Annexure-A
Safai se Survekshan Tak
Acceleration Drive for Swachh Survekshan 2025

Introduction:

Swachh Survekshan is the annual cleanliness survey conducted under the Swachh Bharat Mission–Urban to evaluate the performance of Urban Local Bodies (ULBs) on sanitation, waste management, citizen participation and service-level benchmarks. Swachh Survekshan 2025 emphasizes evidence-based assessment, cleanliness sustainability, toilet usability, waste processing and active citizen engagement.

The 30-day campaign aims to strengthen ULB readiness by addressing critical indicators that influence city rankings. This includes improving waste collection efficiency, enhancing toilet usability, reinforcing data submission mechanisms and building strong community participation. The campaign encourages systematic, coordinated and measurable actions that reflect visible improvements on ground and in documentation.

Objectives of the Campaign:

- To ensure complete coverage of door-to-door waste collection across all wards through systematic identification of service gaps.
- To eliminate Garbage Vulnerable Points (GVPs) by identifying, monitoring, and addressing root causes effectively.
- To strengthen sanitation in commercial areas by implementing structured night sweeping and night waste collection.
- To enhance community participation by engaging Volunteers (Swachhata Champions) for on-ground monitoring and grievance reporting.
- To improve operational efficiency through GPS-based tracking of D2D vehicles and focused cleaning interventions in neglected back lanes.

Thrust Areas:

- Identification of areas without D2D collection
- Identification of GVPs

Prepared by Swaaha

- Identification of Commercial areas for night sweeping and night collection
- Identification of Volunteers (Swachhata Champions) in each ward
- Door-to-door awareness (As per gap)
- Identification of dirty back lanes in ULBs

Activity Plan:

S. No.	Activity	Description	Responsibility
1	**Identification of areas without D2D collection**	Survey all wards to identify locations where door-to-door (D2D) waste collection services are not currently operational. Field teams must physically verify gaps and compile a detailed report as per format attached.	**Team comprising of ULB Staff, Swaaha SEs and IEC Team of ULB:**Identification of areas without D2D collection.**Core Team Swaaha and PMU:** Monitoring, Coordination with the ULBs & Reporting.
2	**Major GVP point identification and elimination.**	Locate and assess major Garbage Vulnerable Points (GVPs) across ULBs. Each point should be geo-tagged (photographed) and analyzed for root causes to plan targeted interventions (IEC Activities).	**Team comprising of ULB Staff, Swaaha SEs and IEC Team of ULB:** Identification of major GVPs **Core Team Swaaha and PMU:** Monitoring, Coordination with the ULBs & Reporting
3	**Identification of Volunteers (Swachhata Champions)**	Select community volunteers (Swachhata Champions) in each ward to support D2D collection monitoring and GVP management. Create WhatsApp groups for timely reporting and action. (Timeline: 10 ULBs on trial basis by 10th December 2025)	**Team comprising of ULB Staff, Swaaha SEs and IEC Team of ULB:** Identification of the volunteers (Swachhata Champions)

S. No.	Activity	Description	Responsibility
			Core Team Swaaha and PMU: Monitoring, Coordination with the ULBs & Reporting
4	**Identification of commercial areas for night sweeping and night collection**	Assess commercial markets and high-footfall zones that require night sweeping and night waste collection based on footfall, business hours and waste generation patterns.	**Team comprising of ULB Staff, Swaaha SEs and IEC Team of ULB:** Identification of the areas. **Core Team Swaaha and PMU:** Monitoring, Coordination with the ULBs & Reporting.
5	**RRR Centre establishment and Sustainance:** Set up Reduction, Reuse, recycle (RRR) Centers to promote waste minimization	• **RRR Centre establishment:** Set up **Reduce, Reuse, Recycle (RRR) Centres** to promote waste minimization and resource recovery as per SBM-U guidelines. Each ULB is required to **establish and sustain RRR Centre** within its jurisdiction. **SMC- 06** **JMC- 04** **Others - 01**	**Team comprising of ULB Staff, Swaaha SEs and IEC Team of ULB:** Responsible for establishing and operationalizing the RRR Centre, ensuring proper facilities, staffing, and day-to-day management. **Core Team Swaaha and PMU:** Monitoring, Coordination with the ULBs & Reporting
5	**Door-to-door awareness**	Conduct awareness drives across households to inform residents about D2D vehicle timings,	**Team comprising of ULB Staff, Swaaha**

Prepared by Swaaha

S. No.	Activity	Description	Responsibility
		segregation requirements (as per gap)	**SEs and IEC Team of ULB:** Door to Door awareness (as per need) **Core Team Swaaha and PMU:** Monitoring, Coordination with the ULBs & Reporting.
6	**Data collection on GPS installations**	Gather data on GPS devices installed on all D2D vehicles, ensuring proper functionality and reporting any missing or defective devices.	**Team comprising of ULB Staff, Swaaha SEs and IEC Team of ULB:** Collection of details of vehicles with or without GPS installation **Core Team Swaaha and PMU:** Overall Monitoring & Coordination with the ULBs
7	**Identification of dirty back lanes in ULBs**	Identify dirty back lanes requiring focused cleaning,	**Team comprising of ULB Staff, Swaaha SEs and IEC Team of ULB:** Identification **Core Team Swaaha and PMU:** Overall Monitoring & Coordination with the ULBs

Conclusion:

The upcoming campaign sets a clear and results-driven roadmap for strengthening urban sanitation and improving service delivery across all

Prepared by Swaaha

ULBs. By prioritizing the identification of gaps in door-to-door waste collection, mapping major GVPs, and assessing commercial zones for night-time sanitation, the campaign focuses on resolving persistent issues through data-backed planning. Enhanced community engagement through Volunteers (Swachhata Champions), coupled with targeted door-to-door awareness, will help drive behavioral change and citizen participation at the grassroots level. At the same time, structured efforts such as GPS data verification and the identification of neglected back lanes will ensure operational efficiency and improved monitoring. Together, these planned activities aim to create cleaner, healthier, and more accountable urban spaces, thereby strengthening preparedness for Swachh Survekshan 2025 and furthering the vision of a sustainable and Swachh urban ecosystem.

*****