

Communication Strategy for Solid Waste Management of Municipal Corporation of Greater Mumbai

Project Name: Communication Strategy for Solid Waste Management of Municipal Corporation of Greater Mumbai
Client Name: The Urban Institute, Washington DC
United States Agency for International Development (USAID)
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Project Brief

Communication takes place at various levels in the complex management of people and systems. Solid Waste Managers at various levels need to recognize and articulate their communications needs, address these and integrate appropriate tools into their work. The Urban Management Centre (UMC) - International City/County Management Association (ICMA)-Urban Institute (UI) consortium was awarded a contract by the United States Agency for International Development (USAID) called “India Urban Initiatives” (IUI). The purpose of the contract was to provide technical assistance to some of the largest cities in India in the areas of economic development, land ownership, urban renewal and regeneration, registration policy and systems, sustainable environmental and land management, public-private partnerships and support of networks for sharing of innovative practices. Mumbai has been struggling with economic growth issues and the provision of a decent living environment for its citizens. The private and public sectors joined together to assist Mumbai with development efforts and created the Mumbai Task Force (MTF) to monitor development activities. MTF defined some steps needed to push economic development forward. UMC with technical assistance from the Centre for Environment Education (CEE) developed a communication strategy for effective Solid Waste Management (SWM) Mumbai in partnership with the Municipal Corporation of Greater Mumbai (MCGM), All-India Institute of Local Self Government (AIILSG) and MTF along with inputs on technical aspects.



Detailed Description of the Actual Services Provided by UMC

This project was aimed at assisting the MCGM Solid Waste Department in technological and communication issues. The broad objectives were to:

- Provide strong leadership for the waste management agenda through promotion of a clear and compelling brand towards zero waste in Mumbai.

- Build shared actions on SWM through creation of partnerships with citizens groups, business and industry, other MCGM and Government agencies, NGOs and the wider community.
- Improve consistency, integration of messages to move ahead in the chosen SWM strategy.
- Focus on creating responsibility among individuals and organizations for role clarity to create active ‘stakeholders’ in the process.
- Increase visibility and profile of waste issues to improve awareness in the community.
- Increase visibility and profile of MCGM’s Solid Waste Management Department as a leader.

UMC set up a multidisciplinary team of experts from within partners and a plan of work in consultation was prepared.

- UMC and the chosen team developed a strategy for implementation by the MCGM
 - Level I (Generic Campaign) - A generic SWM awareness campaign for the entire city to establish the identity for the SWM facilities provided by the MCGM.
 - Level II (Specific Campaign) - Development and use of specific tools for priority issues of SWM, to aid the MCGM in communicating with the identified stakeholders.
 - Level III (Management Campaign) - Aimed to integrate ‘communication’ as an integral part of the MCGM’s SWM functions.



UMC and team also developed ideas and initiatives to further develop the communications strategy

- Create a brand identity (*Chakachak* or *Parivartan*) to be integrated with Mumbai Transformation logo and campaign identity.
- Work with radio, TV and print to inform about Solid Waste Management strategy and communication strategy and solicit support through success stories, interviewing people, giving step-by-step guidance, publicizing schemes, etc.
- Develop civic awareness messages to be conveyed through media tools.
- Understand and develop waste awareness messages and related material such as Municipal Corporation of Greater Mumbai (MCGM) Rule Book for Dummies—what is dry and what is wet, why segregate, how to compost, FAQs on SWM in Mumbai.
- Work with NGO Council to understand how partnerships may work, and develop specific outreach tools for NGOs, such as workshops and tool kits for initiating locality-level action, monitoring mechanism etc based on existing groups and their experience.
- Develop a package for reaching children and youth through specific agencies working in that sector.
- Sub-campaigns were designed with area-specific messages/hoardings for beaches, roads, markets etc.

