

**GOVERNMENT OF TELANGANA
MUNICIPAL ADMINISTRATION DEPARTMENT**

O/o Commissioner and Director of
Municipal Administration, T.S.,
Hyderabad.

CIRCULAR

Roc.No. E- 198360/2020/H1,

Dt. 23/11/2023

Sub: Mpl Admn Department - World Toilet Day -2023 - **“Clean Toilet Campaign & Clean Toilet Challenge (CTC)”** conducted by MoHUA - Certain Instructions issued - Reg.

Ref:- 1. D.O. Lr.No. 13/05/2023 SBM-IV, Dt: 13/11/2023 of Joint Secretary & Mission Director, SBM - Urban, MoHUA, Gol, New Delhi.
2.D.O. Lr.No. 13/05/2022 SBM-IV, Dt: 22/11/2023 of Dr. Madhu Rani Teotia, Director, DAY-NULM & SBM, Gol, New Delhi.

The attention of all the MCs including GHMC are invited to the refs. cited.

2. In the ref. 1st cited, wherein the Joint Secretary & MD,SBM-U has informed that, the Hon’ble Union Minister, MoHUA has launched the campaign during the Video Conference on Swachh Bharat Mission- Accelerating Change for Safe Sanitation held on 17-11-2023 by MoHUA.

3. Further vide ref. 2nd cited, the Director, DAY-NULM & SBM, Gol, New Delhi has informed that,the Hon’ble Union Minister, MoHUA has launched a five week long **Clean Toilets Campaign** from **19thNovember 2023 (World Toilet Day) to 25th December 2023 (Good Governance Day)**and requested all ULBs to participate in the campaign.

4. Therefore, all the MCs are hereby instructed to follow the below instructions scrupulously and participate in the campaign without fail.

Component-1: Clean Toilets Campaign (CTC) Follow the instructions given below from 23 Nov to 25 Dec 2023:

- **Nationwide Cleanliness Operations:**
 - Cleanliness operations are to be conducted focusing on repair/ refurbishment of existing public toilets and upgrade them to meet Aspirational parameters.
 - Engage citizen/ students in painting, cleaning, and branding of all PTs, CTs and Urinal blocks.
- **Uniform Signage & Branding:**
 - All PTs/CTs shall have uniform signage and branding to promote visibility
 - All toilets are to be mapped on google toilet locator.
 - Install direction boards within the radius of 100m, 200m, 300m, and 500m of the toilet location.
- **Operation & Maintenance Plan of Toilets:**
 - Each toilet should have an O&M plan with required funding and contractual arrangements.
- **Nudging User Behaviour:**

- Conduct citizen-led mass awareness activities about healthy toilet habits and hygiene practices.
- **Improved Monitoring Mechanisms:**
 - Ensure that all toilets are verified using PPTMS/PPCMS on daily basis during the campaign duration.
 - Reporting on the status of activities being implemented in the Swachhatam portal.
- **Ground of Aspirational Toilets:** Identify the locations for construction of new Aspirational public toilets and intimate the same to this office by 29 November 2023 detailing the location, dimensions of the area, justification of the site proposed with estimated footfall and proposed O&M model.
- **'Toilet Grading' by women SHGs:** 'Toilet Grading' initiative will require women SHG members to check the availability and functioning of the following facilities across toilets, basis the 'FACES' parameters:

Male Toilet	Female Toilet
1. Water Supply/Functional Tap 2. Intact Toilet Seat 3. Lighting facilities 4. Ventilators/Exhaust 5. Functional Flush 6. Mug 7. Overall cleanliness 8. Child/PWD friendly Toilet 9. Common Dustbin 10. Intact Washbasin 11. Liquid Soap/Soap Bar 12. Clean Mirror	1. Water Supply/Functional Tap 2. Intact Toilet Seat 3. Lighting facilities 4. Ventilators/Exhaust 5. Functional Flush 6. Mug 7. Overall cleanliness 8. Child/PWD friendly Toilet 9. Common Dustbin 10. Intact Washbasin 11. Liquid Soap/Soap Bar 12. Clean Mirror 13. Sanitary pad dispensing unit 14. Separate dustbin for sanitary pad disposal 15. Incinerator for sanitary pad disposal

Component-2: Clean Toilets Challenge: Challenge to recognize exceptional public and community toilet models that exemplify the parameters of 'FACES' (Functional, Accessible, Clean, Eco-friendly, and Safe) wherein ULBs to ensure that all the toilets achieve aspirational parameters and submit the same through MyGOV portal from 1st to 10th Dec 2023.

