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## ■ **National Behaviour Change Communication Framework for Garbage Free Cities**

Swachh Bharat Mission-Urban 2.0, under the aegis of the Ministry of Housing and Urban Affairs, has launched the 'National Behaviour Change Communication Framework for Garbage Free Cities' to strengthen the ongoing Jan Andolan for 'Garbage Free Cities'. The initiative shall serve as a guiding document and blueprint for States and Cities to undertake large scale multimedia campaigns along with intensive and focused inter-personal communication campaigns. The framework focuses on intensifying messaging around the key focus areas of source segregation, collection, transportation, and processing of waste, plastic waste management, and remediation of legacy dumpsites to truly transform the urban landscape of India.