



Meri Life Mera Swachh Shehar Campaign

1. Mission LiFE

Mission LiFE is an India-led global mass movement to nudge individual and community action to protect and preserve the environment. The movement aims to nudge individuals and communities to practise a lifestyle that is synchronous with nature and does not harm it.

The concept of 'Lifestyle for the Environment (LiFE)' was introduced by Prime Minister Sh. Narendra Modi at COP26 in Glasgow on 1 November 2021, calling upon the global community of individuals and institutions to drive LiFE as an international mass movement towards "mindful and deliberate utilisation, instead of mindless and destructive consumption" to protect and preserve the environment. LiFE puts individual and collective duty on everyone to live a life that is in tune with Earth and does not harm it. Those who practice such a lifestyle are recognised as Pro Planet People under LiFE.



The mission LiFE aims to translate the vision of LiFE into measurable impact and is designed with the objective to mobilise at least one billion Indians and other global citizens to take individual and collective action for protecting and preserving the environment in the period 2022 to 2027.

2. Meri LiFE, Mera Swachh Shehar

Reuse and upcycling of common household goods has been an integral part of Indian culture. Taking a cue from this shared habit, the Ministry of Housing and Urban Affairs (MoHUA) has launched a mega campaign titled – 'Meri LiFE, Mera Swachh Shehar' to champion the RRR's of waste management - Reduce, Reuse, and Recycle.





Urban India is increasingly adopting the principles of making 'Wealth' from waste with citizens actively refurbishing old items for reuse. This is giving an impetus to the overall zero-waste ecosystem under Swachh Bharat Mission-Urban 2.0.

The 3R's form the backbone of 'Waste to Wealth' and has empowered many craftsmen, recyclers, Self Help Groups, entrepreneurs, startups, etc. to recycle waste into a host of products. Hon'ble Prime Minister Shri Narendra Modi's Mission LiFE (Lifestyle for Environment) further encourages individual and collective action towards the same. Mission LiFE aims to protect and preserve the environment and bring about a pro-planet behavioural change that can be instilled through individual action in day-to-day life.

This nationwide campaign aims to highlight cities to setup 'Reduce, Reuse, Recycle (RRR) Centres, one stop collection centres, for citizens to contribute clothes, shoes, old books, toys and used plastic to be reused or recycled.

This three-week campaign will strengthen citizen's resolve under SBM-U 2.0 - to reduce, reuse and recycle – and will also champion Mission LiFE's objective of taking collective action for the protection and conservation of the environment by adopting sustainable daily habits.

The RRR Centres will serve as one-stop solution for citizens, institutions, commercial enterprises, etc. to deposit unused or used plastic items, clothes, shoes, footwear, books, and toys. After collection, these items will be given to different stakeholders to be refurbished for reuse or would be made into new products, thus truly taking forward the Government's vision of circular economy.

The **Meri LiFE, Mera Swachh Shehar** will culminate on 5 June 2023 with the **Pledge for LiFE**, which will be undertaken by everyone on the **World Environment Day** as well as large scale cleanliness drives across all cities.

3. New Delhi Municipal Council (NDMC) - Meri LiFE, Mera Swachh Shehar

The New Delhi Municipal Council (NDMC) is undertaking the Meri LiFE, Mera Swachh Shehar campaign in three regions initially, with plans for future upscaling in other locations. The program is establishing three Reduce, Reuse and Recycle stores with a focus on establishing collaborations with stakeholders, models for discarded material collection and recycling, awareness creation, incentivizing citizens, and promoting discarded material-to-art initiatives.





The program will follow a unique approach to re-classify most of what is called as waste to discarded items. Much of the products categorised as 'waste' today are not 'waste' but just discarded items no longer of utility to one person or household but can be of use to someone else by simply refurbishing or upcycling.

4. The Magnitude of the Problem

Every day, urban India is projected to generate between 1,30,000 and 1,50,000 metric tonnes (MT) of municipal solid trash - roughly 330-550 gram per urban inhabitant. This amounts to approximately 50 million MT per year and is expected to increase to almost 125 million MT per year by 2031. The content of garbage is shifting, from a high percentage of biodegradable waste to non-biodegradable waste, which is a cause for concern.

About 40% of all MSW is not collected at all, and as a result, it litters the city/town and finds its way to neighbouring drains and water bodies, choking and polluting surface water. Unsegregated garbage collection and transportation results in open dumping, which produces leachate and gaseous emissions as well as producing annoyance in the local environment.

According to a report by MCD and the Delhi government's environment department, daily waste generation in the city has gone up from 11,094 tonnes in 2021-22 to 11,332 tonnes in 2022-23.

5. Difference between Discard and Waste

The NDMC RRR stores will follow a unique approach to re-classify most of what is called as waste to discarded items. Much of the products categorised as 'waste' today are not 'waste' but just discarded items no longer of utility to one person or household but can be of use to someone else by simply refurbishing or upcycling.

The main difference between discarded items and waste lies in their potential for reuse, refurbishment, or repurposing. Discarded items have the potential to be refurbished, upcycled, or used by someone else, as they still retain value and functionality. Waste, on the other hand, is deemed unusable or has reached the end of its useful life, often lacking potential for reuse or repurposing.

