

“Citizens driving the success of Swachh Survekshan”

~Toll-free lines for survey participation extended till Jan 20, 2016

New Delhi, 15 January, 2016: The Ministry of Urban Development today announced that it has extended the deadline for citizen participation via its toll free number **1800 267 2777** to Jan 20, 2016. The same has been done to ensure the survey findings are a true reflection of the mindset of the people, as their feedback will play an important role during evaluation of results.

In order to ensure maximum citizen participation, over three **crore outbound calls** have been made to citizens across the 75 cities. Additionally, over **50,000 proactive calls** have been received from the citizens on the toll-free number, making Swachh Survekshan the most comprehensive survey on Swachh Bharat Mission.

Expressing his delight on citizen participation, **Shri Praveen Prakash, Joint Secretary, Ministry of Urban Development and Mission Director, Swachh Bharat Mission** said, *“I am thankful to every single citizen who has participated in Swachh Survekshan till now. Keeping the overwhelming response in mind, we have decided to keep the lines open till January 20, 2016. Our efforts are directed towards making the survey a transparent, honest and holistic report on the progress made thus far. This is the first step towards converting the Swachh Bharat Mission into a citizen led initiative, a Jan Andolan. I wish to make it very clear that citizens will command the success of Swachh Survekshan. I urge you to encourage your friends and family members to participate in the survey by simply giving a missed call on 1800 267 2777.”*

Swachh Survekshan is the ministry’s flagship initiative aimed to assess the work carried out by the municipals and the respective local bodies of 75 urban cities, since the launch of Swachh Bharat Mission in October 2014. The subsequent ranking of the 75 cities would be conducted based on a number of parameters considered prior to the start of the survey. Citizen feedback, the deadline for which has been extended till 20th of January, has **25% weightage** in determining the rank and the status of any city.