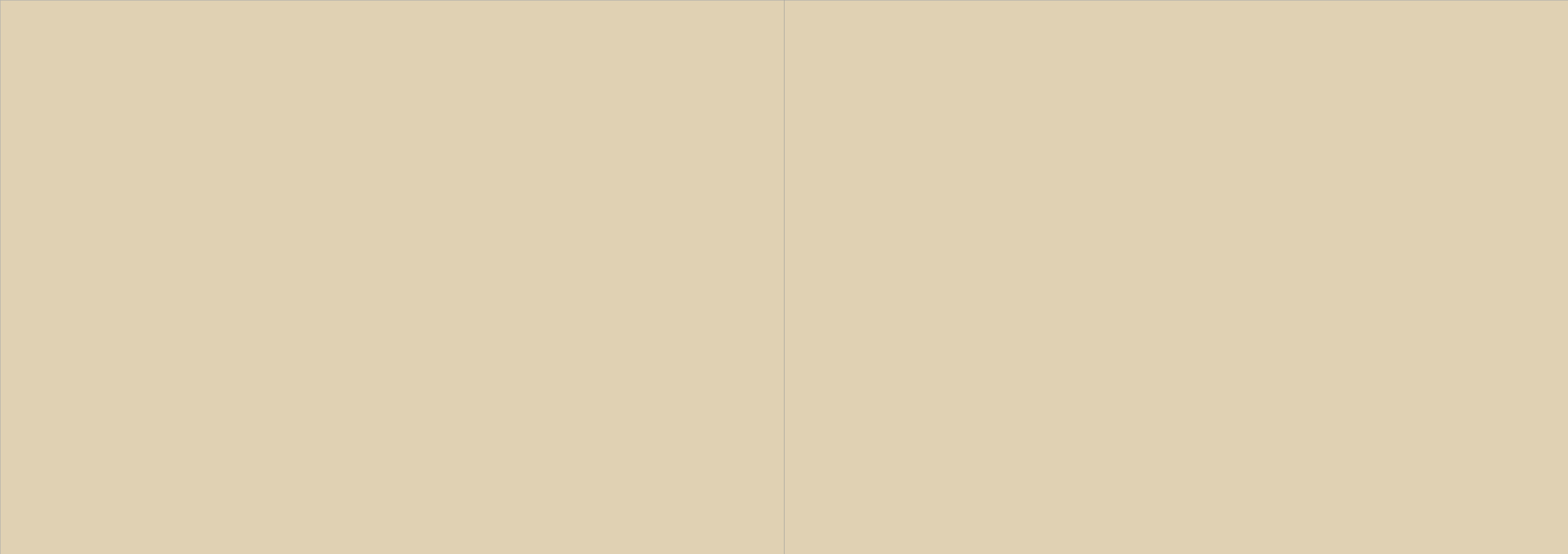


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Foreword



Ms. Chanda Kochhar
MD and CEO, ICICI Bank Ltd.

This book is a testimony to the efforts taken by responsible citizens in contributing to the Swachh Bharat Abhiyan. It is heartening to see residents of housing societies coming together as a community to work towards a cleaner society. They have truly set an example of the contribution that ordinary citizens can make in making their city a clean and green haven.

Over 7,000 housing societies in the Mumbai metropolitan region have participated in the 'Swachh Society Awards' programme by undertaking a cleanliness makeover and highlighting the various innovative initiatives they have undertaken to create clean, green, and safe living spaces. Many have invested their own funds in initiatives that protect the environment - like grey water recycling or responsible waste disposal. Their commitment to going that extra mile for the greater good is exemplary.

The Swachh Society Awards programme is just the beginning. I am positive that residential societies and citizens all over India will step forth with enthusiasm to bring alive the vision of the Swachh Bharat Abhiyan.

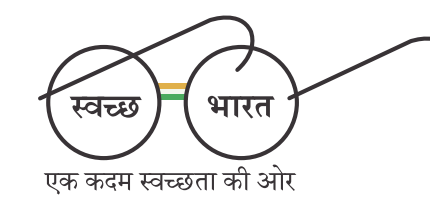
Our inspiration



Honourable Prime Minister
Shri. Narendra Modi



Honourable Chief Minister
of Maharashtra
Shri. Devendra Fadnavis



Message from our programme partner



Jayanti Shukla
CEO, United Way Mumbai

The journey of Swachh Society Awards has been enriching for us at United Way Mumbai (UWM). As the community impact partner for these awards, UWM in association with ICICI Bank designed an intensive process, which included preparing assessment criteria for societies; mobilising a panel of judges with background on civic awareness and engagement; screening and undertaking ground audits of the applicants, and facilitating impartial selection of the best societies.

