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Meri LiFE, Mera Swachh Shehar campaign

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Why is in news? MoHUA organises City-Recycler Connect workshop as part of Meri LiFE, Mera Swachh Shehar' campaign

- It is launched by **Union Ministry for Housing & Urban Affairs** on May 15, 2023, the **nationwide campaign** 'Meri LiFE, Mera Swachh Shehar' campaign is witnessing a phenomenal nationwide uptake.
- The campaign has the **principle of Reduce, Reuse, Recycle, (RRR)** at its core.
- It **aims to nudge cities to set up one stop 'RRR Centres' for citizens** to contribute **clothes, shoes, old books, toys and used plastic** to be reused or recycled.
- In line with Swachh Bharat Mission-Urban (SBM-U) 2.0's **vision of Garbage-Free Cities** and to support cities in effectively undertaking the recycling and repurposing of material and strengthen their forward linkages, the **Ministry of Housing and Urban Affairs (MoHUA) in collaboration with the German Development Cooperation (GIZ)** organised a **City-Recycler Connect workshop** on June 01, 2023.
- The workshop brought together cities, States and agencies working in digital space, as well as recyclers and recycling associations who have a very strong network for collecting recyclables from cities.
- These agencies and associations are related to plastic, glass, rubber & tyre, and paper recycling.
- The discussions focused around enabling conditions for recyclers to work with cities and possible opportunities and roadmap for establishing forward linkages for sourcing materials from city RRR and MRF centres.
- **Urban India generates about 1.45 Lakh tons of Municipal Solid Waste (MSW)**, out of which **nearly 35 to 40 per cent is dry waste**.
- Most fractions of dry waste can be reused or recycled. For instance, studies have shown that **approximately 60 per cent of the plastic waste generated is recycled in the country**.
- **Plastic waste is the major fraction in the dry waste**. India's **recycling rate is higher compared to other countries** due to the age-old practice of reusing and recycling.
- However, due to **limited collection channels and high transportation charges** the full recycling potential of dry waste is yet to be achieved.
- Under Swachh Bharat Mission-Urban 2.0 (SBM-U 2.0) the upscaling and recycling of discarded items is being channelised through the RRR Centres and the recyclers, to improve the recycling value chain.

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