

Safai Apnao Bimaari Bhagao (SABB) Campaign 2026

1. Introduction

The Safai Apnao Bimaari Bhagao (SABB) Campaign 2026 is a focused sanitation and behaviour change campaign aimed at preventing diarrhoeal diseases through improved sanitation, solid waste management, public hygiene and community participation. The campaign emphasizes intensive IEC/BCC activities, cleanliness drives, safe waste collection, public toilet hygiene and capacity building of sanitation workers to create healthier and cleaner urban environments.

2. Objectives

- Promote safe sanitation and hygiene practices among citizens.
- Strengthen waste collection and cleanliness services in urban slums and high-risk areas.
- Increase public awareness on diarrhoea prevention through IEC/BCC activities.
- Enhance the capacity of sanitation workers on health & occupational safety.
- Ensure functional, clean and hygienic Community/Public Toilets.

3. Key Interventions

- Urban Slum sanitation and 100% daily waste collection.
- Identification and intensive cleaning of high-risk urban areas.
- City-wide cleanliness drives including water bodies and public places.
- Community mobilisation through, SHGs and door-to-door outreach.
- Training of sanitation workers on diarrhoea prevention, hygiene and occupational safety.
- Hygiene improvement of Community/Public Toilets.

4. IEC Action Plan

S. No.	Activity	Major Interventions	Quantification Target	Evidence/Output
1	Urban Slum Sanitation & Door-to-Door Waste Collection in Urban Slums (if any)	Identify all Urban slums in the ULB (if any). Ensure availability of daily waste collection services	100% urban slums covered; daily collection in all identified slums (if any)	Geo-tagged photos, No. of Urban Slums identified in the ULB (if any). Availability of daily waste collection services in the Urban Slums.
2	High-risk Areas & Cleanliness Drives	GVP cleaning & Cleanliness of Drains	Identify at least 2 high-risk areas primarily with GVPs and Drains (At Least 1 GVP and 2 or 3 Drains)	No. of Planned cleanliness drives in High Risk Urban Areas (identified vs cleaned), Before-after photos, activity reports
3	Community Awareness & IEC Campaign on Sanitation	Door-to-door 4 bin segregation by SHGs & Volunteers Awareness Sessions on Sanitation (Clean Hands) & Stop Diarrhoea	Minimum 2 IEC events in ULB during campaign	Total number of planned and conducted community awareness events on sanitation Geo-tagged Photos, No. of Awareness drives held
4	General Cleanliness Drive	General Cleanliness drives including Water Bodies and Market areas/Public Places	At least 1 Water Body (if applicable) and 1 Market Area	Geo-tagged Photos
5	Sanitation Worker Capacity Building	Training on Diarrhoea prevention and safe waste handling (Use of PPE)	100% sanitation workers trained	Attendance, training report, Photos of Training sessions, No of Sanitation workers in ULB
6	Community/Public/Urinal Toilet Hygiene Campaign	Citizen feedback on Toilet/Urinal & deep cleaning	100% CT/PTs cleaned	Citizen Feedback & Cleanliness Photos of each CT/PT/Urinal In the toilet

5. Expected Outcomes

- 100% daily waste collection coverage in identified urban slums.
- Improved cleanliness in high-risk urban locations and reduction of garbage vulnerable points.
- Enhanced public awareness on sanitation and diarrhoea prevention.
- Improved participation of citizens in Swachhata activities.
- All sanitation workers trained on safe sanitation practices.
- Improved cleanliness and functionality of Community/Public Toilets.

6. Conclusion

This IEC Action Plan provides a structured framework for all ULBs to implement the SABB Campaign 2026 in a measurable and result-oriented manner. The six integrated activities collectively address all reporting indicators available on the SABB portal while promoting sustained behavioural change, improved sanitation services and active community participation across urban areas.