

STATUS REPORT OF PROJECT FUNDED UNDER STATE INNOVATION FUND

1. Name of the Innovation Project:

"Introducing 'Horn Not Ok!' Awareness Campaign in Himachal Pradesh"

2. Nodal Implementation Agency:

Deptt. of Environment, Science Technology & Climate Change, Himachal Pradesh

3. Area of Operation/Site of Implementation: Himachal Pradesh

4. Financial Status:

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|------|-------------------------------|---------------------------------|
| i) | Amount Sanctioned | Rs.13,50,000.00 |
| ii) | Date of Sanction | PLG(C)1-1/2013 dated 28-01-2019 |
| iii) | Amount Utilized (till date) | Rs. 13,50,000.00 |
| iv) | Balance Amount and its Status | Rs. - |
| v) | UC/CC submission | Rs. 13,50,000.00 |

5. Physical Status:

| Sr. No. | Name of the Component | Completed (Yes or No) | Date of Starting | If yes, date of completion | If not, likely date of completion |
|---------|---|-----------------------|------------------|----------------------------|--|
| 1. | Institutionalization of awareness activities, campaign. Raising awareness about Noise pollution especially noise emanating from Honking. - Generation of IEC Material - Awareness activities & campaigns at Shimla, Manali & Dharamshala. - Awareness by setting up of awareness stalls during Shivratri Festival etc. | Yes | April, 2019 | Completed, | - |
| 2. | Operationalization and Popularization of mobile app with value addition for on spot – online registration of complaints and disposal. - Development of Mobile App & Web App. - Annual maintenance, improvement & security audit of the app. | Yes | April, 2019 | Development Completed. | Operation & Maintenance of the mobile & web app is a continuous process. |
| 3. | Workshops, public consultation and involvement of NGOs and other medias, electronic, social etc. in the programme. - Broadcasting of jingles to disseminate awareness on AIR & FM channels. - Workshop with district admn. & police admn. | Yes | April, 2019 | Completed, | |

6. Details of activities carried out with the State Innovation Fund (Max. 200 words)

- IEC material on "No Honking" (Posters, Information Brochures, Stickers) was published and distributed in the general public for awareness.
- The Police Department in collaboration with Banks placed Signage/ Hoardings on "Horn Not Ok" in Police Check Posts/Police Assistance Room in Shimla & Manali Cities.
- Signage on "No Honking" have been displayed in various locations of Shimla & Manali town to educate the public.
- Sensitization workshop for the Traffic Police Personnel of Shimla on "Horn Not OK" Campaign was organized.
- Sensitization workshop on "Horn Not OK" Campaign was organized at DC Office, Shimla for all Stakeholders (Traffic Police, NGOs, Schools, Institutions, Driver association, Taxi Unions etc.).
- Sensitization campaign on "Horn Not OK" was also organized during Driving Test at Tara Devi.
- About 10,000 copies of the "Appeal" regarding sensitization of the public regarding effects of noise pollution especially "Honking" was distributed through news papers in Shimla town.
- Painting competition among school children were organized by the schools.
- The traffic police started challenging offenders for Honking especially in silence zones.
- "Horn Not Ok" campaign through AIR was launched by the Department of Information & Public Relations.
- The Public Works Department started replacing the signage "Blow Horn" with "No Horn Please", "Blinds Turn, Kindly Drive Slow", "Drive Safely" etc. on road sides and curves.
- The Transport Department instructed the Truck, Taxi Drivers to remove instructions "Blow Horn" printed behind their vehicles and start replacing it with some other appropriate words "Do Not Honk Please", "Don't Blow Horn", "Horn is not OK" etc.
- the departments especially GAD organized awareness campaign for drivers of public vehicles about this campaign and instructed them not to blow horn unnecessarily.
- A mobile app "**Shor Nahin**" for android & apple phone users was developed in technical collaboration with NIC, Shimla for the convenience of the Citizen of Himachal Pradesh to report any Noise Pollution occurrence to the authorities for corrective measures.
- Awareness campaign organized in Dharamshala, Kangra.

