

WOMEN AT THE FOREFRONT OF THE CLEANEST CITY, INDORE: A STUDY ON ASSESSING THE CONTRIBUTION OF FEMALE RESIDENTS OF INDORE TOWARDS SWACHH BHARAT ABHIYAN

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ABSTRACT

Swachh Bharat mission has been the most successful program when it comes to inducing a behavioural change in the mindsets of Indian citizens. The agog female population has also tried to chip in by contributing to the program in many ways. When it comes to the city which is on the top of the Swachhta Sarvekshan for 5 consecutive years, it is worthy of note to understand the contribution of the female citizens of the city. The study was pursued in Indore city to assess the role played by women in achieving the objectives of Swachh Bharat Abhiyan, gauging their awareness level regarding the same, and suggesting women-centric policies that encourage women leadership and women's involvement in decision making. The non-probabilistic method of convenience sampling was used with a structured questionnaire to quantify the views of the female population. Appropriate statistical tools were used to analyze the data and arrive at a ratiocination. The data were analyzed using a one-sample t-test to test the hypothesis. And in conformity with the results of the t-test, the null hypothesis was rejected and we could conclude that there has been a significant contribution of the female citizens of Indore towards Swachh Bharat Abhiyan.

Keywords: Swachh Bharat Abhiyan, women, waste management, sanitation, cleanliness.

1. Introduction

The Sustainable Development Goals (SDG), also called the Global Goals (Women and the Sustainable Development Goals (SDGs), n.d.) were adopted by the United Nation members in 2015 as a united front for eradicating poverty, protecting the Earth, and ensuring peace and prosperity for all the global citizens by 2030. The 17 SDGs are intertwined that is, the action taken in one area affects the result in other areas, and development should balance social,

economic, and environmental sustainability. Achieving the SDGs requires the involved participation of governments, the private sector, civil society, and citizens alike to ensure better earth for posterity. On 2nd October 2014, our honorable Prime Minister Shri Narendra Modi launched the "Swachh Bharat Abhiyan" campaign whose primary aim was to make our country clean. The objectives of Swachh Bharat Abhiyan (Chaudhary, 2017) are as follows depicted in figure 1.



Figure 1: Objectives of Swachh Bharat Abhiyan (Chaudhary, Swachh Bharat Mission-Need, Objective and Impact, 2017)

1.1. The role played by women in Swachh Bharat Abhiyan

As the government has emphasized women's empowerment and active participation in all aspects of the Swachh Bharat Abhiyan, women can contribute significantly to this campaign by taking the initiative and assisting in the achievement of the goals (Swachh Swastha Sarvatra, 2018). Every woman can contribute to this mission because she is the pivot around the entire household. Women are the primary consumers of commodity items in their kitchens and homes. They have been dubbed the family's contrivers, and their participation will be beneficial in instilling a sense of responsibility among family members. They can teach their children a lesson in cleanliness and environmental conservation from infancy onward by setting a good example, instilling good values, and teaching them an environmentally friendly way of life. How women can be instrumental in achieving the aims of the program are as follows:

- By segregating their household waste into designated categories.
- By assimilating the four Rs of waste management (reduce, refuse, reuse, and recycle) in their day-to-day life.
- By making a firm resolution to ban the use of single-use plastic items.
- By imbuing good values in the family.
- By insisting on a toilet in rural areas.
- By making volunteering groups and taking their help.

1.2. Contribution of women towards Swachh Bharat Abhiyan (Ahuja, 2018) in India

Jharkhand: The state of Jharkhand has set an example by constructing 1.7 lakh toilets. Women's participation in this accomplishment has been phenomenal. There are approximately 1.5 lakh members, 14 lakh other women, and 2000 women Panchayat representatives. There were 29000 female laborers, 1000 female cleaning staff, and 50000 female masons who took part in this mission and contributed to the achievement of this laudable goal in just 20 days.

Karnataka: In the Karnatka district of Kalaburgi, the leader of the Zila Panchayat,

Hepshiba Rani Korlapati, has accepted the enormous task of constructing 10,000 toilets in a fortnight to render the district open defecation free (ODF). Currently, 34 lakh toilets have been built in rural regions, and 1 lakh toilets have been built in cities.

