ICICI BANK- RESIDENTIAL SOCIETIES COMPETE TO KEEP MUMBAI CLEAN

- ## Background

According to Census 2011, India's urban population is 377 million or 31% of the total population. These numbers are expected to increase to 600 million by 2031. The Census 2011 also showed that in 4,041 statutory towns, close to eight million households do not have access to toilets and defecate in the open (7.90 million). Weak sanitation has significant health costs and untreated sewage from

cities is the single biggest source of water resource pollution in India. This indicates both the scale of the challenge ahead of the Indian cities and the huge costs incurred from not addressing them. Thus, Swachh Bharat Abhiyan was launched as a massive movement that seeks to create a clean India. Cleanliness is a greatest virtue which should be followed by everyone as a great responsibility to enhance the standard of living. A small step taken by each citizen can convert it into a big step conjointly.

ICICI Bank Ltd undertook an innovative intervention to make citizens of Mumbai city clean their societies and neighbourhood themselves. Thus, India's largest private sector bank, announced the launch of a unique contest for residential housing societies to recognise and reward clean and green initiatives in the Mumbai Metropolitan Region (MMR). Christened, **'Swachh Society Awards'**, the initiative aimed at sustaining the spirit of 'Swachh Bharat Abhiyan'. Spanning over 50 days, the programme evaluated, identified and acknowledged residential societies for their efforts such as exterior wall painting of the building and society premises, installation of energy conservation infrastructure, rainwater harvesting unit, segregated waste dustbins, mopping machine, compost pit or similar infrastructure related to cleanliness, safety and adoption of clean/green technology. Selected entries won prizes of ₹30 lakh in various categories like Gold, Silver & Bronze and 'Clean Crusader Innovation Award' among others.

The Vijaynagar Cooperative Housing Society Limited, Andheri East received the top honour, the Mega Award-Gold, while the Mega Award-Silver went to Thane-based Anand Kores Towers Cooperative Housing Society Limited. The Mega Award-Bronze was bagged by the Ashok Tower Cooperative Housing Society Limited, Parel.

- ## Location, Date

Mumbai Suburban and Thane, 2016

- **Areas**

  Urban and Sub-urban

- **Stage/Scale**

  Pilot

- **Objective of the assignment**

  Swacch Society Award initiative was launched with the objective of sustaining the spirit of 'Swachh Bharat Abhiyan' as well as broadening the horizon of a cleaner and safer society by recognising and celebrating excellence in cleanliness and safety and adoption of green technology in large, medium and small housing societies.

- **What was done**

  - Incentives provided as a part of this initiative inspired various small, medium and large housing societies in and around Mumbai, to undertake various innovative practices to keep their neighbourhood clean. Tarangan towers manages 85% of the total waste generated by the society using bio-composting unit and bio gas blender. Around 2kg of leftover food is poured into the blender, from which the generated gas is used as cooking fuel by the housekeeping staff. Inhabitants of Mercury CHS society, undertook planting of trees by each of the flat owners, ensured its ownership and long term fostering of respective sown plants. Vijaynagar CHS on the other hand, undertook zero garbage project where in, all garbage produced within the society is processed within the compound. They have also gone an extra mile by holding sessions outside their society, to lead by example, increase awareness and inspire smaller communities and societies to process and compost their waste to form manure, generate lesser amount to be sent to municipal garbage dumps and keep surrounding areas clean. This ICICI intervention has led to several societies invest additional amount to ensure cleanliness of their surroundings. Other societies like Sealine CHS, stopped using geyser as a method to conserve energy and use alternative sources such as- solar energy.
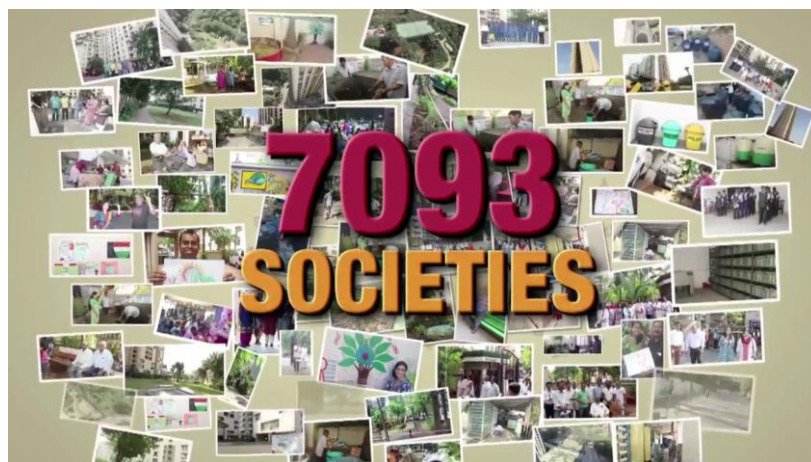

