| S. No | Key themes/ Activities | No. of activities proposed | Target Audience | Expected outcomes/ desired behavior change | Responsibility |
|---|---|---|---|---|---|
| **1. Swachh Survekshan 2024 preparations & assistance:** | | | | | |
| 1.1. | **Assistance to ULBs in facilitating the Third Party Assessment Teams (SS/ODF/GFC)** | **80** | - | • Preparations for all Indicators of Swachh Survekshan 2024 in the field.<br>• Stay informed about the scheduled dates for third-party field visits.<br>• Formulate a plan in coordination with the ULBs to prioritize the areas, schools, water bodies, parks, tourist places, beautified areas, households etc. to be visited by the Assessors.<br>• Ensuring smooth communication between assessment teams, citizens and stakeholders enabling direct interaction with local residents to assess their awareness on SS 2024 and satisfaction over sanitation which will help the ULBs to achieve better rankings.<br>• Assistance in getting positive feedbacks from the citizens and pre-assessment interaction with the citizens regarding the same.<br>• To keep all the documents, MoUs and logbooks handy at the Waste Management facilities (MRFs & Composting facilities)<br>• To keep copies of all notifications issued by the ULB for the assessors.<br>• Ensure that all CTs/PTs are clean and all logbooks, feedback registers and all relevant documents are handy during the visit of assessors. | **SEs of Swaaha:** Assistance in Field Assessment during Swachh Survekshan 2024 |

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| | | | | • Ensure that all RRR Centres are functional and accompany the assessors to the best identified RRR centres.<br>• Assisting teams in verifying claims made by ULBs regarding waste management, public sanitation and citizen engagement will help to achieve the basic objective of the cleanliness competition. | |
| 1.2 | **Social Media Reach** | **3600 Creatives for 80 ULBs** | Citizens of all age groups using Social Media | • Social Media creatives will be prepared on different themes in English, Hindi & Urdu related to Swachh Survekshan and ensured that these are posted by each ULB.<br>• As Social Media plays a crucial role in the dissemination of messages by enabling rapid, widespread communication across diverse audiences, the message through these posts will reach to citizens and this will form a part of the Swachhta advocacy during Swachh Survekshan 2024.<br>• The advocacy through Social Media will make citizens aware about the Swachh Survekshan and enable the ULBs to get a positive feedback on different sanitation initiatives.<br>• The messages through Social Media will help the ULBs to improve on Sanitation based on different feedbacks from the citizens and will ultimately help the ULBs to achieve higher rankings in SS 2024. | **Swaaha:**<br>• Design and development of Creatives for the handles.<br>• Handholding support to ULBs in reaching the milestones.<br>**ULBs:**<br>Posting of creatives on their social media handles (Facebook, X and Instagram). |

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| 1.3. | **Messages from Influencers/ Citizen** | (04 messages from each ULB during the month (4x80) = **320** | All Citizens using Social Media | • Swachhta (cleanliness) messages shared by influencers/Citizens can have significant and measurable outcomes, especially in the context of public awareness and behavioral change. | **Swaaha:**<br>• Script developing<br>• Recording<br>**ULBs:**<br>• Identification of influencers/citizens<br>• Uploading on Social Media |
| 1.4 | **Citizen Feedback** | **15% of No. of Households in all 80 ULBs** | All citizen | • Citizen feedback plays a critical role in assessing a city's sanitation performance under Swachh Survekshan 2024**.**<br>• Positive feedback enhances "Citizen Voice & Engagement".<br>• Authorities get direct insights into public grievances and sanitation issues.<br>• Will help ULBs to achieve better rankings | **ULBs & Swaaha:**<br>• To get a positive feedback as per the target<br>• Creatives and posts on Citizen feedback |
| 2 | **Production of Audio Jingles** | **05**<br>(01 each in 05 languages) | All citizens, students and stakeholders | **05 Jingles** (01 each in Hindi, Kashmiri, Dogri, Urdu and English) in audio format will be prepared with a duration of 20 to 30 seconds with different themes like source segregation, home composting, litter free wards, waste water management, ODF sustainability, pollution free water bodies etc. The regular broadcasting/ telecasting of these jingles on radio, social media or D2D vehicles by ULBs will reinforce the message of SBM-U 2.0 and bring about a behavior change among the citizens to encourage sanitation and hygiene behaviors. Each jingle will end with a call to action, encouraging people to participate in different sanitation initiatives of ULBs, thus creating Jan Andolan. | **Swaaha:** Production<br><br>**ULBs:** Dissemination |

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| 3. | **Preparation of Podcasts for Social Media Handles** | **02** podcasts | All citizens using social media | • Selected Videos/ Podcast/ Success stories/ Interviews/ Live sessions will be hosted / recorded and posted by central team on official handles of Social media<br>• Ensuring wider reach through various social media platforms like Instagram, Facebook, and Twitter.<br>• Educating citizens on the objectives of Swachh Survekshan 2024.<br>• Spreading awareness about cleanliness, sanitation, and waste management practices.<br>• Highlighting government initiatives and success stories. | **Swaaha:**<br>• Content creation & recording of podcasts<br>**ULBs & SEs:**<br>• Uploading on ULB social media handles |

Prepared by Swaaha