Maharashtra: Nidhi Choudhury, a woman, has taken up the challenge of having the tribal area of Palghar proclaimed ODF. This was accomplished through the construction of 104000 toilets in collaboration with UNICEF, the federal government, and state governments. Another exceptional story is that of Sushila Khurkute, who was awarded by the Prime Minister for digging the dirt in her house to construct a makeshift toilet facility while pregnant.

Himachal Pradesh: Kalpana Thakur, a former Miss India, owns a tourist resort in Prini village. She has made the three Rs of waste management her guiding principles which are to reduce, reuse, and recycle all garbage created at her resort and makes lovely items such as flower pots and birdfeeders.

Uttar Pradesh: In 2018, the Swachh Sakhi event was held in the state capital of Lucknow, bringing together all of the women who had contributed to the cause. The government awarded nearly 8000 women sarpanches, 3000 Swachh sakhis, and others.

Madhya Pradesh: For five years in a row, Indore, the state's major commercial center, has been named the cleanest city under the Swachh Bharat Abhiyan. Mrs. Malini Gaur, the ex-mayor of Indore (How a woman mayor made Indore a clean and litter-free city, 2018), was instrumental in revamping the city's waste management system. She was able to achieve the impossible only with the assistance of the Municipal Corporation and the cooperation of the residents of Indore.

1.3. Indore - India's cleanest city

The city of Indore creates 1.115 metric tons of waste each day, which is collected from both residential and commercial sources. The door-to-door pick up service was launched as a test initiative in two wards in January 2016. It took approximately a year to reach 100% door-to-door collection. The city of Indore is divided into 19 zones and 84 wards. On average, each

ward comprises 6000 residents and 600 commercial establishments. Previously, solid waste management was done in three stages, as listed below:

- i. **Primary Collection:** The waste was collected by private waste collectors and put into the dustbins placed along the streets which always overflowed with garbage attracting stray animals.
- ii. **Secondary Collection:** From the dustbins, the garbage was shifted by a private collector to an open dumping ground situated at Devguradia. The contractor was very irregular in his services.
- iii. **Open Defecation:** It was very common on the outskirts of the remote colonies and the slum areas.

1.4. The Turnaround

The mayor (Solid Waste Management, n.d.) proposed removing private contractors and passing over control of the city's trash management to the municipal corporation, which resulted in the transition. The following are the phases of the new system:

Door-to-door collection implementation: A pilot study was carried out to calculate the amount of garbage generated in the city concerning the population. On basis of the data acquired a detailed route plan was prepared for all wards of the city. The door-to-door collection is done through partitioned vehicles for wet and dry and domestic hazardous waste in the tipper, all the vehicles are monitored by a GPS-enabled tracking system through a monitoring cell. The wet waste from the semi bulk generators is collected through a bulk collection system consisting of a dumper, used to collect the wet waste, and a compactor for dry waste. These vehicles move in pairs and transport the waste straight to the central processing plant. The domestic door-to-door collected waste is transported to the Garbage Transfer Station for secondary collection. Here the tippers unload the wet waste into dedicated compactors which compress and load the wet waste on dedicated hook loaders.

Weighment Bridge Facility: Weighment bridge facility is established at the central processing plant where the weight of the wet

waste is weighed and processed in 2 ways that is centralized processing plant and decentralized waste processing units. All the wet waste of household and semi bulk collection (25-100 kg) is processed at the central processing unit and the bulk generators (50 kg and above) process the waste at their premises. The dry waste is also weighed at the weighbridge facility and segregated into different components such as metal, rubber, cardboard, plastic, etc. by 343 rag pickers employed at the 2 material recovery units. The domestic hazardous waste is sent straight from the transfer station to the Central Domestic Hazardous Waste Treatment Facility to be incinerated and is managed by an external contracted agency at the plant in Devguradia.

