



SWACHH BHARAT MISSION (URBAN) LEVERAGING TECHNOLOGY TO BECOME MORE INCLUSIVE AND CITIZEN FRIENDLY

*-MOUD to Launch “Swachhata Helpline” for Queries on Swachh Bharat Mission
(Urban)*

New Delhi | July XX, 2016: Shri Venkaiah Naidu, Minister for Urban Development, will soon be launching a “Swachhata Helpline” (a call center service) to address queries from citizens on any issue pertaining to the Swachh Bharat Mission (Urban). The *Swachhata Helpline* (number **1969**), is being set up by the Ministry of Urban Development (MOUD), in an effort to make the Mission more inclusive and citizen friendly, through the use of technology.

The formal launch of the helpline by Shri Naidu is scheduled for 6th August 2016, at a function in New Delhi, and will be available to all the 4,041 cities that fall under Swachh Bharat Mission - Urban. The call center will provide information and facilitation services to callers on various components of the Swachh Bharat Mission. Additionally, it will also assist the callers with contact details of their respective Urban Local Bodies, respective ward officers, and Common Service Centres.

For callers who do not have access to toilets, and have queries regarding the process of applying for government assistance to construct individual household latrines (IHHL), the helpline will record their details, fill up the IHHL application forms on their behalf based on the details, appraise them about contact details of their particular ward officer in their locality, and also the contact numbers of the nearest Common Service Centre. *(There are nearly 80000 designated Swachh Bharat ward officers in the country, one for each ward, who are responsible for addressing sanitation and cleanliness issues in their respective wards. Additionally, India has a network of nearly 1 lakh Common Service Centres under*



the Digital India programme, which serve as access points for delivery of various electronic services to the economically weaker sections of the country. The CSCs have been authorized under the Swachh Bharat Mission to accept IHHL applications and forward it to the concerned Urban Local Body for further processing, approval and sanction of funds). The caller is also apprised of the amount of financial assistance available from the government (as shown in attached annexure) for constructing a toilet. After the call, the application form would be forwarded to the respective CSC for further processing, under intimation to the caller.

For callers who might have applied for a toilet but might not have received the funds, the helpline will appraise him/her about the process of fund sanction for IHHL and method of fund transfer, including the process of approval, verification and sanction of funds by ULBs. The query would also be forwarded to the respective ward officer and concerned CSC for following up on the application, under intimation to the caller.

For queries / calls relating to insufficiency / non-availability / non-functionality of community toilets or public toilet facilities in a particular location, the helpline will record the specific query along with location details, and communicate the same to the concerned ward officer and municipality, for necessary action.

In case of queries / calls pertaining to clearance of garbage or related cleanliness issues, the helpline will inform callers about the grievance redressal “Swachhata App” which has been developed by MOUD, and which would also be formally launched by the Hon’ble UDM on the same day – 6th August’16. (*The “Swachhata App” is an Android and iOS Mobile application for citizens to post complaints related to cleanliness in their areas, and also to track the status of the same.*)



It has an engineer/backend app for sanitary inspectors / supervisors to view and address complaints posted by citizens, and an agency portal which will allow ULBs to manage, monitor and resolve complaints posted in their city).

The helpline number will educate callers about how to download the “Swachhata App”, and how to track and seek redressal of their complaints through the app.

The call center service for the *Swachhata helpline* would comprise a 30 member team for receiving calls from citizens. Additionally, it will have provisions for sending SMS messages to callers connecting them to the concerned municipal officers. The call center will be bolstered at the back end by a strong Customer Relationship Management system, an Analytics and reporting system, and a Quality management system.

The setting-up of the *Swachhata Helpline* call center comes as an extension of MOUD’s continuous efforts to connect with citizens and work towards making Swachh Bharat Mission a ‘Jan Andolan’.

For regular updates, please follow the Swachh Bharat Mission’s official social media properties:

Facebook Page - [Swachh Bharat Mission - Urban](#)

Twitter Handle - [@SwachhBharatGov](#)

Instagram - [#MyCleanIndia](#)



एक कदम स्वच्छता की ओर



Ministry of Urban Development
Government of India

Annexure: States' + Centre's contribution for IHHL

State/ UT	State Contribution per unit IHHL (Rs)	Centre's contribution	Central + state assistance available for IHHL construction
A&N Islands	1,333	4000	5333
Arunachal Pradesh	400	4000	4400
Andhra Pradesh	11,000	4000	15000
Assam	1,500	4000	5500
Bihar	8,000	4000	12000
Chhattisgarh	13,000	4000	17000
Chandigarh UT	1,333	4000	5333
Goa	12,000	4000	16000
Gujarat	8,000	4000	12000
Haryana	10,000	4000	14000
Himachal Pradesh	1,333	4000	5333
Jammu & Kashmir	10,000	4000	14000
Jharkhand	8,000	4000	12000
Karnataka	1,333	4000	5333
Kerala	11,400	4000	15400
Madhya Pradesh	6,880	4000	10880
Maharashtra	8,000	4000	12000
Manipur	400	4000	4400
Meghalaya	400	4000	4400
Mizoram	400	4000	4400
Nagaland	400	4000	4400
NCT of Delhi	1,333	4000	5333
Odisha	4,000	4000	8000
Puducherry UT	16,000	4000	20000
Punjab	4,000	4000	8000
Rajasthan	4,000	4000	8000
Sikkim	400	4000	4400
Tamil Nadu	4,000	4000	8000
Telangana	8,000	4000	12000
Tripura	400	4000	4400
Uttar Pradesh	4,000	4000	8000
Uttarakhand	4,000	4000	8000
West Bengal	6,000	4000	10000