This coffee table book encapsulates the best practices we observed among a few of the housing societies, in their endeavour to ensure a cleaner, greener, and safer environment. Intrinsic characteristics of these interventions are:

- **Community participation** by residents for betterment of the environment - with greater commitment, time contribution, and a keen sense of ownership.
- **Achieving wider impact** which is not limited to the society residents only. These societies have become a guide and model for other societies to learn and adopt from.

UWM is part of the 130-year-old United Way movement spanning 41 countries across the world. Our mission is to improve lives by mobilizing the caring power of communities to advance the common good. Over the past 15 years, we have partnered with over 300 companies and over 1,00,000 individual donors investing close to ₹205 crore for community development projects.

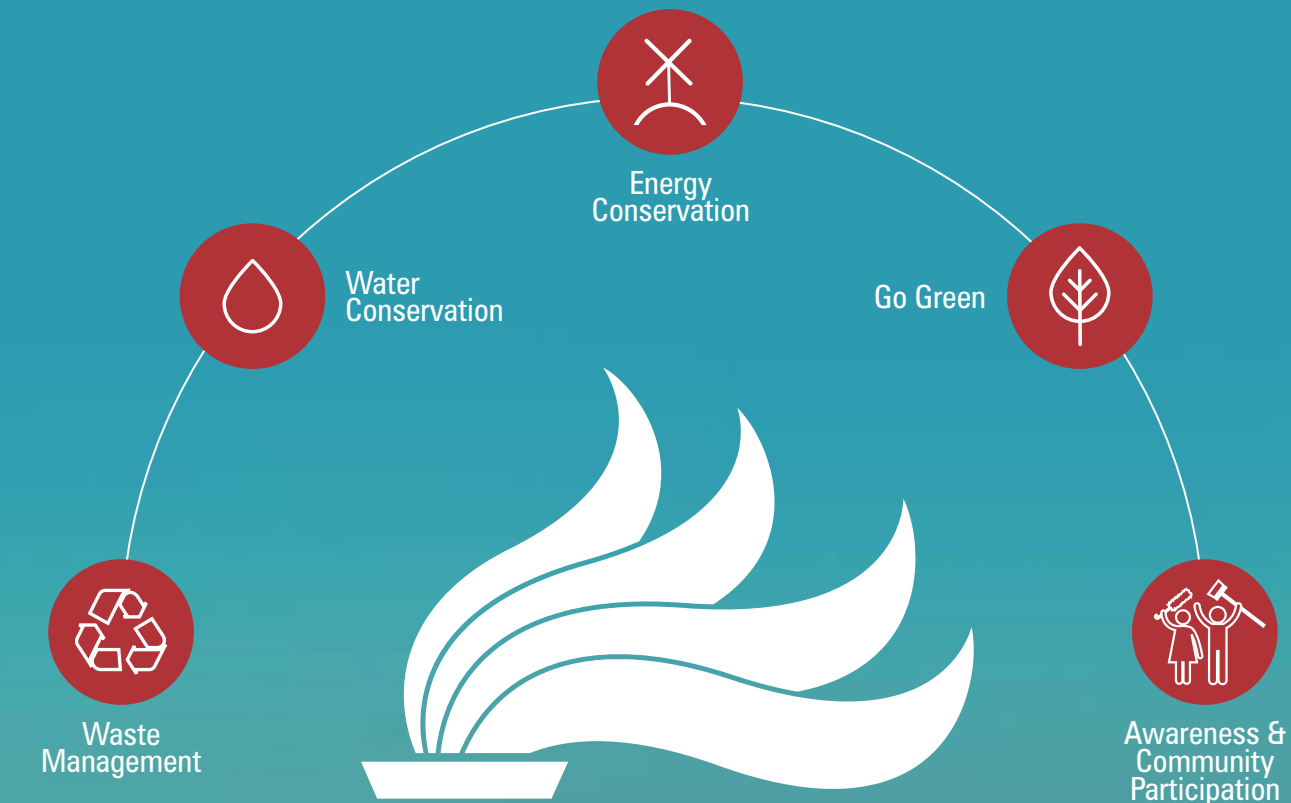


Change is not a destination it's a journey

When the Honourable Prime Minister Shri. Narendra Modi, initiated the Swachh Bharat Abhiyan, the vision was to make India a cleaner and greener place to live. The idea was to begin at the grass-root level and gradually transform it into a bigger movement. After all, it all begins with a change of mindset at an individual's level and then inspires and motivates the macrocosm!

So you start with your home, enrich your society, and then the country.

