

1. SwachhSurveykshyan-Swachhata App download, awareness campaign

Berhampur Municipal Corporation tremendously played a critical role on increasing awareness on downloading Swachhata App. The objective of the promotion was to increase the citizen's responsibility. So far only few population got covered into this through various awareness campaign. We are expecting more participation on usages of Swachhata App as the major focus was to build awareness on grievance redresses mechanism for citizens which will ultimately going to help on scoring marks on SwachhSurveykshyan ranking.

2. Mass Sanitation cleanliness drive

Bemc has organized rigorous cleanliness drive for generating awareness on cleanliness of the city along with sanitary worker to demonstrate a healthy environment of the city. The major focus was to prevent illegal dumping of the solid waste and to create awareness on the cleanliness of the city. The Larger impact of the programs replicated to other wards where initiatives were taken by the eminent persons of the ward.

3. Initiative on citizens responsibility

The major focus was to look after the citizen's feedback for the swachhsurveykshyan. In this context hoardings, banners were used as part of IEC and BCC campaign for massive awareness in the city. As the objective of the initiative is to look after the citizen's participation for the cleanliness of the city.

4. SHG Promotion for sanitation activities

Various activities were performed by the SGH groups in the context of increasing sanitation level of the city. Besides women's participation on financial awareness and economic promotion there are lot of effort has been made for the promotion of the cleanliness of the city. Discussion was going on for initiating plastic waste management in the city where identified SHGs members will be taking care of the plastic waste management of the city.