



Ministry of Housing and Urban Affairs  
Government of India



# WASTE

## the New promise for entrepreneurship

06<sup>th</sup> December 2021



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Government of India



# Swachh Technology Challenge



**For Participation Scan QR**

To promote an **enabling environment for enterprise development** in the waste management sector we need to capitalize on huge opportunities created by SBM-U 2.0 for entrepreneurship

- ULBs to conduct the challenge at city level by inviting innovative solutions from individuals, startups, companies, academic institutions, CSOs, parastatals, municipal bodies etc.



- ULBs to evaluate solutions as per defined evaluation criteria and submit maximum 2 solutions to State. Post that, ULB eligible to get marks in SS 2022. (185 out of 2,250)



- Respective state to evaluate solutions and share top 3 solutions to MoHUA  
  
- Indicator added in SS 2022 State Ranking



- The top solutions received from Startups to be submitted in '**Swachhata Start-up Challenge- 2022**' to be organized by MoHUA in collaboration with AFD



# Swachhata Start-up Challenge- 2022

01

MoHUA to release the 'Swachhata Start-up Challenge' in collaboration with Agence Française de Développement (AFD) in **January 2022**

02

The challenge will **evaluate and select** innovative **start-ups** and reward with financial support, mentoring and national/ international visibility

03

**Up to 10 selected projects** could receive seed funding of approx. **₹25 Lakhs per selected project** and **1 year** dedicated incubation support from French Tech

04

The thematic areas for the challenge include:

- i) Social Inclusion***
- ii) Zero Dump***
- iii) Plastic Waste Management***
- iv) Transparency***



S. No.	Solution Area	Type of Solution (not limited to)
1	<b>Social Inclusion</b> (Resulting in better working condition for sanitation workers and waste pickers)	<ul style="list-style-type: none"> <li>• Social innovations for improved <b>waste collection and management</b> in low-income settlements</li> <li>• Low-cost efficient mechanical solutions for cleaning septic tanks and sewer lines (<b>Manhole to machine hole</b>)</li> <li>• Efficient <b>operation and maintenance of community and public toilets</b> in a hygienic and sustainable manner</li> <li>• Safe containment, evacuation, transportation, <b>processing and disposal of used water and fecal sludge &amp; septage</b></li> </ul>
2	<b>Zero Dump</b>	<ul style="list-style-type: none"> <li>• Innovative solutions for <b>tracking segregated door-to-door collection</b> solid waste</li> <li>• <b>Processing and recycling</b> of all segregated fractions of Solid Waste</li> <li>• <b>Low-cost portable solution for remediation of legacy dumpsites</b></li> </ul>

S. No.	Solution Area	Type of Solution (not limited to)
3	<b>Plastic Waste Management</b>	<ul style="list-style-type: none"> <li>• Solution of <b>processing and recycling of plastic waste</b></li> <li>• Solutions to <b>minimize degradation of plastic</b> during recycling</li> <li>• <b>Plastic waste management in eco-sensitive regions</b></li> <li>• Innovative methods for <b>collection of multi-layered plastic</b> and its disposal</li> <li>• Technology for <b>disposal of plastic from legacy dumpsites</b></li> <li>• <b>Alternatives of single use plastic</b></li> </ul>
4	<b>Transparency</b>	<ul style="list-style-type: none"> <li>• Digital solutions to check the <b>overflow of septic tanks and sewer lines</b></li> <li>• <b>Citizen engagement</b> including awareness creation and capacity building</li> <li>• IoT based solutions for <b>real time monitoring of operations</b> of Sanitation and Waste Management Infrastructure</li> </ul>



# Proposed Outcomes

1

Top solutions from Startups can participate in “Swachhata Start-up Challenge”.

*The selected solutions from startups will not undergo initial screening of the challenge.*

2

Top 3 solutions in each of the thematic areas across the country will be felicitated with an award in the Swachh Survekshan Award ceremony

3

Top 3 solutions from State will be felicitated with an award by the respective State Govt. (from *SBM Capacity Building Fund*) as per the categories below:

State with <100 ULBs	1 <sup>st</sup> Prize	2 <sup>nd</sup> Prize	3 <sup>rd</sup> Prize
	₹2.5 lakh	₹1.5 lakh	₹1 lakh

State with >100 ULBs	1 <sup>st</sup> Prize	2 <sup>nd</sup> Prize	3 <sup>rd</sup> Prize	4 <sup>th</sup> Prize	5 <sup>th</sup> Prize
	₹1 lakh	₹2.5 lakh	₹1.5 lakh	₹1 lakh	₹75,000

S. No.	Criteria	Marks (Total -100)
1	<b>Key features of the Solution</b> i) Potential for Reduce, Recycle & Reuse ii) Enabling process enhancement iii) Any other USP in-line with the identified solution areas / solution types	15
2	<b>Key feature of the technologies used:</b> i) Uniqueness, ii) Low cost, iii) Low maintenance, iv) Time and effort saving v) Contextualized and user-friendly.	15
3	<b>Operational Model:</b> A feasible model to operationalize the solution at field/at the place of deployment exists	10



S. No.	Criteria	Marks (Total -100)
4	<b>Commercial Model</b> i) Whether the solution is implemented anywhere commercially ii) Revenue generation potential for sustainability iii) Potential to monetize the innovative solution	20
5	<b>Replicability:</b> The solution to be easily replicable in similar deploying conditions and amenable to adaptation under different geographical conditions	10
6	<b>Scalability:</b> The solution to be scalable to enable expanding the reach of the solution to masses	10
7	Time for Pilot implementation	<= 3 months – 10 3 to 6 Months – 8 >6 Months – 5
	<b>Indigenous Technologies:</b> Technologies developed using equipment/parts easily available in the local market should be given preference.	10

## At State Level

- ACS/PS/Secretary-Urban Development (**Chair**)
- State Mission Director (**Convener**)
- Representative from State level of Chamber of Commerce - 1
- Representative from Development Partner organizations - 1
- Academician/ Technology Expert -1
- Chief Engineer/ Senior Official from PHE -1

## At ULB level

- Municipal Commissioner/ EO (**Chair**)
- Nodal Officer SBM-U (**Convener**)
- Any other 2 members nominated by Municipal Commissioner/ EO out of which at least one external member of repute of technical background

Release of Swachh Technology Challenge

06<sup>th</sup> Dec 2021

ULBs to popularize the challenge to seek entries from individuals & organizations

06<sup>th</sup>-31<sup>st</sup> Dec 2021

Respective ULB to constitute a committee/ jury to evaluate the proposals

By 20<sup>th</sup> Dec 2021

Individuals & organizations to submit their solutions to the ULB for screening

31<sup>st</sup> Dec 2021

ULB level committee/ jury to finalize maximum 2 solutions

By 06<sup>th</sup> Jan 2022

ULB to submit best entries to State on 'Swachhatam' Platform after screening

08<sup>th</sup> Jan 2022

State to constitute a committee/ jury to finalize top solutions

By 06<sup>th</sup> Jan 2022

State to felicitate top entries and share the details of solutions with MoHUA

15<sup>th</sup> Jan 2022

Top solutions from startups can participate in 'Swachhata Start-up Challenge'

15<sup>th</sup> Jan 2022  
onwards



# Thank You

*Swachh Bharat is a practice, not a project!*