Encouraged by this vision, ICICI Bank initiated the **Swachh Society Awards** programme. The idea was to encourage, recognise the crusaders of cleanliness and spread the message of change in various societies. 7000+ societies from the Mumbai metropolitan region participated in the drive enthusiastically, of which 28 were shortlisted for the coveted award. Among them, there were 12 whose work outshone the rest. These are the front-runners; doyens among responsible citizens of modern India!





The Swachh Society Awards



An innovative cleanliness programme which became a movement!

We at ICICI Bank drew inspiration from Swachh Bharat Abhiyan for social change, and contributed to the cleanliness drive through various efforts, starting with a drive to clean the area around our branches.

More than 3,800 employees across 112 cities have contributed towards this drive. In a span of two years the vision for a clean and hygienic India has struck a deep chord, and from this was born India's first inter-housing society contest. This marked a step further from clean branches to a cleaner society.

Swachh Society Awards was launched in July 2016 to recognise, inspire and celebrate excellence in cleanliness, safety and adoption of green technology in housing societies in the Mumbai metropolitan region. During the course of the programme (55 days), the participating societies did a cleanliness makeover, submitted their responses to a comprehensive questionnaire - highlighting the various initiatives undertaken by them to create a clean, green and safe society.

More than 7,000 housing societies in the Mumbai metropolitan region joined the cause of clean India by participating in Swachh Society Awards.

Acknowledgements

When a passionate drive meets an equally passionate response, the outcome is both heartwarming and demanding. Throughout the journey of Swachh Society Awards, our partners met various challenges with élan and contributed to make the programme a grand success. Heartiest thanks to each of the participating housing societies for carrying out inspirational work and showing a strong intent towards the Swachh Bharat Abhiyan.

Our esteemed jury members who became a part of this movement contributed with their time, skills and thoughts.



Radhika Kaji

Philanthropist and Member of the
Advisory Board at Cloud Income Properties



Saurabh Singh

President, ICICI Foundation for Inclusive Growth



Seema Redkar

Former Officer on special duty of
Municipal Corporation of Greater Mumbai

Along with the discerning eye of the jury, what made the Swachh Society Awards a success was the invaluable support received from the Honourable Chief Minister of Maharashtra Shri. Devendra Fadnavis, the Commissioners of Municipal Corporation of Greater Mumbai, Thane Municipal Corporation, Navi Mumbai Municipal Corporation and Kalyan-Dombivali Municipal Corporation. This gave our programme a boost and inspired societies to participate with full gusto!

A special thanks to our community impact partner, 'United Way Mumbai' for bringing the expertise to help us design this programme and following a comprehensive process of evaluation and audit.

ICICI Bank would like to thank our alliance partners, who believed in the concept and whole-heartedly supported it.

Presenting Partner:



Associate Partners:



Supported By:



Partner
Community
Impact:



Waste Management



Here is a collection
of how housing
societies are un-trashing
the future, literally!



Tarangan Towers Society
Thane.

Turning the spoil into soil.

The residents of Tarangan Towers Society in Thane were determined to make a difference in the field of waste management. What germinated as a thought is now a full-fledged campaign. The focus is not only on waste segregation but also on management of waste at the society level. For this, the society has implemented vermicomposting, bio-composting and a system for biogas.



Tarangan Towers manages 85% of the total waste through vermicomposting, bio-composting and a biogas system, all under one roof.





To further ensure the best possible end result, the society uses an organic waste converter as well. To spread the message about the importance of effective waste management, the society has a volunteer group known as 'Green Souls,' who interact with the residents.

And the awareness was not just contained within the society premises. They invited members from other societies and held workshops and demonstrations to encourage them to adopt similar methods. Their efforts have received a great deal of attention from institutes and local municipal authorities. The society is a great example of how a community can be brought together in an effort to develop more eco-friendly measures on a large scale.





Mahindra Eminent Society
Goregaon, Mumbai.

Determined towards a green society.

To make their society green, Mahindra Eminent Society in Goregaon initiated kitchen gardening and waste management in their society premises. This was prompted by a daily generation of large amounts of household and green waste from the society's vast landscape.



60% of households have thriving kitchen gardens by means of effective waste management. A perfect example of community participation for a better world.





They knew that a kitchen garden could be an amazing source of herbs, vegetables and fruits. So, the society's 'Green Army' team attended a workshop on kitchen gardening and implemented these learnings in their homes. They also studied waste management from other housing societies, adopted the methodology best suited for their society, and started a composting system in their society premises.



Door-to-door campaigns and workshops are regularly conducted to acquaint members with the segregation and composting process and encourage others in the society to start kitchen gardening in their balconies. To know more about their learnings and experiences, you can visit www.greensocieties.com



Vijaynagar Co-op Housing Society
Andheri, Mumbai.

Championing and spreading the zero-garbage concept.

