

ODF Celebration at Daily Market Basti



Residents of Old Out Station Road Basti under ward number 14 and Old Station Basti & Daily Market Basti under ward number 15 of Rourkela SmartCity are very happy as their area became open defecation free (ODF). Nigrani Committee Members and local residents of all the three Bastis celebrated this achievement at Daily Market Basti with full of enthusiasm. Officials of Rourkela Smart City Limited (RSCL) & RMC took part in the celebration and encouraged them. RSCL is mandated to make more such slums as ODF in the Area Based Development (ABD) region through Citizen Led Total Sanitation (CLTS) Approach.

AWARENESS PROGRAMME REGARDING PLASTIC BAN BY RMC

173 SHGs with 359 members attended the program. While we move on to be amongst the best of Smart Cities, on 8th of Aug 2018, RMC organized an awareness program on "Plastic Ban". Plastic will be banned strictly in Rourkela from 2nd Oct 2018. Self Help Groups will take the initiative of supplying cotton and jute bags to the public. The innovative process will help the Self Help Groups (SHG) to increase their income, empowering women who are the majority members of SHGs. Commissioner & CEO of Rourkela Smart City Limited (RSCL) Mrs. Rashmita Panda, motivated people to come together for this cause. Hence, it was also decided that the SHGs will be trained by RMC under Deendayal Antyodaya Yojana - National Rural Livelihood Mission.



'PINK' TOUCH TO LIVES IN STEEL CITY

Pink autos in Rourkela have not only ensured safer public transport for women but also dismantled gender stereotypes



Laxmi Nayak confidently zooms through the streets of Rourkela - Smart City, negotiating the traffic and other odds and surprised onlookers in her pink auto rickshaw.

Her passengers, both female and male, feel comfortable in her auto-rickshaw, happily chatting with her about their daily lives, asking Laxmi about her unusual profession as an auto driver. "I had never thought I will be an auto driver," says Laxmi. But her confidence on the road hardly would make you think so. When Laxmi Nayak decided to become an e-auto rickshaw driver couple of months ago, her family and neighbours were doubtful that 'a woman can drive' an auto-rickshaw.

But today, Laxmi is a successful mother as well as a popular e-auto-rickshaw driver. Laxmi was one of the first women auto-rickshaw drivers in Rourkela-Smart City, under the Pink Auto project launched by Rourkela Municipal Corporation (RMC) and Rourkela Smart City Limited (RSL).

This project was initiated with an aim to create self-employment among the ladies as well as to provide a safe journey to the women population of

Rourkela. For wider publicity and to create awareness about this project, hoardings, posters and banners were displayed at different locations of the city. As Pink Auto is only driven by ladies, so awareness meetings with SHG members were also conducted in different areas. Total 197 applications

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Laxmi Nayak

were collected through SHGs. After scrutiny of documents, free driving training of 90 days was provided to 90 beneficiaries at seven different locations of Rourkela. Laxmi's Licence was issued to 67 beneficiaries, out of which 44 beneficiaries applied for Pink Auto loan through urban livelihood scheme.

In the first phase, Pink Auto was provided to 23 beneficiaries by doing bank linkage with State Bank of India on December 21, 2017 in a grand function graced by the then Sundergarh district collector Vineet Bhardwaj and Additional District Magistrate, Rourkela Monisha Banerjee. Not only that Rourkela Municipal Corporation is encouraging by facilitating eligible beneficiaries with an interest subsidy.

Laxmi was initially pushed to become a breadwinner for her family due to circumstances when her husband abandoned the family. Laxmi though distraught in the beginning, was not ready to feel sorry for herself, neither was she going to stop living. As her luck would have it, Rourkela Municipal Corporation was holding an awareness camp for female auto drivers nearer to her living place and she decided to join it.

Even people around her expressed

scepticism about a woman's ability to drive or even the utility of learning to drive for a housewife. "They would say I go there to pass my time," says Laxmi. But she pushed on.

Today she is the main breadwinner of her happy, little family. One of her daughters is now working in a local school as Mathematics teacher and another daughter is in her intermediate classes. Laxmi's son is now getting ready for his class 10 exams. Laxmi hopes to see them as successful and self-reliant.

"Had I kept thinking about my husband, I would have never achieved any-

thing in life. I don't have anyone's support today but I am determined to make it on my own. I want to educate my children and see them succeed in life," she says resolutely.

However, Laxmi's entry into a male-dominated profession was not what she had aspired for. Sometimes she and other pink auto-rickshaw drivers were feeling weird being the woman drivers in the parking lot with other men. Initially, they faced difficulties in parking their auto-rickshaws at auto stands and other technical maintenance issues were also there like charging their batteries etc, which the Commissioner of Rourkela

Municipal Corporation Rashmita Panda resolved immediately after her joining here. Series of coordination meetings were held involving all stakeholders including the local police authorities sort out the issues.

The pink auto-rickshaws in Rourkela Smart City have not only ensured safe public transport for women but also pushed individuals like Laxmi into what was essentially a male-dominated profession, dismantling gender stereotypes. Empowered by her independence and her achievements, Laxmi says with determination, "I will never give up will continue to move ahead."



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Workshop On Plastic Free Campaign

Sensitization cum Orientation workshops on Plastic Free Campaign, SAMBHAB were held at City Library, Udit Nagar, Rourkela from 10th September 2018 to 17th September 2018. Different stakeholders like Partner Organization, NGOs, Women Organization, SHG members, Business Organization, Faith based Organization, Youth & Students participated in these workshops. They have been motivated to Refuse, Reduce & Recycle Plastic for better future.



Ward level sensitization meeting on Plastic free Campaign-SAMBHAB at various places of the city. The citizens have been sensitized and motivated to Refuse, Reduce & Recycle Plastic for a better future.



A Cleanliness drive was organized at Ambedkar chowk for Plastic free Campaign- SAMBHAB on 23rd September 2018 . Former Rajya Sabha MP, Former Captain of Indian Hockey team, Chairman of Odisha Tourism Development Corporation (OTDC) PadmaShri Dillip Tirkey inaugurated the programme . This programme was organized in order to motivate the citizens to Refuse, Reduce & Recycle Plastic for better future.

Inauguration of Diamond Park at Civil Township under Amrut Schme