5. Further, ULBs may utilize their own funds (or) they can utilize the following funding source against the below mentioned activities:

Sl.No.	Campaign Activities	Funding Source
1	Cleanliness drive & beautification (painting, refurbishment, minor repair work)	15th Finance Commission funds (Untied)/Partnerships
2	Awareness and IEC drives	SBM IEC funding
3	Complete up gradation of facilities	40% SBM toilet funding

4	Per-toilet Incentive funding for SHG women who will undertake the social audit.	SBM Capacity Building funds
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6. Further, MCs are hereby directed to identify the SHG women to conduct grading of nominated PT/CT at the ULB level and the same may be communicated to this office through MEPMA. **The SMCs concerned** are hereby instructed to support ULBs in identifying SHG Women and provide necessary capacity building for smooth conducting of PT/CT Grading as per the directions issued by MoHUA.

7. In view of the above, all the MCs are hereby instructed to conduct the above campaign duly adhering the Model Code of Conduct.

Encl:- 1. D.O. letter
2.CTC Guidelines
3.PPT

Dasari John Samson
for Commissioner & Director

To

All the MCs.

Copy to the Commissioner, GHMC for information and necessary action (w.e.).

Copy to the Mission Director, MEPMA for information and necessary action.

Copy to all the SMCs, MEPMA for information and necessary action.(Through MD, MEPMA).

Copy to the RDMAs of Hyderabad and Warangal Regions for information and necessary action.

Copy to all the AC LBs (except Mulugu District) for necessary action

Copy to all the Collector and District Magistrates (except Mulugu District)for information and necessary action.

Copy submitted to the Special Chief Secretary to Government, MA & UD, Telangana State, Hyderabad for kind information.

Signed by Dasari John

Samson

Date: 23-11-2023 12:44:04

Reason: Approved

2279340/2023/H1 SEC-CDMA

रूपा मिश्रा

संयुक्त सचिव एवं मिशन निदेशक

ROOPA MISHRA

Joint Secretary & Mission Director

Swachh Bharat Mission - Urban

भारत सरकार
आवासन और शहरी कार्य मंत्रालयGOVERNMENT OF INDIA
MINISTRY OF HOUSING AND URBAN AFFAIRS

D.O. 13/05/2023 SBM-IV

Dated: 13th Nov, 2023

Dear Madam/Sir,

Swachh Bharat Mission since 2014 has successfully provided access to sanitation infrastructure (Individual and Community/Public Toilets and urinals) for citizens across Urban India and created mass awareness to ensure their continued usage.

2. With the launch of Swachh Bharat Mission (Urban) 2.0, the focus is on sustaining the sanitation outcomes achieved and accelerate the momentum generated. The effort is to use smart technologies, efficient operation and maintenance, increased safety for women, terrain specific designs of CT/PTs, construction of aspirational toilets etc. to ensure complete access to sanitation.

3. To strengthen our resolve to sustain the gains achieved under sanitation in urban India and ensure functionality and sustainability of CT/PTs, Ministry of Housing and Urban Affairs is organizing an event on the eve of 'World Toilet Day' on 17th November, 2023, from 11.00 am to 12.30 pm at 123-C, Nirman Bhawan, New Delhi which will be graced by Hon'ble Minister Housing and Urban Affairs and Hon'ble Minister of State, Housing and Urban Affairs. The event will be held in a hybrid mode. Invited organizations will attend in person, State and city officials, development partners, academic and R&D institutions etc. are requested to join online.

4. During the event the following activities are proposed:

- Experience sharing by partners on safe sanitation in India and collaborations for safe sanitation
- Release of model designs for CT/PTs
- Launch of Partners Forum for Swachh Bharat Mission-Urban 2.0
- Launch of Clean Toilets Campaign

5. I take the pleasure of inviting you to join the event online along with officials from your State Mission Directorate, city officials, nodal officers, partner organizations responsible for sanitation. The draft agenda for the meeting is at Annex. The link for the meeting will be shared separately.

Looking forward to your participation.