In dry waste processing, inert recovered material is transferred to the sanitary landfill and remains of domestic hazardous waste after incineration is sent to a separate landfill for hazardous waste. In the case of open defecation, 5000 slum households were shifted to proper housing facilities for the urban poor. More than 12343 new toilets were constructed at different locations with modular toilets in slum areas.

1.5. Importance of women in Swachh Bharat Abhiyan

Women in our country have suffered a lot due to the absence of proper sanitation facilities for decades (Shukla & Pandya, 2018). From the onset of puberty, the restrictions on the fairer sex start by dropping out of school to the decision regarding when they should go out and relieve themselves in the open, the effect of lack of proper sanitation and hygiene takes a toll on a woman's health physically and mentally. Swachh Bharat Abhiyan has paved the way for women to get vigilant about their sanitation rights as well as their duty as a citizen in keeping the environment clean.

Women's entry into the realms of decision-making will prove beneficial in the long run. Imparting necessary training and making them aware of environmental matters is turning out to be a very positive aspect of Swachh Bharat Abhiyan. Up till now, many developing countries have underestimated the role that women can play as influencers for the coming generations and make the people around them

aware of environment conservation and natural resource conservation. Thus, by exploring the role played by women in making a nationwide campaign successful will reap many benefits. It will help in the reduction of environmental degradation, transfer of knowledge from one generation to the other to uphold environment-friendly practices in daily life. It will motivate women in transferring their knowledge and

experiences, participating more actively in various programs.

Since we know that Indore has been declared the cleanest city in the Swachhta Sarvekshan five times (Goswami, 2021) in a row, it will be enlightening to understand the role that women have played in bringing about such a huge turnaround.

2. Literature Review

S. No.	Author	Year	Article	Salient Features
1	Susan Buckingham, Dory Reeves & Anna Batchelor	2005	Wasting women: The environmental justice of including women in municipal waste management, Local Environment	Opportunities and benefits of considering gender in municipal waste management policy.
				Political structures, champions for gender equality, and equal opportunity for fairer sex make a difference in the way women are included in municipal solid waste management policy.
2	T.V. Ramachandra, ShriithiBachamanda	2007	Environmental audit of municipal solid waste management	Municipal solid waste management environmental audit undertaken under the heads of compliance, operational, resource management, and occupational risk audit.
				Shortcomings were found in the areas of segregation of waste, lack of community bins,partitioned vehicles for transportation of waste, recycling, composting, and waste burning.
				Measures required are segregation at source, more waste treatment plants, use of new technology, occupational health and safety programs for the workers, and provision of safety gear.
3	Sharholly, M., Ahmad, K., Mahmood G., Trivedi R.C	2008	Municipal Solid Waste Management in Indian Cities-A review	Evaluation of current status of municipal solid waste management in Indian cities.
				Review was done on characteristics, generation, collection and transportation, disposal, and treatment technology for a municipal solid waste management system.
4	Rajendra Kumar Kaushal, George K.Vargese, MayuriChabukdhara	2012	Municipal solid waste management in India-current status and future challenges: A review	Key issues in the waste management system are source segregation, treatment, and disposal of waste,resource generation.
				Relooking at certain strategic technological,financial, and policy-making issues is also required.
				More stress on segregation for successful wastemanagement is required.
5	AnkitVerma, Prof. B.K. Bhonde	2014	Optimization of Municipal Solid Waste Management of Indore city using GIS	Developing of proper storage, collection, and disposal system plan.
				GIS optimal routing model.
				Efficient management of moving the solid waste, fuel consumption, and work schedule for the worker and vehicle.