7. Objectives of Innovative Intervention:

- (i) Launch of awareness campaign "Horn Not Ok" for noise pollution reduction,
- (ii) Educate school, college children, Traffic Police, CBOs, NGOs, about the benefits of noise pollution control,
- (iii) Commit to develop a society without honking and horn,
- (iv) Enhancing the legal and regulatory compliances,
- (v) Developing a comprehensive monitoring and analytical system/ application, and
- (vi) Strengthening regulatory enforcement capacity in the field of environment.

8. What are the elements of innovation that were introduced which brought out procedural change and increased efficiency. (Max. 200 words)

Noise pollution is an escalating issue that adversely affects human health and well-being, as well as the natural environment. It arises from excessive and harmful levels of sound in the surroundings, contributing to a range of health disorders in humans, animals, and even plants. In urban areas, persistent honking is a major source of such pollution. To address this challenge, the "ShorNahin" mobile app has been developed for the citizens of Himachal Pradesh. This user-friendly app enables individuals to report incidents of noise pollution directly to the concerned authorities, ensuring timely and effective corrective action.

9. How the innovation project has benefitted the public? (Max 100 words)

The mobile app developed under this initiative serves as a vital tool for empowering citizens to report noise pollution incidents. It simplifies and streamlines the complaint process for administrative authorities, enabling prompt and efficient response. By using the app, citizens can easily file complaints, allowing authorities to take swift and effective action to address and resolve issues without unnecessary delays.

10. How the innovation project has benefitted the department? (two or three sentences against each of the following)

(i) Procedural simplification

Earlier the complainant was required to be filed physically which usually take longer time for its disposal. Online Mobile app "Shor Nahin" provides a better facility to lodge complaints on the spot and to take immediate remedial action and redressal of the complaints by the concerned authorities to stop the noise caused by blowing of horns and other activities.

(ii) Quick Disposal (compare pre and post innovation with three examples)

Already explained at Sr. No. i

(iii) Convenience for clients (minimum three examples)

Already explained at Sr. No. i

11. Further steps taken by the department to continue with the project activities/innovative ideas?

While the app effectively provides a convenient digital platform for users to file noise pollution complaints directly with the concerned authorities, certain areas still require significant improvement. One major limitation is the lack of robust reporting and monitoring functionalities. The Department of Environment, Science, Technology & Climate Change has taken the initiative to facilitate the public in reporting noise pollution; however, the responsibility for addressing and resolving these complaints lies with the district administration and police departments, which fall outside the purview of the Department.

Currently, the absence of a comprehensive monitoring mechanism poses a challenge. Without an integrated system to track, oversee, and escalate complaints, authorities face difficulties in efficiently processing and responding to them. Strengthening the app's monitoring capabilities—such as by integrating real-time status tracking, automated alerts, and performance dashboards—would significantly enhance coordination among departments and improve the overall effectiveness of the initiative in addressing noise pollution.

Moreover, to ensure the long-term success of the platform, it is crucial to continually enhance both the mobile and web versions of the app. Improvements should focus on making the interface more user-friendly and accessible to citizens of all age groups and technical backgrounds. At the same time, minimizing security threats is essential to protect user data and ensure platform integrity. This calls for the implementation of advanced security protocols, regular software updates, and periodic security audits. These proactive steps will not only maintain user trust but also ensure that the app remains a secure, efficient, and responsive tool for managing noise pollution complaints.

12. Suggestion/comments of the department on State Innovation Fund Scheme?

The State Innovation Fund Scheme stands out as a commendable initiative by the State government, serving as the catalyst for the development of an innovative mobile application. This app is designed to empower users to swiftly lodge complaints on the spot, allowing for immediate remedial action and redressal by the concerned authorities. The primary focus is

on addressing noise issues arising from activities such as horn blowing. The scheme has effectively facilitated the creation of a user-friendly platform, enhancing the efficiency of the complaint process and ensuring prompt intervention by relevant authorities to curb noise pollution.