Warm regards,

Yours Sincerely

(Roopa Mishra)

To:

ACS/ Principal Secretary/ Comms-cum-Secretaries of Urban Development all States/UTs

CC: Mission Directors SBM-U of all States/UTs

Commissioners/ CEOs all cities



Annex



Draft Agenda - World Toilet Day 2023
Swachh Bharat Mission - Accelerating Change for Safe Sanitation

Date: 17th November, 2023

Venue - 123-C Nirman Bhawan, New Delhi

Time: 11.00 am – 12:30 pm

S.No	Details	Duration
1.	Welcome & context setting by JS SBM-U	5 mins
2.	Toilets 2.0 - India Leading the Change - UNICEF	5 mins
3.	Collaborating for Safe Sanitation - USAID, BMGF	10 mins
4.	Launch of Partners Forum for SBM-U 2.0 (AV) by HUAM	2 mins
5.	Partners Speak 1. Ms. Naina Lal Kidwai, Founder, India Sanitation Coalition 2. Shri Rohit Jawa, CEO and MD Hindustan Unilever Limited 3. Shri Kumar Dilip, President, Sulabh International	20 mins (5 mins each)
6.	Managing public toilets -The global experience, Prof Dr. Jack Sim, Founder & Director World Toilet Organization	10 mins
7.	Release of compendium on best designs for CT/PTs by MoSand announcement of results of Toilet Design Challenge	3 mins
8.	Brief remarks by Secretary, MoHUA	5 mins
9.	Brief remarks by MoS	5 mins
10.	Launch of Toilets 2.0 - 2023 Campaign by HUAM	2 mins
11.	Address by HUAM	20 mins
12.	Vote of thanks	3 mins
Total		90 mins



भारत सरकार
आवासन और शहरी कार्य मंत्रालय
निर्माण भवन

GOVERNMENT OF INDIA
MINISTRY OF HOUSING AND URBAN AFFAIRS
NIRMAN BHAWAN

नई दिल्ली-110011, तारीख 20
New Delhi-110011, dated the 20

D.O. 13/05/2023 SBM- IV

Dated: ^{2nd} November 2023

Dear *State Mission Director,*

The national event on 'World Toilet Day 2023' took place on 17th Nov 2023 during which the Hon'ble Union Minister Housing and Urban Affairs launched a five weeklong 'Clean Toilets Campaign' from 19th November, World Toilet Day to 25th December, Good Governance Day.

2. The campaign has been structured into two parts -
 - i. **Clean Toilets Campaign** - This is of utmost priority intervention under the five week long campaign wherein, facelifting and improvement in operation & maintenance of all public and community toilets in cities to be ensured within the campaign period. States/ UTs will be reviewed on weekly basis for which the reporting format will also be made live on Swachhatam portal.
 - ii. **Clean Toilet Challenge**- The exceptional toilet models which exemplify the parameters of 'FACES' (Functional, Accessible, Clean, Eco-friendly, and Safe) to be recognised. As part of the challenge, all cities, parastatal bodies, private operators, NGOs, SHGs and relevant Govt. Depts and Ministries are invited to nominate their unique models at MyGov platform which will be live from 1st - 10th December 2023.

The guideline document of campaign is at Annex- I. The component 2 (i) will be assessed in convergence with DAY - NULM by the women SHGs. The details of 'Toilet Grading-Functionality assessment by Women SHGs' will be shared shortly with States/ UTs.

3. Furthermore, it is also expected to ground the projects of Aspirational Toilets, as sanctioned under SBM- Urban during the campaign period. The grounding ceremony of these projects will be done in the Good Governance Week.
4. States/UTs are requested to share details of implementation of approved projects (sanitation & used water management) under SBM-U 2.0 of the same in the format link by 23rd November 2023: <https://shorturl.at/wDW26>
5. In order to execute the campaign, States/ UTs to utilise funds approved under the 15th Finance Commission, IEC & CB Component of SBM-Urban or ULB funding on case to case basis.

with warm regards,

Yours sincerely,
hals
(Dr. Madhu Rani Teotia)

All State Mission Directors



Clean Toilets Campaign



Hon'ble Union Minister for Housing and Urban Affairs launched the **'Clean Toilets Campaign'** from 19th Nov (World Toilet Day) till 25th December (Good Governance Day)



Clean Toilets Campaign

- Five-week long **cleanliness and maintenance drive** across all toilets.
- Achievement of **'FACES'** parameters
- **Weekly Reporting** on Swachhatam Portal & VC with MoHUA every Tuesday

Clean Toilets Challenge

- **Recognition of exceptional public and community toilet models**
- Nomination live from 1st – 10th December on **MyGov**
- **ULBs, parastatal bodies, private organizations, NGOs, SHGs** etc are invited to be part of the Challenge

Official hashtag - **#CleanToiletsCampaign**
National SBM Handle to be tagged **@SwachhBharatGov**

Timelines

S. No	Activities	Date
1	Launch of 'Clean Toilets Campaign'	17 th Nov
2	Local bodies to ensure a facelift of all public and community toilets by improving their O&M through a 5-week long mass cleanliness & maintenance drive .	19 th Nov (World Toilet Day) to 25 th Dec (Good Governance Day)
3	Nominations for 'Clean Toilets Challenge' live on MyGov	1 st – 10 th Dec
4	Training of Master Trainers, women SHGs, ALFs, CLFs for 'Toilet Grading'	
5	Toilet Grading by women SHG members begins	10 th – 25 th Dec
6	Foundation stone/ Inauguration of Aspirational Toilets during Good Governance Week	17 th – 25 th Dec
7	Recognition of best CT/PT models & awarding of 'Swachh Bharat Saarvajanik Shauchalaya' seal of quality	Dec 2024



Part I.