6	Koohi, Elham&Shobeiri, Seyed Mohammad &Koohi, Elahe&Meiboudi, Hossein	2014	Women's participation in environmental management and progress Promotion Culture. the Open Access Journal of Resistive Economics (OAJRE)	Positive effects of management and participation of women in development and promotion of environmental culture.
				Women's managerial talents and innate abilities can help protect the environment.
7	World Health Report, World Health Organization	2015	World Health Report	Statistics on core measures of population health and national health system.
				Indication of whether the regional and global targets set for Millennium Development Goals 2015 are likely to be met or not.
				14% of the world population is without any access to any kind of sanitation facilities and hence have an increased mortality rate in such regions.
8	VidyadharDurgekar	2016	Towards Sustainable Waste Management through Technological Innovations, Effective Policy, Supply Chain Integration & Participation	Impact analysis of aspects and hazards associated with municipal solid waste.
				Improvement in the situation can be brought about through sustainable waste management by an effective policy,legislation, supply chain integration, and participation in technology.
9	Swachh Survekshan Report, Ministry of Housing and Urban Affairs, Government of India	2017	Swachh Survekshan Report	Assessment is done on the following parameters of municipal waste management:sweeping,collection, transportation, processing and disposal of waste,open defecation free zone, toilets,citizen participation.
				Findings: Indore is the first in ranking for the cleanestcity.
				initiatives taken include waste segregation at source,proper transportation, recycling of waste,composting, ODF free,individual and community toilets built, proper education of citizens, and voluntary participation.
10	Kumar, S., Smith, S. R., Fowler, G., Velis, C., Kumar, S. J., Arya, S.Cheeseman,	2017	Challenges and opportunities associated with waste management in India. Royal Society open science	The current waste management system is inadequate.
				Priority should be given to utilizing segregation at source, separating recyclables,engineered landfills, energy generation from landfills.
				Hindrance lies in a lack of qualified professionals.
11	SnehLata Singh, NeelmaKunwar and Anchal Sharma	2018	Impact of Swachh Bharat Abhiyan in Indian society international Journal of Home Science	Swachh Bharat Abhiyan:-primary aim is to change the mindset of the people.
				Impact assessment of SBA in the citizens and adaptation of SBA practices at household, community, society, schools and institutional level.
12	Supreeta Desai, Prof.Sudeshna Roy	2018	A Review of Cleanliness Mission "Swachh Bharat Abhiyan: A Survey done for Thane District Journal of Trend in Scientific and Development	Swachh Bharat Abhiyan:- major objectives, facilities, promotion, and NGO participation.
				Citizens need to be integrated intrinsically with the SBA to make it a success through education, information, and imposition of fines on breaking the rules.

2.1. Gap in the research

After the evaluation of the literature, it was found that there was some lacuna in the research that needed to be addressed. The major gaps in the research were:

1. The female gender needs to be included in the mainstream policy-making and decision-making regarding the sanitation and waste management of a city.
2. The women contribute a lot of effort towards environmentally friendly waste management and their efforts need to be recognized.
3. The women citizens need to be empowered as they will be the game-changer for an economically and environmentally sustainable waste management policy.

3. Objectives

1. To evaluate the contribution of the female citizens of Indore regarding sanitation, hygiene, and cleanliness.
2. To assess the perceptions and vigilance of the women citizens of Indore towards Swachh Bharat Abhiyan and a sustainable waste management system in Indore city.

4. Hypothesis

The present research proposed to test the following hypothesis:

H₀ - There is no contribution of the women citizens of Indore city towards Swachh Bharat Abhiyan.

H₁- There is a significant contribution of the women citizens of Indore city towards Swachh Bharat Abhiyan.

5. Research Methodology

Research is a continuous process that needs up-gradation as time goes by and as such is non-exhaustive. The study required an exploratory research design. The purpose of exploratory research is to formulate a problem for more

precise investigation or discovering new ideas and insights (Kothari & Garg, 2019). Exploratory research was done using the primary research method in which information was collected directly from the subjects. This study is descriptive in nature. It is based on primary data which was collected through closed ended structured questionnaire.

1. **Population:** The target population for study was the female population of Indore city above 18 years of age.
2. **Sampling method and sample size:** The data collection was conducted by non-probabilistic convenience sampling method. About 100 responses were considered for the research.
3. **Survey instrument and data collection:** In order to achieve the objectives of the present research work a survey was conducted with help of a design structured questionnaire through Google forms. The Google form was circulated through email, Whatsapp, and Facebook for reaching out to the female respondents who were above 18 years of age and residents of Indore city.
4. **Questionnaire:** The questionnaire was divided into two sections- the first section dealt with the demographic information of the respondents regarding their age, educational qualification and occupation. The second section dealt with the information regarding the contribution of women citizens of Indore city towards Swachh Bharat Abhiyan. In all 120 questionnaires were collected and 101 questionnaires were found complete in all aspects to conduct the analysis.
5. **Statistical techniques:** The data was analyzed by using reliability statistics, mean, standard deviation and t-test on IBM SPSS -20.

