

Swachh Bharat Mission (Urban) Launches Swachh Survekshan 2019

SBM ODF+, SBM ODF++ Protocols and Swachh Manch also launched by MoHUA

New Delhi | August 10, 2018: Shri Hardeep Singh Puri, Minister of State (I/C) for Housing & Urban Affairs launched Swachh Survekshan 2019, the fourth edition of the annual cleanliness survey of urban India at the National Media Centre today. The event also saw the launch of the SBM ODF+ and SBM ODF++ Protocols, web-based citizen engagement platform *Swachh Manch*, the Ease of Living Index and Ease of Living Index dashboard.

Swachh Survekshan 2019, launched today, will be conducted across all cities and towns across the country between 4th – 31st January 2019. The distinctive features of the survey are geared towards encouraging large scale citizen participation, ensuring sustainability of initiatives taken towards garbage free and open defecation free cities, providing credible outcomes which would be validated by third party certification, institutionalizing existing systems through online processes and creating awareness amongst all sections of society about the importance of working together towards making towns and cities a better place to live in. Further, this year's Swachh Survekshan will focus separately on sanitation and garbage-free certifications by independent third party, while parallelly accelerating citizens' engagement in the Mission.

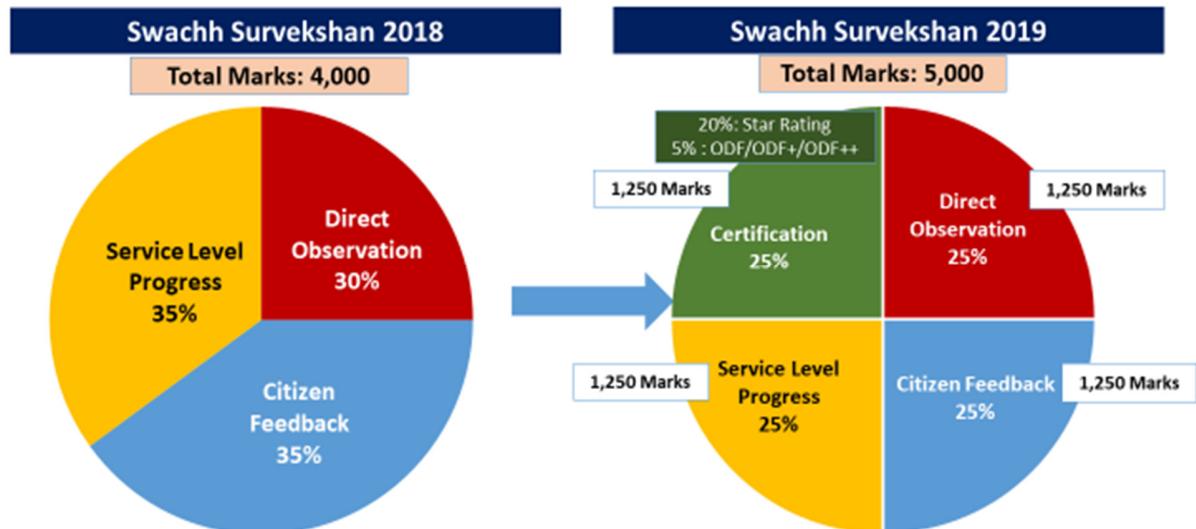
As a prelude to encouraging cities to improve urban sanitation, the Ministry of Housing and Urban Affairs (MoHUA) had conducted 'Swachh Survekshan-2016' survey for ranking 73 cities in January 2016. This was followed by 'Swachh Survekshan-2017' conducted in January-February 2017 where 434 cities were ranked. The third round of survey 'Swachh Survekshan-2018' was a quantum leap of scale - conducted across 4,203 cities, in a record time of 66 days, and became the largest ever sanitation Survey in the world, impacting around 40 crore people. The survey also threw up many interesting insights which indicate the overall impact that the Swachh Bharat Mission has had till date, viz.

- **79% of residents** find their area **cleaner than last year**
- **73,875** waste pickers have been provided formal livelihood
- In 137 cities, > **60%** of the **bulk garbage generators** are doing **on-site composting**
- **33% cities** of >1 lakh population have **ICT based monitoring** of their **CT/PTs**