Clean Toilets Campaign

Key Campaign Activities



‘FACES’ of SBM Toilets

All community and public toilets to adhere to the parameters of ‘FACES’

Functional

F

Accessible

A

Clean

C

Eco-friendly

E

Safe

S

- ✓ Funds approved by the 15th Finance Committee
- ✓ Allocated SBM-Urban funds to States/UTs under the IEC and CB component
- ✓ ULBs own available funds

Sr. No.	Campaign Activities	Funding Source
1	Cleanliness drive & beautification (painting, refurbishment, minor repair work)	15 th Finance Commission funds/ Partnerships
2	Awareness and IEC drives to improve citizen behaviour and perception towards CTs/PTs	SBM IEC funding
3	Complete upgradation of facilities	40% SBM toilet funding
4	Per-toilet Incentive funding for SHG women who will undertake the 'Toilet Grading'	SBM Capacity Building funds

Weekly Reporting on Swachhatam Portal & weekly briefing VC with MoHUA :

- ✓ States to kindly fill up the One Time Reporting & Weekly Reporting Format (to be shared by MoHUA)

States/UTs are requested to maintain and share high resolution pictures/videos of the following during the campaign period:

- 'Before, during, and after' pictures of repair, refurbishment of toilets to assess impact
- Beautification of toilet complexes, unique signages
- Women SHGs in action during 'Toilet Grading'
- Citizen drives to nudge better hygiene and toilet behaviour
- Involvement of RWAs, NGOs, Youth groups, volunteers in the Campaign
- Caretakers / Monitoring Committee in action during the Campaign

States are requested to share the required information/human-centric stories with MoHUA during the campaign duration:

- ✓ Documentation for 'Toilet Grading' by women SHGs (format to be shared by MoHUA)
- ✓ Documentation of 'best practices' under the campaign (format to be shared by MoHUA)
- ✓ Documentation for caretaker stories – "Voice of Caretakers" (format to be shared by MoHUA)

States are requested to share the final campaign report format to be shared by MOHUA.

Note: The final campaign report format will include submission of high resolution pictures/videos. States/UTs are requested to capture the same during the Campaign.

Campaign Outcome

Quantifiable Outcomes	Non-quantifiable Outcomes
<ul style="list-style-type: none"> Total no. of toilets cleaned Total number of toilets repaired Collation of all data relating to the O&M of all toilets across all ULBs No. of awareness and outreach activities organized Modality of monitoring services in toilets across ULBs Addition of all toilets on the 'Google Toilet Locator' SHGs mobilized for 'Toilet Grading' initiative Total number of Press Releases Total number of social media posts 	<ul style="list-style-type: none"> Empowerment of women SHG members for 'Toilet Grading' Better maintained public and community toilets Improved user experience in the usage of toilets Achieving the parameters of 'FACES'



Campaign Amplification

- ❖ States/UTs are requested to align with respective state-level depts. so that public and community toilets located along National and State Highways, Tourist places, petrol pumps, bus stands, railway stations, market areas are cleaned & repaired etc
- ❖ State-level teams of SBM-Urban and DAY NULM are requested to jointly facilitate the 'Toilet Grading' component with women SHGs across all cities.
- ❖ All toilets in govt. offices and entities are requested to be included in the Campaign

❖ 19th – 24th Nov -

- Launch of 'Clean Toilets Campaign' at the city and State level

❖ **Focus on amplification of human-centric stories such as–**

- ✓ Women SHG members undertaking 'Toilet Grading',
- ✓ Caretakers looking after CTs/PTs
- ✓ Transgender groups overseeing the O&M of toilets
- ✓ Toilets improving access and dignity of women and divyang persons
- ✓ Refurbished toilets changing the face of neighbourhoods
- ✓ 'Toilet Grading' by women SHGs
- ✓ Toilet models being nominated as part of the Challenge
- ✓ Stories of caretakers of toilets

❖ States/UTs are requested to consider involvement of **political leadership & Padma Shri/ Padma Bhushan awardees, Brand Ambassadors, celebrities and citizen influencers** to visit their community and public toilets

- ❖ Press releases by States on the campaign
- ❖ Press releases by Million plus cities on key initiatives undertaken for refurbishment and beautification of toilets
- ❖ Social media platforms such as Twitter, Instagram, Facebook, and YouTube to be leveraged to showcase work being done
- ❖ Each State and city handle to post **1-2 relevant social media posts daily** across handles to showcase activities as part of the Campaign
- ❖ Official hashtag **#CleanToiletsCampaign** must be included in all posts & tagging of National SBM handle **@SwachhBharatGov**



Part II.