Vijaynagar Co-operative Housing Society in Andheri (E) has shown the way forward to waste management by involving the entire community. It has become a zero-garbage society in true spirit. It's a 50-year-old, large society, with 515 households and a population of more than 2000 people.

In October 2014, the society committee conducted a brain storming session with resident volunteers to manage the garbage menace in the society. They created a core team and started the zero-garbage project. Since then, the team of 93 residents and 37 young volunteers has been actively involved in making the project successful.



Over 2,00,000 kg waste has been
handled till date which generates
500 kg of manure, monthly.





With the help of waste management experts, they have researched different ways to manage waste and zeroed in on the best method suitable for the society. A massive drive was held to educate the residents through different communication media including street plays, banners, posters, circulars, wing-wise meetings and door-to-door campaigns. The necessary infrastructure to manage day-to-day garbage was built. Resources required were hired through 'Stree Mukti Sangathan' - to manage wet waste and 'Aakar Sanghatana' - to take care of dry waste.



The team also reached out directly to more than 200 housing societies, shared their learnings and experiences, in turn motivating them to implement waste management system and achieve the zero-garbage mission, not only in their society but also in the neighbourhood.



Flower Valley Complex
Co-op Housing Society Ltd.
Thane.

Absolute composting and zero wet-waste.

Flower Valley Complex Co-operative Housing Society Limited, located in Thane, is an excellent example of community participation towards environment protection and waste management. The society is more than 10 years old and has taken steps towards absolute composting of wet waste. They built a vermicompost pit, a bio-compost pit, and a biogas plant as well with help of an NGO named 'Hariyali'.