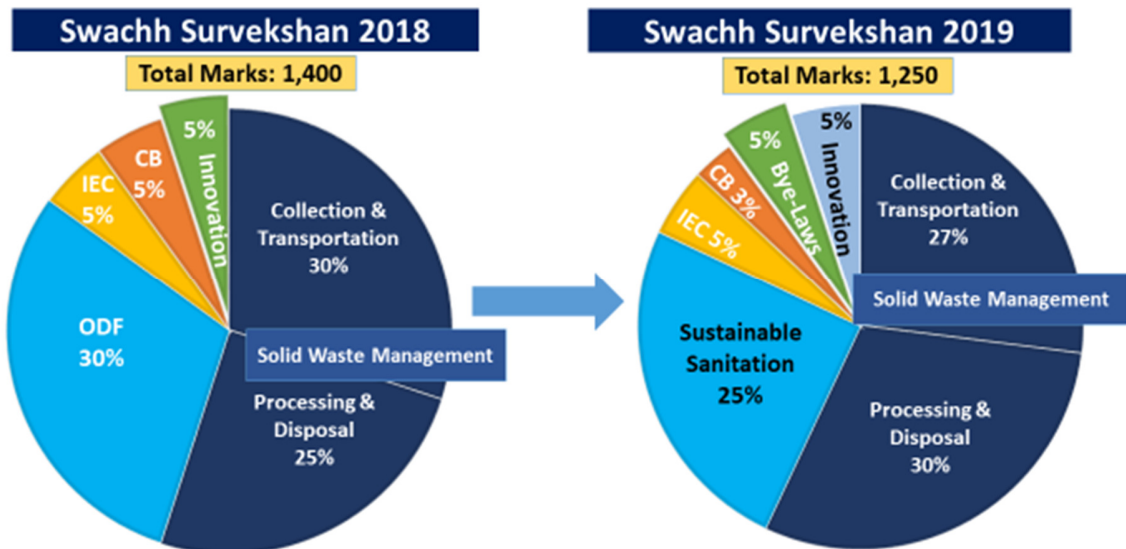
The objective of the Swachh Survekshan survey is to encourage large scale citizen participation, ensure sustainability of initiatives taken towards garbage free and open defecation free cities, provide credible outcomes which would be validated by third party certification, institutionalize existing systems through online processes and create awareness amongst all sections of society about the importance of working together towards making towns and cities a better place to live in. Additionally, the survey also intends to foster a spirit of healthy competition among towns and cities to improve their service delivery to citizens, towards creating cleaner cities.

The key highlights of Swachh Survekshan 2019 are as follows:

1. Fully digitized survey through online MIS
2. The survey indicators/questionnaire will carry a total of 5000 marks as compared to 4000 marks in Swachh Survekshan 2018.



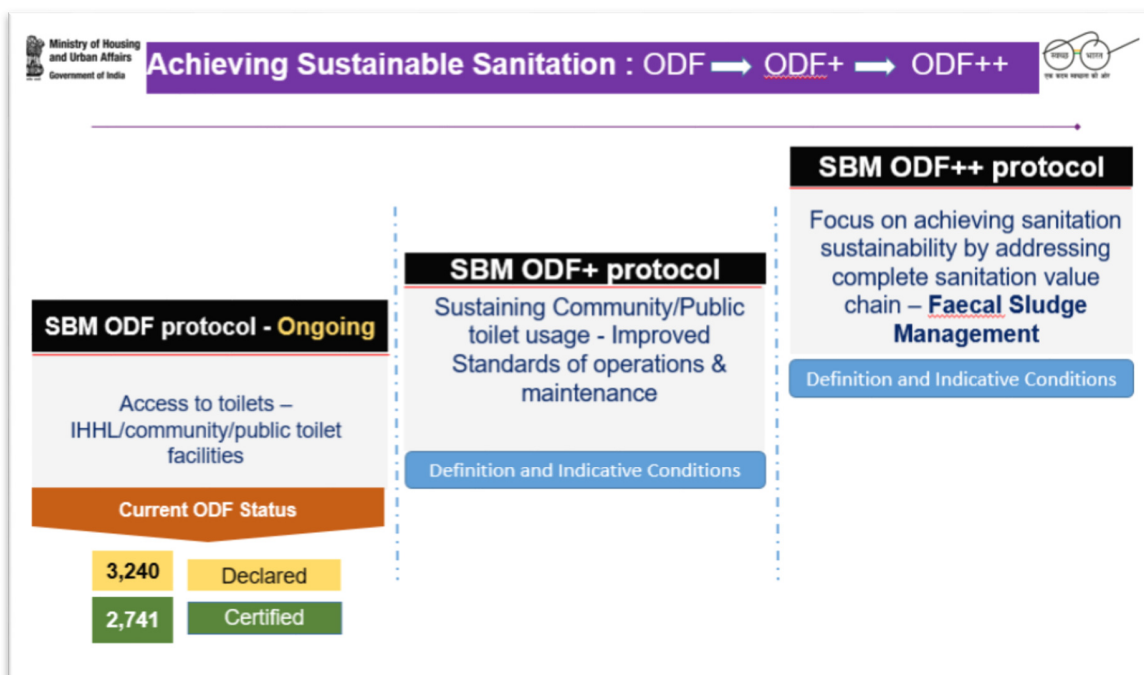
3. Data will be collected from 4 broad sources – ‘Service Level Progress’, Direct Observation, Citizens Feedback and Certification – as shown below.
4. Revised weightage for the components under ‘Service Level Progress’, adding a new component ‘By-Laws’ (refer diagram below).