Clean Toilets Challenge

Application Process & Timelines

S. No	Activities	Date
1	Nominations begin for ‘Clean Toilets Challenge’	1 st – 10 th Dec
2	Recognition of best CT/PT models & awarding of ‘Swachh Bharat Saarvajanik Shauchalaya’ seal of quality	Dec 2024

The ‘Clean Toilets Challenge’ seeks nominations to share best public and community models from the following categories:

- ❖ Urban Local Bodies / Parastatal Bodies
- ❖ Private Operators / NGOs / SHGs
- ❖ Other Depts. & Ministries

Nomination form to be live on MyGov website on 1st December 2023



Thank You



Clean Toilets Campaign

19th Nov, World Toilet Day to 25th Dec, Good Governance Day

Sanitation is the first and foremost output of good governance. On 15th August 2014, speaking from the ramparts of the Red Fort, the Prime Minister issued a clarion call for sanitation to become the nation's priority and everyone's business. In response, 130 crore citizens rose up as one to script the world's largest behaviour change saga in the area of sanitation – the Swachh Bharat Mission, to achieve the dream of 'Clean India' by Gandhiji's 150th birth anniversary.

Swachh Bharat Mission has brought toilets and sanitation to the centre stage and has successfully provided access to sanitation infrastructure. There are 63.04 lakh Individual and 6.36 lakh Community/Public Toilets and urinals for citizens across Urban India and ensuring their maintenance is a continuous exercise. Through the Mission's Swachh Certification Protocols (ODF, ODF+, ODF++, & Water+), the Mission encourages innovation and maintenance of all existing sanitation infrastructure across the country.

With Swachh Bharat Mission (Urban) 2.0, the focus is on sustaining the sanitation outcomes achieved and accelerating the momentum generated. The effort is to use smart technologies, efficient operation and maintenance, increased safety for women, terrain specific designs of CT/PTs, construction of aspirational toilets etc. to ensure complete access to sanitation. To ensure functionality and sustainability of CT/PTs, the Mission is launching a 5-week '**Clean Toilets Campaign**' from 19th November, World Toilet Day to 25th December, Good Governance Day.

Clean Toilets Campaign - Objective

The objective of the '**Clean Toilets Campaign**' is to improve the operations and maintenance of public and community toilets in urban India through a 5-week long mass cleanliness and maintenance drive across all toilets. The Campaign has begun on World Toilet Day (19th November) until Good Governance Day on 25th December 2023.

In addition to cleanliness and maintenance drives in all toilets, the Campaign also has a Challenge element. The Clean Toilets Challenge aims to recognize exceptional public toilets that exemplify cleanliness, accessibility, innovation in design, as well as functionality. Nominations will be called from ULBs, parastatal bodies, as well as private organizations to share their best public and community models. Identification of these toilets models will encourage widespread adoption of the same and improve the overall status of sanitation in the country.

Clean Toilets Campaign – A summary

CAMPAIGN

Five-week long cleanliness and maintenance drive across all toilets.

Focus on Campaign Components (in Part II) to achieve the parameters of 'FACES' (in Part IV.)

Weekly Reporting on Swachhatam Portal

CHALLENGE

Challenge to recognize exceptional public and community toilet models that exemplify the parameters of 'FACES' (in Part IV)

Nomination live from 1st – 10th December on MyGov portal

ULBs, parastatal bodies, private organizations, NGOs, SHGs etc are invited to be part of the Challenge

I. Timelines:

S. No	Activities	Date
1	Launch of 'Clean Toilets Campaign'	17 th Nov
2	Local bodies to ensure a facelift of all public and community toilets by improving their O&M through a 5-week long mass cleanliness & maintenance drive.	19 th Nov (World Toilet Day) to 25 th Dec (Good Governance Day)
3	Nominations for 'Clean Toilets Challenge' live on MyGov	1 st – 10 th Dec
4	Training of Master Trainers, women SHGs, ALFs, CLFs for 'Toilet Grading'	
5	Toilet Grading by women SHG members begins	10 th – 25 th Dec
6	Foundation stone/ Inauguration of Aspirational Toilets during Good Governance Week	17 th – 25 th Dec
7	Recognition of best CT/PT models & awarding of 'Swachh Bharat Saarvajanik Shauchalaya' seal of quality	Dec 2024