6. Analysis and Interpretation

6.1. Demographic Statistics

6.1.1. Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 20 years	9	8.9	8.9	8.9
	21- 30 years	8	7.9	7.9	16.8
	31- 40 years	28	27.7	27.7	44.6
	41- 50 years	39	38.6	38.6	83.2
	51- 60 years	9	8.9	8.9	92.1
	Above 60 years	8	7.9	7.9	100.0
Total		101	100.0	100.0	

Table 1.- Age related statistics

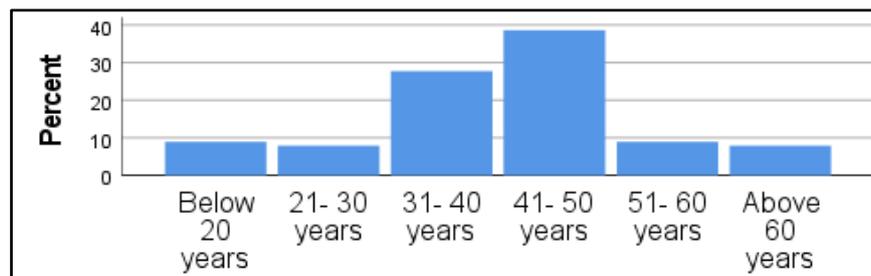


Figure2- Graphical representation of age of the respondents

Descriptive statistics of age as illustrated in table 1 and figure 2 indicates the age-wise distribution of the respondents. The major number of the respondents belonged to the age group of 31 to 40 years (N= 28, 27%) and 41 to

50 years (N=39,39%) respectively. The rest of the respondents are evenly distributed in the below 30 years age group (N=17,16.8%) and above 50 years age group (N=17,16.8%) successively.

6.1.2. Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	11	10.9	10.9	10.9
	Service	30	29.7	29.7	40.6
	Business	13	12.9	12.9	53.5
	Homemaker	39	38.6	38.6	92.1
	Retired	2	2.0	2.0	94.1
	Other	6	5.9	5.9	100.0
	Total	101	100.0	100.0	

Table 2.- Occupation related statistics

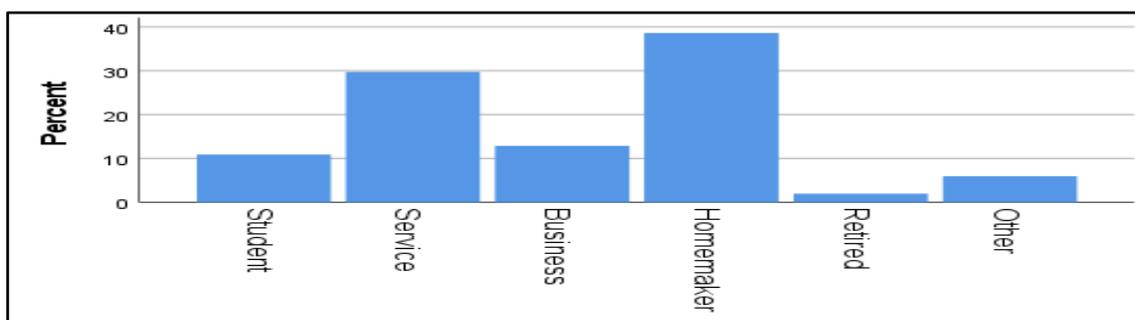


Figure 3.-Graphical representation of occupation of the respondents

Descriptive statistical analysis of the occupation of the respondents as depicted by table 2 and figure 3 reveals that the majority of the respondents were homemakers (N=39,38.6%) followed by service as the major

occupation (N=30,29.7%). Few respondents were studying (N=11,10.9%) and few were engaged in business (N=13,12.9%). The least prevalent occupation was retirement (N=2,2%) preceded by another category (N=6,5.9%).

