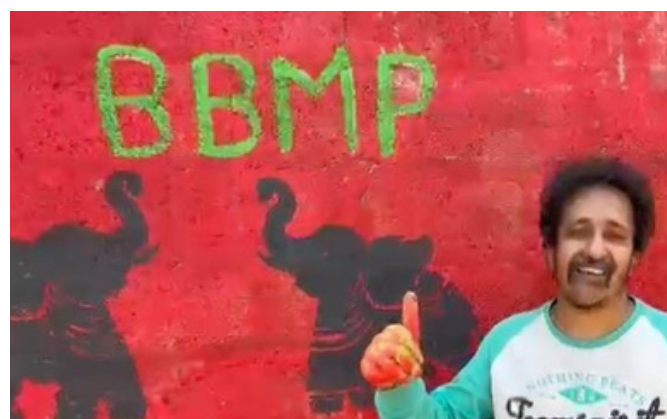
Capacity Building and Awareness

- 9 supervisors & 2 link workers trained in block mapping & public communication
- 3,147 households reached through megaphone awareness
- ≈40 residents attended block-level sessions
- ≈10 volunteers actively engaged
- Blackspot size significantly reduced due to daily collection

Community Voices

Mr. Shriram, Resident – Anam Enclave:

“I saw the volunteers working tirelessly and decided to join them. Together, we can make this place beautiful and give back to the community.”





“Children and adults used to litter in front of Urdu School. After volunteers cleaned and painted, it looks beautiful. I request everyone – don’t dump waste here!”

Towards a Sustainable Future

Waste management is not just a service—it is a responsibility towards our planet.

Improper waste disposal harms ecosystems and human health; therefore, the system must become process-dependent, not people-dependent, ensuring:

- Regular monitoring and transparent operations
- Robust IEC (Information, Education & Communication) strategies
- Continuous behavioural change programs
- Long-term sustainability and ownership by residents

With these efforts, Thanisandra Ward is emerging as a living model for urban India—a proof that with collaboration, technology, and community trust, clean cities are possible.

Lessons and the Road Ahead (Current Status)

- While several ward-level initiatives across cities continue to receive funding, our on-ground experience revealed a deeper truth — no amount of external investment can replace the need for a strong, functional municipal system.
- In Thanisandra, despite successful awareness programs, mapping, and community engagement, a shortage of waste collection autos severely limited our ability to sustain the progress. Without the basic infrastructure aligned, continued operations would have meant repeating the same cycle of effort without results.

- Unfortunately, the people are still posting their concerns in the whatsapp groups, but they are not receiving any responses, yet they do not lose hope.
- Staying true to our principles of transparency and impact, the Vedan team decided to pause the project after three months, instead of continuing activities that would not lead to systemic improvement.
- We have since appealed to the GBA (Greater Bengaluru Authority) to address these structural issues — ensuring sufficient autos and monitoring systems are deployed before reinitiating the model.
- Our conviction remains that waste management should be system-driven, not event-driven.
- When the foundation is solid, every rupee spent brings measurable change — not just for today, but for years to come.

