

Swachhata Excellence Campaign 2026

Model Wards, Waste to Wonder & Women-Led Jan Andolan

1. Introduction

In alignment with the Swachh Survekshan 2025–26 framework and the vision of Swachh Bharat Mission–Urban 2.0, a structured and impact-driven campaign titled **“Swachhata Excellence Campaign 2026”** is proposed. The campaign focuses on achieving 100% source segregation, promoting circular economy through Waste to Wonder initiatives, strengthening community participation led by women and ensuring visible cleanliness outcomes across urban areas through systematic field interventions.

2. Objectives

- To establish Model Wards/Colonies in each ULB with 100% household waste segregation and exclusive collection of segregated waste.
- To promote innovation and circular economy through creation of Waste to Wonder sculptures across all ULBs.
- To strengthen field-level awareness and behavioral change for scientific waste management.
- To enhance visible cleanliness through focused cleaning drives in drains, markets and transport hubs.

3. Ground-Level Activities

S. No.	Activity	Description	Quantification	Responsibility
1	Model Ward/ Colony Initiative	Identification of one Model Ward/Colony in each ULB where 100% households practice source segregation (Wet & Dry). Municipality shall collect only segregated waste and reject mixed waste. IEC materials and public display boards shall be installed.	01 Model Ward/Colony in each ULB	ULB: <ul style="list-style-type: none"> • Identification of Ward/ Colony • Installation of sign boards • Ensure collection of only segregated Waste Swaaha: <ul style="list-style-type: none"> • Handholding of ULBs in execution of IEC activities • Designing of Creative material
2	Creation of Waste to Wonder Sculptures	Installation of artistic sculptures using recycled waste material in parks (If Park is not available then any Public Places) to promote circular economy and public awareness.	Population Criteria: <ul style="list-style-type: none"> • < 50,000 – 02 Sculptures • 50,000 – 3 Lakh – 04 Sculptures • 3 Lakh – 10 Lakh – 06 Sculptures • > 10 Lakh – 12 Sculptures 	ULB: <ul style="list-style-type: none"> • Execution and installation of sculptures Swaaha: <ul style="list-style-type: none"> • Handholding of ULBs • Reporting

S. No.	Activity	Description	Quantification	Responsibility
3	International Women's Day – 8 th March 2026	Awareness Rally led by women promoting Swachhata, segregation and sanitation dignity. Participation of SHGs, sanitation workers, school girls and community mobilizers. Suggested Slogans: 1. Mahilaon Ne Thana Hai – Mixed Waste Ko Mitana Hai! 2. 4 Bin Ghar Mein Layenge, Swachh Shehar Banayenge!	01 Rally in each ULB from 8 th March 2026 to 12 th March 2026	ULB: • Coordination with schools, SHGs and other stakeholders • Identification of venue Swaaha: • Handholding of ULBs • Reporting
4	Door-to-Door awareness on Source Segregation	Special D2D awareness and orientation drives on use of 4 colour-coded bins (Wet, Dry, Domestic Hazardous and Sanitary) to be conducted by SEs along with ULB staff and Community Mobilizers.	Coverage of maximum households	ULB: • Execution of D2D awareness Swaaha: • Handholding of ULBs • Reporting
5	Awareness on Citizen Validation	Special awareness drive on Citizen Validation (as per Annexure A(i))	Coverage of maximum households	ULB: • Execution of D2D awareness Swaaha: • Handholding of ULBs • Reporting
6	Cleaning of Roadside & Storm Water Drains	Desilting, removal of waste, prevention of choke points and ensuring free flow of storm water to prevent waterlogging and visible pollution.	Minimum 02 Backlanes per Municipal Committees/ Cantt. Boards, 04 in Municipal Councils and 6 in Corporations	ULB: • Execution Swaaha: • Handholding of ULBs • Reporting

4. Implementation Strategy

- Photo documentation (Before & After) by Swaaha.
- Community involvement through SHGs, Community Mobilizers and sanitation workers.

5. Expected Outcomes

- 100% segregation in identified Model Wards.
- Visible transformation of public spaces.
- Increased citizen participation in Swachhata activities.
- Strengthened behavioral change towards scientific waste management.

Annexure A(i)**Citizen Validation**

Q. No	Questions	Options	Evidences
1	Name of the Respondent	Text	
2	Gender	1.Male 2.Female 3.Transgender	
3	Age (in Years)	15-99	
4	Ward Number	Auto fetch	
5	Mobile Number	10-digits	
6	Type of respondent?	1.Household 2.Shops	
7	Is the waste generated at your household/shop collected on a daily basis?	Yes/No	
8	Does a municipal vehicle collect waste from your household or shop, or is it managed by another service provider?	1.Municipal Vehicle 2.Private service provider	

Q. No	Questions	Options	Evidences
9	Does the vehicle have separate compartments to collect dry and wet waste separately?	1. Separate compartments 2. Single compartments	
10	Do you segregate waste into at least 2 different types i.e wet & dry?	Yes/No	
11	For assessor: Click the picture of bins showing segregation	Picture	Picture of dustbin showing segregation
12	For assessor: Has the bins found at household/shop is being used?	Yes/No	
13	Does the waste collector load the waste into the vehicle by keeping it separated into different categories, or is it all mixed together?	1. Keeps it segregated 2. Mixes it together	
14	Are you satisfied with the cleanliness levels of your area (residential/commercial) in regards to daily sweeping?	Yes/No	
15	How would you rate the cleanliness of your area on a scale of 1 to 10?	Scale of 1 to 10	
16	Are large open storage bins available in your area near your household or shop?	Yes/No	

Q. No	Questions	Options	Evidences
17	Do you see twin-bins/litter bins available in commercial areas of your city?	Yes/No	
18	Do you see unattended garbage dumps or garbage piles near your area?	Yes/No	
19	Do you find open defecation or open urination still persistent in your city?	1.Open defecation is persistent 2.Open urination is persistent 3.Both open defecation and open urination is persistent 4.No open defecation or open urination	
20	Can you please tell me where does the waste from toilet gets drained to?	1.Closed drain linked to sewer system 2.Septic tank with soak pits 3.Septic tank without soak pits 4.Twin pits 5.Single pits 6.Open drain 7.Others	

Q. No	Questions	Options	Evidences
21	Are you aware that manual entry for cleaning of sewer lines and septic tanks without safety gears is banned and penalized in your city?	Yes/No	
22	Are you aware of any helpline number (for ex. 14420) for services related to cleaning of septic tanks/sewer lines and grievance redressal?	Yes/No	
23	Do you know who is/are the Brand Ambassadors for Swachh Survekshan 2024 in your city?	Yes/No	
24	Have you seen any awareness campaign or advertisement around segregation of waste into at least two categories i.e Wet and Dry waste?	Yes/No	
25	Are you aware that only licensed operators are allowed to be engaged for cleaning of sewers and septic tanks in the ULB?	Yes/No	