6.1.3. Educational Qualification

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below or till 10th standard	1	1.0	1.0	1.0
	Below or till 12th standard	7	6.9	6.9	7.9
	Diploma (pursing or completed)	5	5.0	5.0	12.9
	Graduate (pursing or completed)	47	46.5	46.5	59.4
	Post graduate (pursing or completed)	39	38.6	38.6	98.0
	Doctorate PhD (pursing or completed)	2	2.0	2.0	100.0
	Total	101	100.0	100.0	

Table 3.- Education related statistics

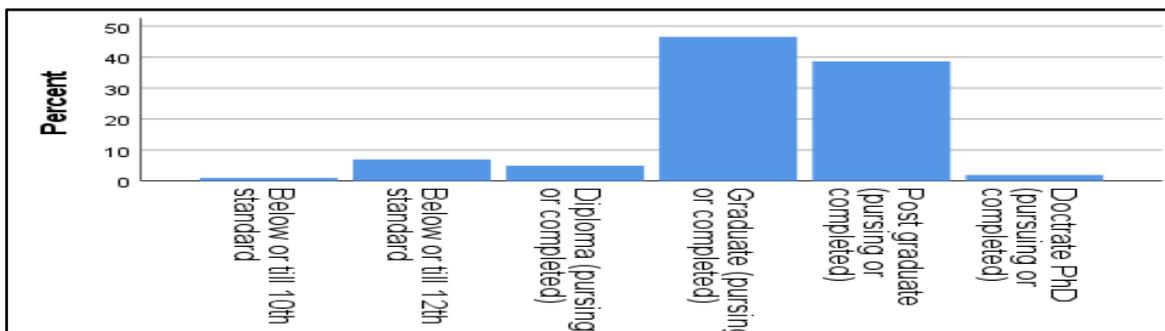


Figure 4.- Graphical representation of educational qualifications of the respondents

According to the statistical analysis of the educational qualification of the respondents as illustrated in table 3 and figure 4 majority of the respondents were either pursuing or had completed their graduation (N=47,46.5%) followed by the respondents pursuing or having completed their post-graduation (N=39,38.6%). Rest of the respondents had studied till or below 12th standard (N=7,6.9%), were diploma holders (N=5,5%) or pursuing or completed their doctorates (N=2,2%) and a single respondent was educated below or till 10th standard.

6.2. Reliability Statistics

Cronbach Alpha α	Number of Items
.894	10

Table 4. Reliability statistics

Reliability test

A reliability test (Cronbach Alpha) was conducted on the statements of the questionnaire. The results of the test are shown in the above mentioned table 4.

The Cronbach alpha coefficient α should have a score of over 0.7 for high internal consistency. In the questionnaire there are ten statements, regarding the perceptions and attitude of female citizens towards waste management, Swachh Bharat Abhiyan and their contribution as citizens to the same. After running the reliability test on the questionnaire, it was found that the reliability score or the Cronbach alpha coefficient denoted by α was equal to 0.89, which shows high internal consistency which means that the questionnaire is quite reliable.

6.3.Hypothesis testing

The interpretation of data collected was done using the appropriate statistical tests to check the significance of the contribution of women citizens of Indore city towards Swachh Bharat Abhiyan test was run to test the following hypothesis:

H₀ - *There is no contribution of the women citizens of Indore city towards Swachh Bharat Abhiyan.*

H₁- *There is a significant contribution of the women citizens of Indore city towards Swachh Bharat Abhiyan.*

6.4.Analysis and Interpretation

To test this hypothesis one-sample t-test was applied on the data collected and the results received are presented in table 5.

