

BRUHAT BANGALORE MAHANAGARA PALIKE

Date: 24.01.2020

PRESS NOTE

Bengaluru is participating in Swachh Survekshan (SS 2020), a National Swachh Survey conducted by MoUHA across the country. This survey in urban municipal areas evaluates cleanliness, garbage disposal & segregation, ODF and other practices & ranks cities in different categories.

Bruhat Bengaluru Mahanagara Palike (BBMP) under the leadership of Worshipful Mayor Goutham Kumar, Hon'ble Commissioner Shri B.H.AnilKumar IAS and team, has launched a sustained digital & offline campaign to create awareness and influence citizens towards a behavioral change in the community.

This initiative is to inform, educate, create awareness & bring about a change in attitude and help BBMP in its efforts to maintain Bengaluru as a clean and green city.

To achieve a better ranking this year, BBMP has deployed a 360 degree campaign to communicate with residents on several aspects including garbage segregation, usage of public urinals, waste disposal, avoiding Single use plastics, composting, adopt-a-street etc.

Messages in English and Kannada were delivered through social media covering topics such as garbage segregation, usage of public urinals, approaches to waste disposal, maintenance of cleanliness of public places and a whole range of issues in direct and indirect ways. Videos, digital films, graphics, photographs, audio tracks were used to communicate.

As Bengaluru is a global city with deep social media networks and internet savvy public, we hoped that a large number of our 1.3 crore citizens would take the survey to ensure the city gets a favourable ranking.

During the India-Australia cricket match held on 19th Jan, Sunday at KSCA, smart creative graphics were tweeted on trending hashtags. This quirky awareness drives caught many eyeballs and came in for appreciation.

Our Swachh Survekshan 2020 Bengaluru campaign initiatives have resulted in the city being ranked among the top 2 in India on social media in terms of messaging, reach and creating awareness.

The tagline, which has now become popular is NammaOoruSwachhaBengaluru – meaning “Our City, Clean Bengaluru (city)”

These compelling messages, kept simple and effective in Kannada and English, were directed at educating the city's residents on Swachh Survekshan 2020.

An appealing 'Anthem' was created in a mix of Kannada and English, which can be used till it's updated next. The message was simple and direct. The imagery associated with citizens from all walks of life, including children, to reflect the city's culture, ethos, future as a global brand and the importance of clean surroundings.

Anthem was sung by Lucky Ali, renowned musician, songwriter and composer and others. It is set to a tone that has a hummable quality that will be embraced by Bangaloreans easily.

Among the most innovative and widely covered initiatives was the placement of large mirrors in public places with dense traffic - usually used as an open urinal.

This was designed to discourage those from dirtying the place considering that they would see their own face/ acts. This initiative was well-received and attracted pan India wide coverage. It was also found to be a visible deterrent ensuring public space was not dirtied.

Broadcast media - Television advertisements and theatre ads were also created to reinforce the importance of cleanliness & waste segregation. Radio jingles were produced for various themes & spots booked to keep Bangaloreans engaged on major radio stations.

To further wider reach, print Advertisements were issued in mainline dailies in both English and Kannada on Swachh Survekshan2020.

Apart from activating digital platforms and taking the creative route, the civic body's army of officials started parallel on ground activities such as patrolling, fining violators, educating residents on the perils of waste mismanagement, surprise visits to bulk waste generators etc.

From the BBMP's side, several black spots/ corners were cleared - 230 blackspots cleared in 2 months, freshly painted and given a new and clean look. Among them were a group of University of Washington students on an internship. They beautified the Hebbal flyover pillars.

Apart from these initiatives, in the coming days BBMP will be implementing the creatives which were designed to deliver through bus shelters and on bus backs. Also, Stickers will be mounted on dustbins and BBMP's vehicle fleet.

Towards targeting large sections of communities on the move, standees with messages will be placed at Namma Metro stations and select petrol bunks across the city.

BBMP workers (supervisors) will be provided with T-shirts which they will sport while supervising their ward's cleaning activities.

There are also plans to display a large banner near the KIA airport toll bridge to create awareness as citizens travel to and from the city. The ban on hoardings has limited the BBMP effort compared to other cities. But, we believe we have overcome that by innovations such as the mirrors installed to

shame those urinating in public which instantly was a big hit with the public and gained national media coverage.

Bookmarks will be provided to students in several schools with crisp messaging on cleanliness which they can take home & spread the good word.

To drive home the message further, Selfie points are going to be created across the city with strong branding of #NammaOoruSwachhaBengaluru.

All these activities were guided by the BBMP Commissioner and his team ably led by Randeep D and Sarfaraz Khan, who personally supervised the messaging, delivery and response assessment for course correction when needed, to ensure the communication objectives were met. BBMP has initiated new operative mechanisms for public toilets, waste collection vehicles, Introduction

of GPS tracking of waste collecting vehicles, reintroducing Sahaaya 2.0 app and enabling the command centre of BBMP. By this, citizens were able to update/offer feedback/share views & comment on all aspects related to Bengaluru and its cleanliness.

The comprehensive media and communication initiative did yield an encouraging response from individuals/ groups from across the city. There was a visible spike in terms of participation and contribution towards keeping the city clean which is sustained to this day.

There has been proactive support from individuals, NGOs, apartment associations, clubs, eateries/ associations and various other residents/ bodies who have contributed to cleaning, voiced opinion and spread the word around within their communities on the importance of cleanliness, waste management etc.

This has given a great impetus to BBMP's efforts towards keeping the city clean and we are sure Bengaluru, the world's IT capital will achieve a favourable rank in Swachh Survekshan 2020.

These initiatives and the response have given the BBMP the satisfaction & encouragement to carry on, we believe with active and positive citizen participation we can achieve a cleaner, livable and sustainable city; thus enhancing the brand Bengaluru.

We particularly thank Hon'ble Chief Minister Shri B S Yediyurappa, Worshipful Mayor Goutham Kumar, SWM team, our Pourakarmikas, Citizens, NGO's and most importantly our media friends.

Let us make Namma Ooru Swachha Bengaluru an attainable task, please listen to the BBMP's anthem #Jotheyagi.

Sd/
B H AnilKumar, IAS
Commissioner, BBMP