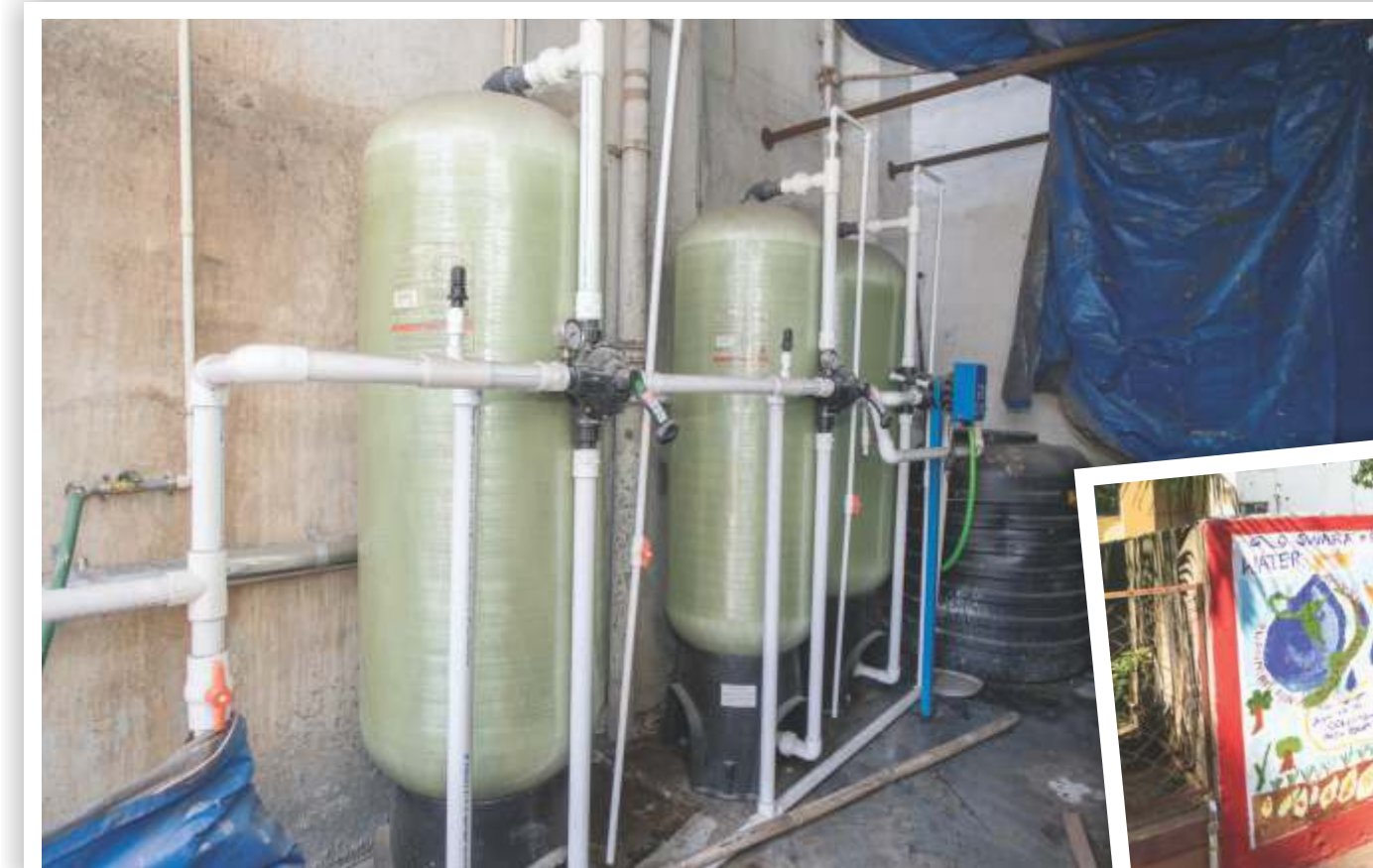


On the way to becoming
a Zero-Waste Society.





The society has been instrumental in not only implementing these initiatives, by themselves, but also spreading this awareness among others. To do this, they invite members from other societies or approach them as a team. Students from schools and colleges are also invited for composting technique demonstrations. Apart from this, children from the society prepared more than 5000 saplings, of which few were planted in the society garden while others were planted around by the Thane Municipal Corporation.



Water Conservation



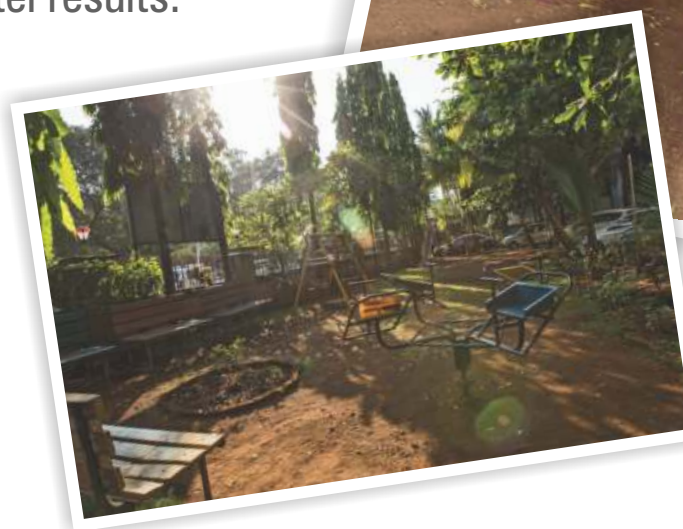
We never know the worth of
water till the well is dry.
But some realise early!



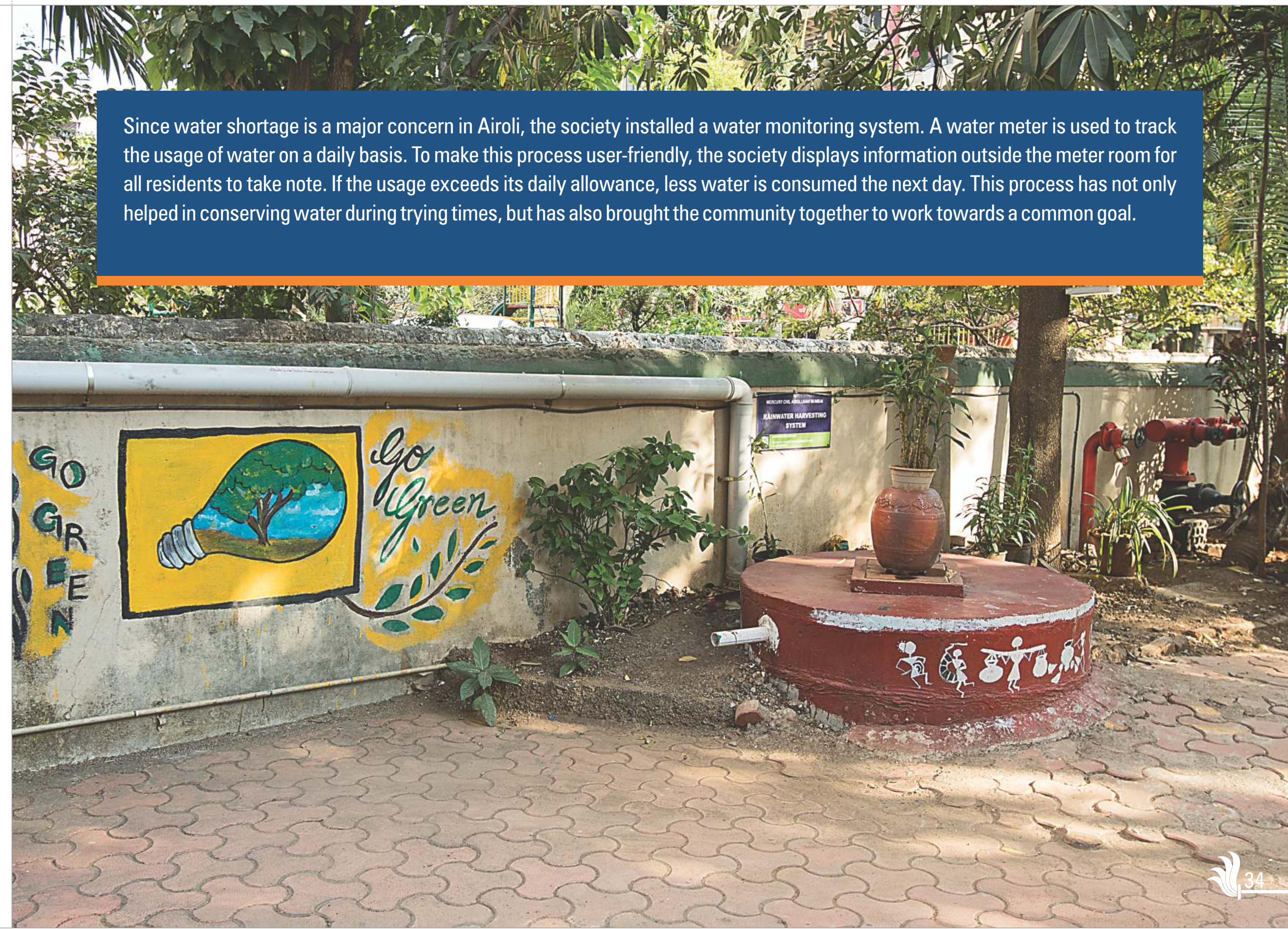
Mercury Co-op Housing
Society Ltd.
Airoli, Navi Mumbai.