One-Sample Test								
S.no.	Statements	t	df	Significance		Mean Difference	95% Confidence	
				One-Sided p	Two-Sided p		Lower	Upper
1	I am willing to segregate my waste to make recycling more efficient and to safeguard the health of the sanitation workers	21.312	100	0.000	0.000	1.545	1.40	1.69
2	I am ready to accept a lower price for my old paper/plastic/glass etc. products if it is disposed in an environmentally friendly manner.	19.166	100	0.000	0.000	1.713	1.54	1.89
3	I am willing to start composting my wet waste.	21.488	100	0.000	0.000	2.208	2.00	2.41
4	I am willing to reduce the usage of plastic bags and single use plastic containers to the minimum.	20.200	100	0.000	0.000	1.545	1.39	1.70
5	I always try to throw the garbage in the designated public dustbins whenever I am in public space.	21.510	100	0.000	0.000	1.386	1.26	1.51
6	I am willing to use a public washroom if I am in a public area.	21.760	100	0.000	0.000	2.366	2.15	2.58
7	I am willing to try applying the concept of reuse, reduce, refuse and recycle concept of waste management in my house.	20.959	100	0.000	0.000	1.723	1.56	1.89
8	If I have a complaint regarding hygiene and sanitation in my locality and I will lodge a complaint on Indore 311 app.	19.712	100	0.000	0.000	1.970	1.77	2.17
9	Female citizens are the major contributors to segregation of household waste under the Swachh Bharat Abhiyan in Indore city.	20.446	100	0.000	0.000	1.604	1.45	1.76
10	Female population of Indore city can help create cleanliness awareness in citizens for effective implementation of Swachh Bharat Abhiyan	21.074	100	0.000	0.000	1.554	1.41	1.70

Table 5.-T test results to measure the contribution of the female citizens towards Swachh Bharat Abhiyan in Indore city.

Interpretation: In Indore, respondents were asked about their perceptions and attitudes concerning the waste management system and the Swachh Bharat campaign. Female citizens

were asked to respond on a five-point Likert scale, with responses ranging from strongly agree to strongly disagree. According to the results shown in table 5, the level of significance p is less than 0.05 at the 95

percent confidence level, indicating that female people are eager to move toward more sustainable and ecologically friendly waste disposal methods. The findings also suggest that women are significantly more likely to avoid utilizing plastic bags and single-use plastic containers. The females are conscientious about cleanliness, hygiene, and sanitation, as well as complaint resolution. Female respondents also felt that women citizens made a substantial contribution to household waste segregation, hence contributing to the Swachh Bharat Abhiyan. The aggregate results of the ten statements of the questionnaire show that the p-value (.001) for all the ten statements is lesser than(.05), this suggests that we **reject**the null hypothesis that there is no contribution of women citizens of Indore city towards Swachh Bharat Abhiyan and therefore the alternate hypothesis is accepted that there has been a significant contribution of women citizens of Indore city towards the Swachh Bharat Abhiyan.

7. Conclusion and Recommendations

The present study attempted to study the contribution of women citizens of Indore city towards Swachh Bharat Abhiyan. It was

analyzed that women were willing to make an effort to segregate their household waste to save that the health of the sanitation workers. The respondents were ready to sell their recyclable household waste products for ensuring environmentally safe disposal of those products. They understood the pernicious effects of plastic bags and containers and avoided their usage to the maximum. The female citizens were conscientious regarding littering at public places. They were also receptive to the assimilation of the four R of waste management (refuse reduce reuse and recycle) in their daily life. They were vigilant regarding the complaint redressal and believed that the female population of Indore was a major contributor to the segregation of waste in Indore city and could help create awareness among others for the effective implementation of the program.

According to the results of the study, we would like to put forward the following recommendations for a more effective women-centric implementation of Swachh Bharat initiatives in Indore city as depicted in the figure 5 below:

