

SUP-Free Market & Model Colony Initiative

From Awareness to Action: Creating Plastic-Free Markets and 100% Segregated Communities

Introduction

Under Swachh Bharat Mission–Urban 2.0, a focused initiative shall be undertaken across all 80 Urban Local Bodies to strengthen sustainable waste management practices through the identified SUP-Free Markets and Model Colonies.

The initiative will focus on achieving measurable improvements in sustainable waste management through the elimination of single-use plastic in the identified market and 100% household-level source segregation in the identified Model Colony in each ULB

Objectives

- To eliminate the use of single-use plastic in the identified markets through intensive awareness, monitoring and promotion of sustainable alternatives.
- To establish a structured waste collection system for wet and dry waste.
- To undertake impactful community-based activities and ensure measurable behavioural change.

Strategy

Focus Area	Theme	Key Action Points
SUP-Free Market	Plastic-Free Markets and Sustainable Alternatives	• Conduct awareness campaigns, engage political representatives and Schools/Colleges, promote sustainable alternatives, and undertake regular monitoring and verification.
To Improve Source Segregated Model Colony	Community Participation and 4-Bin Source Segregation	• Conduct community awareness programmes, engage local stakeholders and educational institutions, promote 4-Bin Source Segregation, and undertake household-level follow-up and monitoring.
Awareness & Behaviour Change	From Awareness to Action	• Ensure participation of political representatives, Schools/Colleges, community stakeholders and media to generate wider awareness and achieve measurable behavioural change.

Detailed Activity Plan

A. SUP-Free Market Initiative

S. No.	Activity	Key Action Points	Monitoring Indicators
1	SUP-Free Awareness Campaign	Conduct shop-to-shop awareness and mobilisation activities involving market stakeholders and political representatives to discourage Single-Use Plastic and promote sustainable alternatives.	No. of Awareness Campaigns Conducted; No. of Political Representatives Participated; Shops/Vendors Covered
2	School/College Engagement	Engage nearby Schools/Colleges, students and teachers in SUP-Free awareness activities such as awareness drives, Bring Your Own Bag Campaign or SUP-Free Pledge.	No. of Schools/Colleges Covered; Students/Teachers Participated
3	Follow-Up, Monitoring & Verification	Promote sustainable alternatives, undertake regular follow-up and verify compliance with SUP-Free practices.	Shops/Vendors Verified; Compliance Status; SUP-Free Market Outcome

Expected Outcome: 01 SUP-Free Market strengthened through awareness, stakeholder participation, monitoring and promotion of sustainable alternatives.

B. Improve Source Segregated Model Colony Initiative

S. No.	Activity	Key Action Points	Monitoring Indicators
1	Community Awareness Program	Conduct a community-based awareness programme at the Community Hall on source segregation and proper waste management, with the participation of political representatives, local stakeholders, RWAs/Residents' Welfare Associations, and religious leaders. Media representatives shall also be involved to provide wider coverage and publicity to the programme.	No. of Awareness Campaigns Conducted; No. of Political Representatives Participated
2	School/College Engagement & 4-Bin Segregation	Conduct awareness activities in at least 02 Schools/Colleges and promote the adoption of 4-Bin Source Segregation. Students and teachers may also be	No. of Schools/Colleges Covered; No. of

S. No.	Activity	Key Action Points	Monitoring Indicators
		engaged in community awareness activities.	Schools/Colleges Practising 4-Bin Source Segregation; Students/Teachers Participated
3	Household Follow-Up & Monitoring	Undertake household-level follow-up, community mobilisation and monitoring to strengthen source segregation practices.	Households Covered; Households Practising Source Segregation; Progress Verified

Expected Outcome: 01 Model Colony strengthened through household-level awareness, source segregation, community participation and regular monitoring.

Conclusion

The initiative aims to move beyond routine awareness activities towards achieving visible, measurable and sustainable outcomes. Through intensive IEC, community participation, regular monitoring and a structured waste collection system, each ULB shall work towards establishing one SUP-Free Market and one 100% Source Segregated Model Colony.

The successful implementation of this initiative will create practical and replicable models for promoting sustainable alternatives, reducing single-use plastic and strengthening source segregation practices across all ULBs.