Water conservation at the forefront.

Mercury Housing Society in Airoli is a small society with a big heart and with an even bigger cause. They aim for the betterment of not just self but others, too! Their aim is to achieve a level of water conservation that can be replicated by others to achieve the same, or even better results.



Since water shortage is a major concern in Airoli, the society installed a water monitoring system. A water meter is used to track the usage of water on a daily basis. To make this process user-friendly, the society displays information outside the meter room for all residents to take note. If the usage exceeds its daily allowance, less water is consumed the next day. This process has not only helped in conserving water during trying times, but has also brought the community together to work towards a common goal.





Since June 2016, the society has been diligently celebrating every child's birthday as a 'Plant Birthday'.





The society is passionate about increasing their green cover as well. The chairman of the society gifts every child a plant on their birthday. These plants are then planted and cared for by the child as they grow up. And on the child's birthday, the plant's birthday is also celebrated. It's a simple idea to sensitize children about their environment and make them lead from the front.



Saving water and keeping mosquitoes away.

Tucked away from the hustle and bustle of the busy streets of Marol is Blossom Co-operative Housing Society. Run by families of older members, the society boasts of greenery and eco-friendliness throughout the property. They are dedicated to maintaining themselves as naturally as possible. This led them to come up with an innovative, eco-friendly and chemical-free way to tackle the problem of mosquito breeding.



 Saves thousands of
litres of water, month on month,
by harvesting rainwater. 



The society has many rainwater trenching pits, which are used to collect water. This is then used in toilets and for gardening. The pits are often full and in use all year round. To ensure that there is no stagnation of water, the society has filled each pit with guppy fishes. These fishes keep the water from stagnating by eating any larvae that hatch on the surface. Additionally, the pits are home to small frogs that keep flies away. Together, the frogs and fishes are responsible for a mosquito-free atmosphere in the society.



This step has enabled the society to do away with all forms of chemical products to treat the constant nuisance of mosquitoes. This has not only proved to be economical but it has also kept the society clean. They also have a functional waste treatment facility which provides them natural manure.



Hill Grange Co-op Housing
Society Ltd.
Thane.

Saving every drop of water.

Due to the increasing global warming and severe drought situation in recent years in Maharashtra, Hill Grange Society took up the responsibility of saving every drop of water in their society.