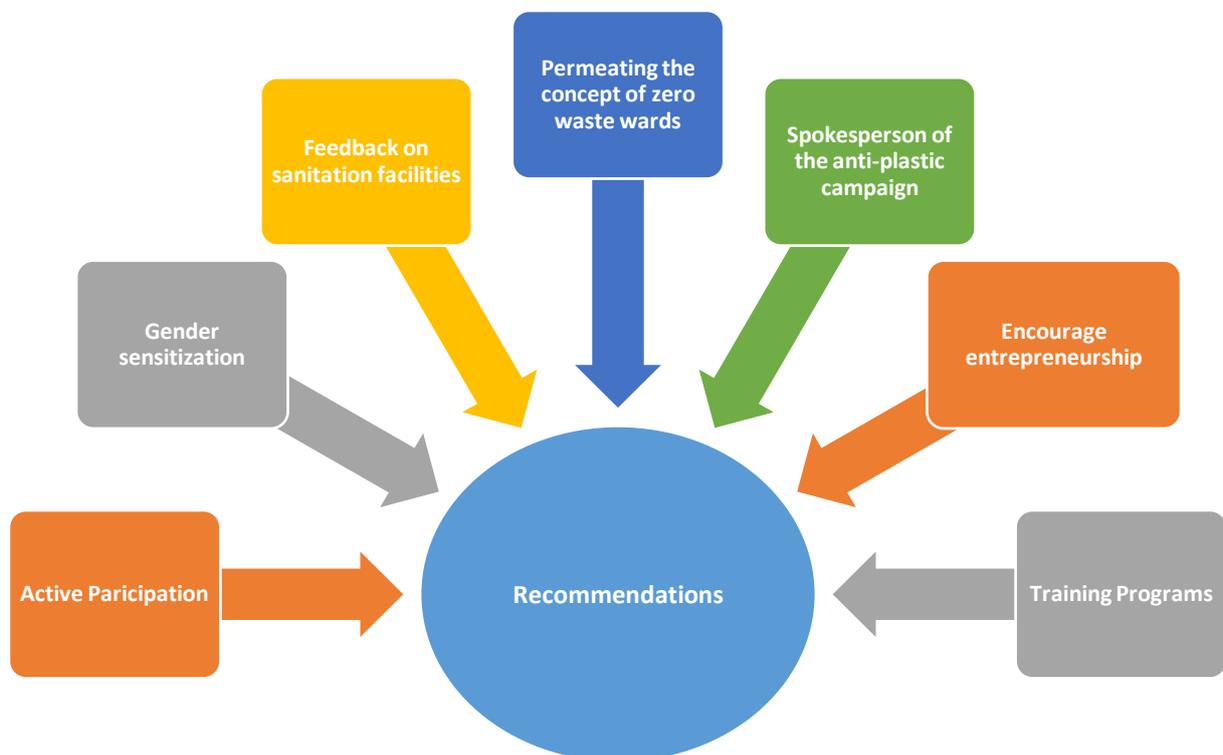


Figure 5.-Recommendations and Suggestions

1. **Active participation**-Women citizens should be encouraged to participate more actively in the Swachh Bharat Program's IEC (information, education, and communication) initiatives.
2. **Gender sensitization**-More gender sensitized policies should be developed for the city's long-term garbage management keeping the perspective of women citizens in mind.
3. **Feedback on sanitation facilities**-The female population's perspective on sanitation facilities and infrastructure is critical for keeping Indore city free of open defecation, therefore building toilets in crucial public places and preserving cleanliness and hygiene in public washrooms are critical.
4. **Permeating the concept of zero waste wards**-The women in Indore are already aware of the four r's of waste management, they should be informed and educated to drive them toward the notion of zero waste wards in Indore.
5. **Spokesperson of the anti-plastic campaign**- The female population of Indore is fully aware of the negative implications of using plastic bags and single-use plastic containers, they should be appointed as spokespeople for the city's anti-plastic campaign.
6. **Encouragement of entrepreneurship for waste to wealth**-Indore's female citizens are fully familiar with the idea of reducing, reusing, and recycling, those women entrepreneurs who are engaged in the waste-to-wealth business should be promoted and brought to the forefront of the campaign to inspire others women to follow in their footsteps.
7. **Training programs for sustainable waste management**-Various training workshops, events, and programs based on the principle of reducing, reusing, and recycling should be arranged on a more grassroots level in each locality, with women citizens at the head of the activities, to ensure that sustainable waste management habits are instilled in everyone.

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