II. Key Campaign Components:

- i. **Nationwide Cleanliness Operations:** All ULBs are requested to organize cleanliness drives on a war footing to ensure the maintenance, upkeep and beautification of all CT/PTs across the ULB. This cleanliness drive must focus on repairing facilities that have been broken, refurbishment of missing facilities (if any), as well as improving the general user experience. Examples of repairs include:
 - Cleaning the exterior of the CT/PT and removing dust and grime from the walls
 - Removing any posters, or stickers from the exterior walls of the CT/PT
 - Cementing any cracks/ breakage on walls
 - Replacing broken light fixtures
 - Replacing broken tiles
 - Replacing broken toilet pans and pots
 - Any other
- ii. **Uniform Signage & Branding:** To improve visibility of toilet facilities and ensure that all toilets are easily recognizable by citizens, the Mission urges all ULBs to utilize uniform branding for toilets. Usage of uniform branding across all toilet facilities will build public trust towards SBM infrastructure and may result in better user experience. The following factors must be considered for 'Signages and Branding' of toilets:
 - a) **Placement:** The uniform toilet branding should be displayed at the entrance of the toilet, visible exterior walls, as well as 100m away from the toilet. The location of the toilet signs should also be near the entrance of each toilet facility and clearly displayed at noticeable locations in main traffic passageways to direct the public to the toilets. Public signage should also indicate the distance or time e.g. 100m or 5 minutes from the current location to the nearest toilet.
 - b) **Gender signage:** Clear signage should be designated for each gender of required public toilet facilities. The design of signage should be of a commonly recognised female and/or male figure in dark colour contrasted on a light background.
 - c) **Contact information:** Clear signage should be displayed within the toilet indicating the name of cleaning attendant and/or cleaning company and scheduled toilet cleaning time(s). This will help toilet users report faulty

water and sanitary fittings and water leakage and allow for quick remedial action.

- iii. **Operation & Maintenance Plan of toilets:** An O&M model should be in place for each toilet. The O&M model could be directly managed by the ULB; the O&M contract could be outsourced to SHGs/NGO/ other contractors, or thirdly, the O&M could be B-O-T (Build, Operate, Transfer) or a mix of the above three.
- iv. **Nudging User Behaviour:** Citizen-led groups are encouraged to organize mass drives across neighbourhoods to spread awareness regarding healthy toilet habits and hygiene practices. These citizen-led drives will encourage positive user behaviour by nudging citizens to give feedback and voice their grievances regarding the functioning of toilets. ULBs should collate citizen feedback/grievances to systematically address the same.
- v. **Improved Monitoring Mechanism:** Unsustained Operations and Maintenance (O&M) pose different hurdles in ensuring communities and the public continue to use the facilities. In order to sustain the maintenance of toilets and to ensure that citizens have access to clean, well-lit, and safe community and public toilets, all ULBs are to finalize their toilet quality monitoring mechanism. This could be done via the ULB itself, citizen-driven vigilance (nigrani) committees or third party private assessors.
- vi. **Grounding of Aspirational Toilets:** States/UTs are requested to share details regarding the commencement/completion of work for Aspirational Toilets. The link for the same is: <https://shorturl.at/wDW26>. National level grounding ceremonies for the same will take place during 17th – 25th Dec (during Good Governance Week).
- vii. **'Toilet Grading' by women SHGs:** The Mission has converged with DAY-NULM to activate women Self Help Groups across cities to undertake a CT/PT functionality assessment of the toilet facilities available based on the parameters of 'FACES'. This functionality assessment will be led by Area -level Federations and City-level Fedrations.

The 'Toilet Grading' initiative will broadly require women SHG members to check the availability and functioning of the following facilities across toilets, basis the 'FACES' parameters:

Male Toilet	Female Toilet
1. Water Supply/Functional Tap	1. Water Supply/Functional Tap
2. Intact Toilet Seat	2. Intact Toilet Seat
3. Lighting facilities	3. Lighting facilities
	4. Ventilators/Exhaust

4. Ventilators/Exhaust	5. Functional Flush
5. Functional Flush	6. Mug
6. Mug	7. Overall cleanliness
7. Overall cleanliness	8. Child/PWD friendly Toilet
8. Child/PWD friendly Toilet	9. Common Dustbin
9. Common Dustbin	10. Intact Washbasin
10. Intact Washbasin	11. Liquid Soap/Soap Bar
11. Liquid Soap/Soap Bar	12. Clean Mirror
12. Clean Mirror	13. Sanitary pad dispensing unit
	14. Separate dustbin for sanitary pad disposal
	15. Incinerator for sanitary pad disposal

State level SBM-Urban and DAY NULM teams are requested to jointly organize meetings to train Master Trainers, mobilize Area Level Federations, as well as City-level Federations from 1st December 2023 onwards. A training calendar and additional details for Master Trainers will be shared by MoHUA subsequently.

