

**O.I.H.**

**GOVERNMENT OF INDIA  
MINISTRY OF HOUSING AND URBAN AFFAIRS  
RAJYA SABHA  
UNSTARRED QUESTION NO. 1978  
TO BE ANSWERED ON AUGUST 07, 2023**

**'MERI LIFE, MERA SWACHH SHAHAR' CAMPAIGN**

**NO. 1978. SHRI NEERAJ DANGI:**

**Will the Minister for HOUSING AND URBAN AFFAIRS be pleased to state:**

- (a) the details of the locations identified for RRR (Reduce, Reuse, Recycle) centres set up by Government under the 'Meri Life, Mera Swachh Shahar' campaign in the country, State-wise;
- (b) the name of organizations formed by Government for this scheme;
- (c) the details of the targets fixed under the scheme; and
- (d) the steps taken by Government to ensure participation of common citizens in this scheme?

**ANSWER**

**THE MINISTER OF STATE IN THE  
MINISTRY OF HOUSING AND URBAN AFFAIRS  
(SHRI KAUSHAL KISHORE)**

(a) : The Ministry of Housing and Urban Affairs (MoHUA), in collaboration with the Ministry of Environment, Forest and Climate Change (MoEFCC) launched the 'Meri LiFE, Mera Swachh Shehar' campaign on 15th May 2023 for the period of 3 weeks till World Environment Day 2023 on 5<sup>th</sup> June, 2023. The campaign focused on empowering Urban Local Bodies (ULBs) to set up 'Reduce, Reuse, Recycle' (RRR) Centres as a one-stop solution for citizens, institutions, commercial enterprises etc. to deposit unused or used plastic items, clothes, footwear, books, and toys. State wise details of the RRR Centres are available in public domain and can be accessed at <http://sbmurban.org/rrr-centers>.

(b) : 'Meri LiFE, Mera Swachh Shehar' is not a scheme, it is a public outreach and mass engagement campaign being implemented by ULBs under SBM-U 2.0. No separate organizations have been formed by Government of India for this campaign.

(c) : The campaign is aimed to spread awareness regarding Mission LiFE and to nudge behaviour change of citizens to minimize waste generation, promote resource conservation and contribute to a cleaner and greener environment by adopting 'Reduce, Reuse, Recycle' (RRR) in their everyday life. By integrating these practices into the urban sanitation ecosystem, the vision is to create a circular economy that minimizes waste, maximizes resource utilization and ensures well-being of both present and future generations.

(d) : To ensure mobilization of citizen, measures like door-to-door awareness drives, social media campaigns as well as influencer engagements were undertaken. MoHUA also released campaign guidelines for ULBs, which can be accessed at <http://sbmurban.org/storage/app/media/Meri-LiFE-Mera-Swachh-Shehar-SOP-for-States-and-Cities-12th-May-2023.pdf>

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