

JSS campaign to make Andhra Pradesh's Phirangipuram village ODF Plus soon



Jagananna Swachha Sankalpam (JSS), Andhra Pradesh's state-wide campaign to clean up villages and make them ODF Plus was recently inaugurated at the solid waste processing centre (SWPC) in Phirangipuram Gram Panchayat of Guntur District.

Situated 25 kilometres from the district headquarters of Guntur, Phirangipuram GP has a population of about 18,000 from 4198 households.

The programme which was organised under the leadership of the GP Sarpanch and Extension Officer, Panchayat Raj saw the participation of the ward members, village elders, volunteers, and functionaries of the Sachivalayam (Secretariat).

All invitees were convinced of the goals of the JSS campaign and agreed to do their bit to promote the activities. As a contribution to the swachhata initiative, each household agreed to contribute Rs.2 towards the activities.

Post inauguration of the programme, a rally featuring rickshaws affixed with megaphones was held, their slogans on swachha sankalpam, reinforcing the importance of hygiene and sanitation.

Meanwhile, the establishments were served with notices, making it mandatory for them to keep a dust bin in front of every shop and they were warned of a penalty amounting to Rs.500 for defaulters.

In addition, display boards are erected in main centres and public spaces of the village highlighting the objectives and the procedures of Jagananna Swachha Sankalpam.

To accelerate the process, for every 250 households, a rickshaw, a green ambassador, a village volunteer and a Sachivalayam functionary were assigned.

With such systems in place, it is hoped that a clean Phirangipuram is achieved with the collective effort of all sanitation warriors together with the community, at the earliest.

Preparatory work: In preparation for the JSS campaign, the GP leaders together with sanitation workers conducted a preliminary survey of all the 18 Wards. Further, as per the Government norms 17 Green Ambassadors were appointed.

The solid waste management processing centre shed was constructed a year ago equipped with facilities such as the Green Guard room, electricity, water and vermi compost compartments and segregation platforms. Additionally, 17 cycle rickshaws and 2 tractors were purchased under Swachh Bharat Mission Grameen.

Ahead of the JSS inauguration all the rickshaws were repaired, and each allotted a megaphone and a pre-recorded pen drive. The objectives of the programme and the procedure for segregation of waste into biodegradable and non-biodegradable was clearly explained in the pre-recorded pen drive.

This helped enlighten the residents of the village about the highlights of the campaign and the need to keep their segregated garbage ready for the collectors to pick up each morning.



Historical background: An ancestral heritage and pilgrim centre of Catholics, Phirangipuram in the 13th century was called Vidyadharapuram. During the 15th century, Kondaveeti Reddy Rajulu dynasty invaded South India and made Kondaveedu Fort which is in the vicinity of this village their capital. The Kondaveedu dynasty kings kept Phirangis on the hill fort to protect their kingdom, giving the name Phirangipuram to the village.

Thereafter, in the 17th Century, the Portuguese visited the place and brought Catholicism to the area. The renowned Balayesu Catholic Church is in the village and Christmas is celebrated in a grand manner there.