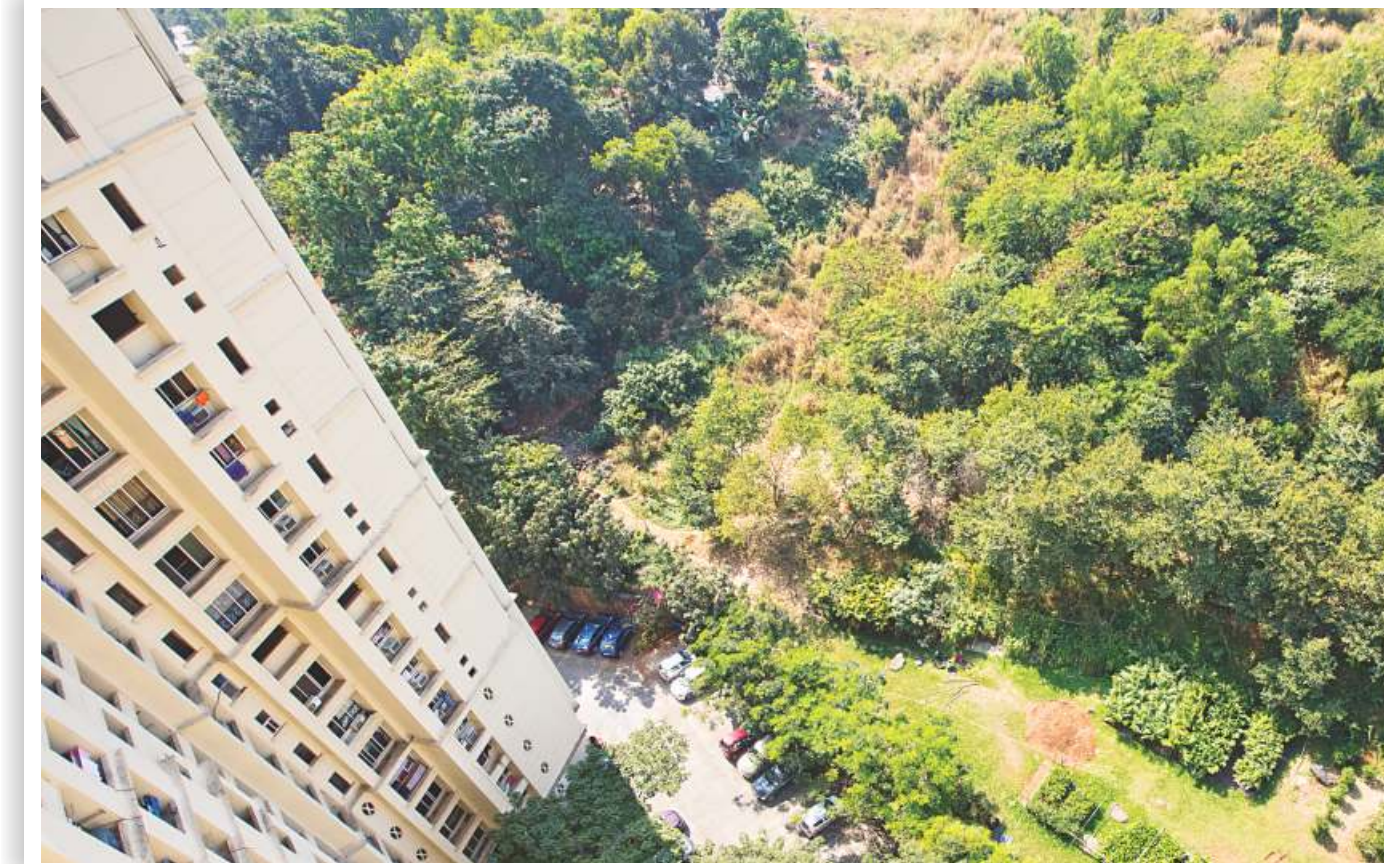
— Rainwater harvesting and water aerators installed in kitchen taps of all households reduce the flow of water, saving ample water every month. Their endeavours have won multiple awards in water conservation. —





A rainwater harvesting system was installed, post which the society recharges its borewells with a sand filtering facility. This water is pumped out of the borewell and stored in water tanks for purposes like gardening and car washing . They also funnel water generated from ACs into this borewell. Waste water from the society is sent to a centralized sewage water treatment plant for recycling.

Apart from spreading awareness about reducing the usage of water and avoiding wastage, the society committee installed water aerators in the taps of all households, reducing the flow and thereby conserving a large amount of water. With such deep-rooted conservation, there is no doubt that this society will soon be counted among the role models of this cause.



Energy Conservation

A stylized blue wind turbine icon with three blades and a central hub, positioned to the right of the text "Energy Conservation".

With clean technology,
these societies are
saving electricity
and the earth, too!



Sealine Co-op Housing
Society Limited
Bandra, Mumbai.

Harnessing renewable energy sources.

With dedicated efforts over the years, Sealine Co-operative Housing Society Limited has truly demonstrated the value of harnessing solar and wind energy. A small society located in Khar - totaling 11 households, the society has several sets of photovoltaic cell panels that produce a total of 2.2 kWh of electric power per day. A windmill installation produces another 1.8 kWh of power, bringing the total power production to 4 kWh per day.



Nobody has used electric geysers for the last 15 years in Sealine Society. They generate up to 4 kWh of green energy every day through solar panels and a windmill.