III. Campaign Funding

In order to undertake the above mentioned activities as part of the Clean Toilets Campaign, cities and States may utilize funds, based on availability, from the following sources:

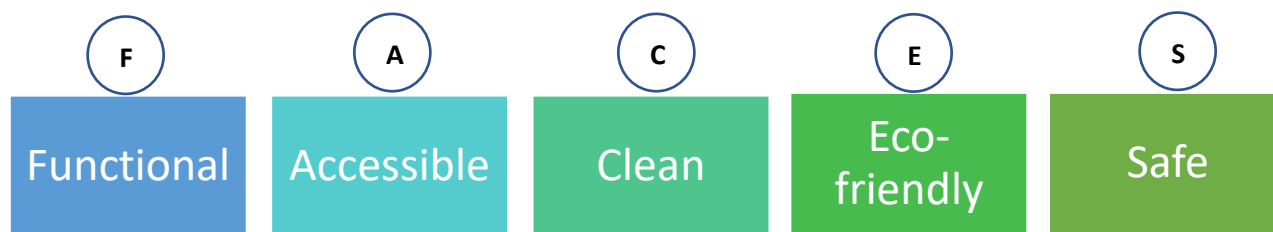
- ✓ Funds approved by the 15th Finance Committee
- ✓ Allocated SBM-Urban funds to States/UTs under the IEC and CB component
- ✓ ULBs own available funds

Indicative activities eligible to avail funding are the following:

Sr. No.	Campaign Activities	Funding source
1	Cleanliness drive & beautification (painting, refurbishment, minor repair work)	15 th Finance Commission funds/Partnerships
2	Awareness and IEC drives	SBM IEC funding
3	Complete upgradation of facilities	40% SBM toilet funding
4	Per-toilet Incentive funding for SHG women who will undertake the social audit	SBM Capacity Building funds

IV. Outcome: FACES of SBM Toilets

All the above activities in Part II must result in 'FACES':



- ✓ Functional
- ✓ Accessible
- ✓ Clean
- ✓ Eco-friendly
- ✓ Safe

The 'Clean Toilets Campaign' represents a significant step in Swachh Bharat Mission, reinforcing the Mission's commitment to facilitate cleanliness and hygiene by recognizing and rewarding excellence in public sanitation facilities.

Quantifiable Outcomes	Non-quantifiable Outcomes
<ul style="list-style-type: none"> • Total no. of toilets cleaned • Total number of toilets repaired • Collation of all data relating to the O&M of all toilets across all ULBs • No. of awareness and outreach activities organized • Modality of monitoring services in toilets across ULBs • Addition of all toilets on the 'Google Toilet Locator' • SHGs mobilized for 'Toilet Grading' initiative • Total number of Press Releases • Total number of social media posts 	<ul style="list-style-type: none"> • Empowerment of women SHG members for 'Toilet Grading' • Better maintained public and community toilets • Improved user experience in the usage of toilets • Achieving the parameters of 'FACES'

V. Campaign Amplification

States are requested to consider undertaking the following amplification activities

- a. Focus on amplification of human-centric stories such as–
 - ✓ Women SHG members undertaking ‘Toilet Grading’,
 - ✓ Caretakers looking after CTs/PTs
 - ✓ Transgender groups overseeing the O&M of toilets
 - ✓ Toilets improving access and dignity of women and divyang persons
 - ✓ Refurbished toilets changing the face of neighbourhoods
 - ✓ ‘Toilet Grading’ by women SHGs
 - ✓ Toilet models being nominated as part of the Challenge
 - ✓ Stories of caretakers of toilets
- b. States/UTs are requested to consider involvement of political leadership & Padma Shri/ Padma Bhushan awardees, Brand Ambassadors, celebrities and citizen influencers to visit their community and public toilets
- c. Press releases by States on the campaign
- d. Press releases by Million plus cities on key initiatives undertaken for refurbishment and beautification of toilets
- e. Social media platforms such as Twitter, Instagram, Facebook, and YouTube to be leveraged to showcase work being done. Each State and city handle to post **1-2 relevant social media posts daily** across handles to showcase activities as part of the Campaign
- f. Official hashtag **#CleanToiletsCampaign** must be included in all posts & tagging of National SBM handle **@SwachhBharatGov**