The unique approach of re-classifying most of what is called waste to discarded items highlights the idea that many items labelled as waste can still have value and can be repurposed or upcycled to serve a new purpose. It emphasizes the need to shift our perspective and explore opportunities for refurbishing or upcycling discarded items, reducing waste generation, and promoting a circular economy.



6. Location of RRR Stores

6.1. Lodhi Gardens (Near Gate 1)



Location Link: <https://goo.gl/maps/E4Z2Y1HWRRBfxwux9>

6.2. Palika Bazaar (Gate No. 1)



Location Link: <https://goo.gl/maps/rJbP37M7HVt2AYLf7>



6.3. Kiosk at Kautilya Marg (Near NDMC Park)



Location Link: <https://goo.gl/maps/N5v5XDhKdLCJna3LA>

6.4. New Moti Bagh



Location Link: <https://goo.gl/maps/n1UWsiEMKqakMxhn9>



7. What items can be donated and where will they finally go?

Item	Handling
Clothes	Bag Upcycling/NGO Goonj
Newspapers	Aanchal for Envelop making thus supporting lesser privileged and differently abled
Books, Notebooks and Stationery	NDMC Libraries and Schools
Plastic items	21 Century Polymer/Ecodeco; The Recycling Home Pvt Ltd
Shoes	Project Aanchal for differently abled/NGO Goonj
Toys	NDMC Schools/Creche
Utensils	NDMC Bartan Bank
E-Waste	Karo Sambhav Pvt Ltd
Gadgets in usable condition	NDMC School Welfare Committee/NGO Goonj
Paintings	NDMC Libraries

8. Can my waste be picked from my home?

Yes, if it is 5kg or more, we can arrange a pickup. Please place a request by registering on App 311.

9. Will I get anything in return?

There are no rewards if you request for doorstep collection. If you drop off at the NDMC RRR Centres, you are welcome to redeem as per the following exchange policy.



S. No	Donated Item	Qty	Return Item
1.	Used Plastic Mixed	15kg	Food Coupon/5kg compost
2.	Clothes	10kg	2kg compost
3.	Toys	10kg	2kg compost
4.	Books	5kg	2kg compost
5.	Electronic Waste	10kg	Food Coupon/5kg compost

10. What are the timings of RRR Centres

7:00 AM to 01:00 PM on all days of the week till 5th June 2023.

Please note NDMC Control Room Contact - 1533

11. How can I contribute towards NDMC RRR

You can contribute and associate with RRR in the following ways:

- **Donate your Discard:** Drop off your discarded items at the nearest NDMC RRR Centre or request for doorstep collection by registering at App 311.
- **Volunteer at RRR Centre:** Express your interest in volunteering by dropping us a WhatsApp message 8588887773 (expect a response time of 24 hours).
- **Spread the word:** Help us reach more people by informing others about the NDMC RRR Campaign. Connect individuals and communities with the campaign to encourage their participation.
- **Share your best practices:** Share your innovative ideas and practices related to waste reduction, reuse, and recycling. Drop a message at 8588887773 (expect a response time of 24 hours) to share your insights.



- **Pledge to practice Reduce, Reuse, and Recycle:** Scan the provided QR Code and register your pledge to practice the principles of reduce, reuse, and recycle. By taking the pledge, you commit to adopting sustainable habits and promoting a circular economy.

Your active involvement in any of these ways will contribute to the success of the NDMC RRR campaign and help create a positive impact on waste management and sustainability efforts.

12. What is the Impact/Benefit of NDMC RRR campaign

The impact of RRR is multifold:

- **Put your discard to best use:** By participating in RRR, you ensure that your discarded items find a new purpose and are utilized effectively. Instead of treating them as waste, you contribute to a circular economy by promoting reuse and upcycling.
- **Reduces burden on landfill sites:** RRR helps divert a significant amount of waste from ending up in landfill sites. By reclassifying discarded items and finding them new homes, we reduce the strain on our environment and limit the need for additional landfill space.
- **Supports lesser privileged and differently abled sections of society:** RRR provides opportunities for individuals from lesser privileged backgrounds to access usable items they might not be able to afford. It also supports the differently abled by providing them with livelihood opportunities and inclusivity in the waste management sector.
- **Provides livelihood to women and differently abled:** RRR initiatives create employment opportunities for women and differently abled individuals. By supporting these initiatives, you contribute to the economic empowerment of marginalized groups.
- **Empowers women working in the sector:** RRR campaigns often have a strong focus on women's empowerment and skill development. By engaging in RRR, you support the empowerment of women who are involved in the collection, sorting, and upcycling of discarded items.
- **Option for incentives:** When participating in RRR activities, you have the option to receive incentives such as a meal, compost, or cloth bags that can be used personally or gifted to others. This adds value to your involvement and encourages sustainable practices.



- **Become an RRR star:** By actively participating in RRR, you become a role model and inspiration for others in your community. Your commitment to reducing waste, promoting reuse, and recycling makes you an RRR star, contributing to a cleaner and more sustainable environment.

13. Partners

- **WHY WASTE WEDNESDAYS FOUNDATION**
- **ENVEAVE**
- **SUNRISE**
- **21 CENTURY POLYMERS**
- **ECODECO THE RECYCLE HOME PRIVATE LTD**
- **POWHER**
- **KARO SAMBHAV PVT LTD.**
- **THE ART OF LIVING**
- **GOONJ**
- **NSS COLLEGE OF VOCATIONAL STUDIES**