Solar water heating panels have been installed to produce hot water at 50-70° Celsius, which is then supplied to all the 30 bathrooms and 11 kitchens in the society.

The windmill also compensates for the loss of solar power during the monsoon period. The entire common area and the society office is lit with solar/wind electricity.



Sealine Society has become a working model for green facilities and is regularly visited by other interested societies and schools/institutes to learn about their environmentally friendly ways.



Mahindra Splendour Co-op
Housing Society
Bhandup, Mumbai.

Prioritising Energy Saving.

For a society that houses more than 400 families, reducing electric energy consumption is a herculean task. But Mahindra Splendour Co-operative Housing Society was determined to make it possible with equal support from the society committee and residents.

They started by cutting down on electric energy consumption of common lighting. Replacing the common lighting system in a society this big is generally conducted in a phase-wise manner. But understanding the need and evaluating the actual requirements, the society conducted an electrical audit through Ecofirst Services Ltd. The measures suggested were implemented on priority basis.



Mahindra Splendour is a certified green building and their energy conservation measures have helped them in reducing energy consumption by 50%, thereby saving several lakhs per year in electricity bills.





The society even replaced the CFLs with LEDs to cut down on energy consumption and they could cut down their electric energy consumption by more than 50% after this intervention.





Lead the scene to keep it green.
Here is the exemplar
which defied all hurdles and
made green their way of life.



Charleville Co-op
Housing Society Ltd.
Churchgate, Mumbai.

A 500 plant terrace garden.

Mumbai, a highly populated city faces a never ending space crunch. Hence, it is imperative that innovative and efficient interventions are undertaken for environmental conservation and growth. Charleville Co-operative Housing Society Limited, in Churchgate, has set a stellar example of this. They have created and maintained a terrace garden which boasts of 50 different species that total to around 500 plants. All the species planted here are selected on the basis of minimum watering requirements and maintenance.



Where there is a will,
there is a way.





The setting up of this garden required buy-in and commitment from all residents, since it demanded structural refurbishments in the building. All residents pulled in their resources to get the job done and were geared up for volunteering, as and when required.



A striking feature of this garden is the use of waste pots/plates and other material for plantation, such as the old iron stairs discarded by the society - which was used to build a vertical garden.

Today, this garden is a pleasant site where all residents meet, arrange social gatherings and celebrate their family functions.



Awareness and Community Participation

When you spread awareness,
the community grows together.
Here are some stellar examples of
those who reached out to their
neighborhood and made a change.





Ashok Towers
Parel, Mumbai.

Picking up the bits and pieces.

Ashok Towers is a large co-operative housing society with over 400 households, located in Parel. With a passion for cleanliness, their drive is to tackle the problem head on. To bring the community together for this worthy cause, the society started a campaign known as “Pick up the Bits and Pieces”.



Tetra pack recycling – on each 8,000 tetra packs that are recycled, the society receives a bench made of the recycled material. Ashok Towers is a proud owner of six such benches i.e. 48,000 tetra packs have been recycled here.





Under this campaign, all residents and staff were encouraged to pick up the smallest bits and pieces of all garbage found within the premises. This motivated people to throw litter only in the dustbin rather than around. To further educate the residents on waste management and disposal, a workshop was held for staff and residents that focused on proper disposal of waste. Recycling was also emphasized upon.



The society also harnessed youth power by making a team of 'Ashok Marshalls' in an attempt to sow the seeds of eco-friendly thinking at an early age. They hope their efforts will serve as an example to others living around them and that they too, will adopt this approach in an effort to keep the locality clean.



Anand Kores Society
Thane.

Making the community garden in three hours!

Yes, it just took three hours for Anand Kores Society in Thane, to set up a community garden! The force behind this magic was the efforts of committed residents, including kids and volunteers from 'Green Souls,' a Mumbai-based group that promotes natural farming in the city, along with the use of permaculture methods. With permaculture, manure or compost can be made out of available organic waste.



64 tons of waste converted to 10 tons of compost resulting in a beautiful community garden. Thereby creating an example, spreading the message and inspiring societies to implement composting system.





Initially, volunteers made a boundary wall with paver blocks and created a 'raised bed', consisting of a bottom layer of organic waste, a middle layer of compost (soil and cow dung), and a top layer of dry leaves. The society's garden waste – mostly weeds and plant trimmings - that would otherwise be burned or dumped in municipal landfills, was cleverly used in this process. The end result was fertile soil in which the society planted seasonal vegetables and fruits, medicinal herbs and other plants.



Residents played an equally important role in this process. An involvement like this helps create an environmentally responsible generation. Other societies and educational institutions visit this society to understand and replicate these interventions.