VI. Campaign Reporting

As part of the campaign, ULBs will be required to undertake the following:

- State-wise weekly review of campaign progress by MoHUA (VC details and links will be shared in advance)
- Weekly reporting of progress made in the campaign (format in **Annex 1**)

VII. Campaign Documentation

During the campaign, States/UTs are requested to share stories as well as relevant high quality pictures and videos of best practices, caretakers, as well as women-SHG in action during 'Toilet Grading'. (Formats to be shared by MoHUA).

Additionally, the format for the final campaign report upon conclusion of the 'Clean Toilets Campaign' will be shared by MoHUA shortly.

VIII. Inter-Sectoral Convergence

States/UTs are requested to organize facilitative meetings for partnerships with PSUs, FMCG companies, private companies & others to mobilize partnerships for toilets for the following activities:

- ❖ Refurbishment
- ❖ O&M planning
- ❖ Grounding of Aspirational Toilets
- ❖ Co-branding
- ❖ Media amplification of initiatives being taken up for toilets

States/UTs are requested to align with respective state-level depts. to clean toilets located along the National and State Highways, petrol pumps, bus stands, railway stations, market areas etc

State-level teams of SBM-Urban and DAY NULM are requested to jointly facilitate the 'Toilet Grading' component with women SHGs across all cities.

Clean Toilets Challenge- Application Process

In addition to cleanliness and maintenance drives in all toilets, the Campaign also has a Challenge element. The Clean Toilets Challenge aims to recognize exceptional public toilets that exemplify cleanliness, accessibility, innovation in design, as well as functionality. Nominations will be called from ULBs, parastatal bodies, as well as private organizations to share their best public and community models. Identification of these toilets models will encourage widespread adoption of the same and improve the overall status of sanitation in the country.

The 'Clean Toilets Challenge' seeks nominations to share best public and community models from the following categories:

- Urban Local Bodies / Parastatal Bodies

- Private Operators / NGOs / SHGs
- Other Depts. & Ministries

The above category of applicants are encouraged to nominate best performing toilets with unique O&M models from 1st till 10th December 2023. The nomination form will be live on the MyGov portal. Link will be shared on 1st December 2023.

Sr. No.	Applicant Type	Portal for submission
1	Urban Local Bodies	MyGov Platform
2	Parastatal Bodies/ Private Operators / NGOs / SHGs/ Other Depts & Ministries	

Each applicant/ULB is **expected to nominate only 1 toilet model as part of the Challenge.**

Once nominations conclude, an independent jury of experts and officials will conduct thorough an evaluation of the nominated toilet models based on the parameters of 'FACES'. The selection process may also include interview rounds of shortlisted submissions with the jury members.

I. Recognition and Awards – 'Swachh Bharat Saarvajanik Shauchalaya' Seal

The best model toilets selected by MoHUA through this challenge will be awarded the '**Swachh Bharat Saarvajanik Shauchalaya**' seal recognizing their sanitation facilities as benchmarks for others to replicate and cross learn from. Guidelines on the usage of the SBSS seal will be shared by MoHUA.

This will encourage a nationwide drive towards improving public sanitation infrastructure. By acknowledging and promoting these O&M models, this initiative will catalyze a positive shift in the overall quality and standards of public sanitation facilities across cities in India.



Annex 1

Clean Toilets Campaign

19th Nov, World Toilet Day to 25th Dec, Good Governance Day

One Time Format

	Total no. of toilets
SBM Funded	
ULB Funded	
Others	

Weekly Reporting Format

S.No	Activity	20th -26 Nov	27-03 Dec	04-10 Dec	11-17 Dec	18-24 Dec
1	No. of toilets cleaned/beautified during the campaign					
2	No. of toilets repaired during the campaign					
3	No. of toilets with a monitoring framework for capturing citizen feedback and redressal mechanism					
4	No. of awareness/ outreach activities					
5	No. of toilets visible on Google Maps (Google Toilet Locator)					
6	No. of new toilets sanctioned under SBM and no. of sanctioned projects with work awarded					
7	No. of partners involved in O & M of toilets (SHG/NGO/RWA/Market Association/ corporates)					
8	SHGs mobilized for 'Toilet Grading' of Public/Community Toilets					
9	Total number of Press Releases					
10	Total number of social media posts for 'Clean Toilets Challenge'					