  - Speaking at the event, Ms. Chanda Kochhar, MD & CEO, ICICI Bank, said: "The ICICI Group has been engaged in nation-building since our foundation in 1955. Taking forward this rich tradition, we commenced our participation in the Swachh Bharat Abhiyan in 2014, shortly after it was launched by the Honourable Prime Minister. The Swachh Society Awards were born out of our belief that we must catalyse the participation of more and more people in this mission to truly make it successful and

sustainable. Today, we were delighted to have the Honourable Chief Minister of Maharashtra Shri Devendra Fadnavis grace the occasion as the Awards were presented to representatives of housing societies from across the Mumbai Metropolitan Region in recognition of their exemplary efforts towards a clean and green India."

- **Impact**

  The competition and awards created an enthusiasm among the residential societies to adopt clean and hygienic practices. Winners are to use this prize money towards building infrastructure for clean, green and safe societies.

- **Challenges and Issues**

  The necessity to be objective and to draw out parameters for evaluation of best practices undertaken by different societies was the primary challenge for ICICI partner United Way Mumbai. United Mumbai team physically visited all 70 finalized societies to be able to come up with winners for this initiative.

- **Innovation**
  - Swacch Society Award is first of its kind, with the explicit purpose of recognising and rewarding residential housing societies who have taken significant and inspiring steps towards building and maintaining clean, green and safe infrastructure.
  - ICICI bank adopted the Swachh Bharat Abhiyan in November 2014. Since then, every day a branch of the bank has been taking up the responsibility of cleaning the surrounding area. In the process, more than 500 branches and more than 3,800 employees of ICICI Bank across 112 cities have contributed towards strengthening this initiative, keeping their respective areas clean.
  - Recognition of good practices pushed and inspired people to take similar actions for at least the coming 5 years.

- **Lessons learnt**
  - Community participation through involvement of children, youth and aged population can help come up with innovative actions suitable for respective areas or regions. Moreover, if such actions are undertaken by local community, it ensures continuity and sustainability.

- Micro level actions taken across a macro region, can be the driver of increased cleanliness, awareness and behavioural change.
- Societies will be able to emulate and learn from other societies which participated in the competition. More of such successful intervention can lead to a greener and cleaner Mumbai.

• Financials
Total cash prizes of over Rs. 30 lakhs were awarded across categories.

• Economic sustainability/Revenue Model
Societies and individuals were motivated to take part in society's cleanliness competition through monetary incentives that are to be used for further development and improvement of sanitation and environmental conditions around their neighbourhood. Winning societies were awarded cash prizes of Rs. 15 lakhs, Rs 5 lakh and Rs 2 lakh respectively. Sealine Cooperative Housing Society Limited in Khar West was presented with the Clean Crusader Innovation award for implementing novel ideas in its society and was given a cash prize of Rs. 2 lakhs.

Along with Clean Crusader Innovation Award of Rs. 2 lakhs, category awards will be provided according to society type.

LARGE SOCIETY
Gold - ₹1 Lakh + Trophy
Silver - ₹75,000 + Trophy
Special Appreciation:
Trophy (6 Prizes)
6 Months Sustenance Award:
₹30,000 (4 Prizes)

MEDIUM SOCIETY
Gold - ₹1 Lakh + Trophy
Silver - ₹75,000 + Trophy
Special Appreciation:
Trophy (6 Prizes)
6 Months Sustenance Award:
₹30,000 (4 Prizes)

SMALL SOCIETY
Gold - ₹1 Lakh + Trophy
Silver - ₹75,000 + Trophy
Special Appreciation:
Trophy (6 Prizes)
6 Months Sustenance Award:
₹30,000 (4 Prizes)

• Implementer Contact Persons
Not available

• Sources and References
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