5. **Certification (Star Rating of Garbage Free Cities and Open Defecation Free Protocols)** MoHUA has introduced an important component of 'Certification' of the city on two different aspects:
 - a) **Star Rating of Garbage Free Cities:** The cities would be evaluated on the basis of the star rating achieved by them as per the protocol released by MoHUA. The Star Rating protocol is based on 12 parameters and follows a SMART framework – Single metric, Measurable, Achievable, Rigorous verification mechanism and Targeted towards outcomes – and has been devised in a holistic manner including components such as cleanliness of drains & water bodies, plastic waste management, managing construction & demolition waste, etc. which are critical drivers for achieving garbage free cities. In order to give added impetus to cities to accelerate their journey towards a garbage-free status, the Swachh Survekshan 2019 has allocated 20% weightage of marks to the star rating certifications.
 - b) **Open Defecation Free Protocols:** A 5% weightage has been allotted in the Swachh Survekshan to ODF certifications.
6. **Direct Observation** (On-field independent observation and collection of data): The collection of data from Direct Observation shall be based on physical observation of the survey agency.
7. **Citizen Feedback** will be collected from Citizens directly (face to face), through Outbound Calls, 1969, Swachhata App/Swachh Manch and through Swachh Survekshan-2019 portal. In addition to collecting feedbacks, performance of SwachhataApp will also be evaluated under 'Citizens Feedback'.

Launch of ODF+ Protocols

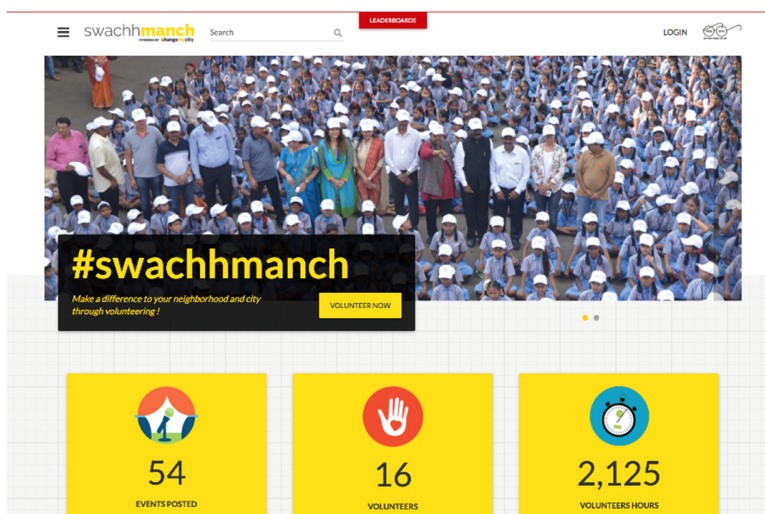
The Honourable Minister also launched the ODF+ and the ODF++ Protocols at the event. Over the last four years, there has been a paradigm shift in the way urban sanitation is being monitored under the Mission. Accordingly, MOHUA is now monitoring outcomes (number of ODF wards and cities), rather than outputs (numbers of toilets built). The ODF protocol is being rigorously followed for declaring and certifying ODF status of cities. With 18 states / UTs and 3,223 cities declared ODF, it is time to step up the rigour of the process by putting in place additional parameters to ensure the sustainability and long term impact of the ODF status. The SBM ODF+ and SBM ODF++ protocols includes sustainability aspects including improved access to individual toilets, community and public toilet maintenance, functionality and liquid waste / fecal sludge and septage management (FSSM). While the focus of SBM ODF+ protocol is on sustaining toilet usage by ensuring their functionality, cleanliness and maintenance, the SBM ODF++ protocol focuses on achieving sanitation sustainability by addressing complete sanitation value chain, including safe and complete fecal sludge management. It is expected that this will go a long way in strengthening the overall ODF mandate of the Swachh Bharat Mission and ensure that the long term impact of ODF is truly achieved.



Launch of Swachh Manch

The Honourable Minister also launched the Swachh Manch today. This marks the latest initiative by MoHUA to connect with citizens and work towards making Swachh Bharat Mission a true 'Jan Andolan'. The web-based platform will allow stakeholders to create/invite/participate in volunteering opportunities around neighborhoods. Swachh Manch will enable uploads of pictorial

evidence of citizens and organizations participating in the initiatives, as well as record the number of hours volunteered, as acknowledgement of citizens'/organisations' efforts and contributions to the cause of 'swachhata'. This would not only encourage other fellow citizens and stakeholders to do their bit for the cause of 'swachhata' but also contribute to accelerating the pace of achievement of our collective dream of a 'Swachh Bharat'. The Swachh Manch will also be integrated with the existing Swachhata App to act as a citizens' grievance redressal platform. In the Swachh Survekshan too, data uploaded on the Swachh Manch will be one of the means of verifications for relevant indicators pertaining to IEC and citizen engagement.



The Honourable Minister also mentioned that over the next four months, MoHUA will conduct regional workshops to ensure that cities are well versed with the survey parameters, and the roles and responsibilities of every municipal staff, so that they are fully prepared to take the survey. The Ministry will also be conducting 80 capacity building workshops across the country on all components of SBM. Parallely, through the Bureau of Outreach and Communications, the Ministry will be conducting nearly 1000 on-ground citizen engagement events across 225 cities in the country, to give a massive thrust and impetus to citizen outreach efforts.

For regular updates and information, please follow the Swachh Bharat Mission's official website and social media properties:

Website: www.swachhbharaturban.gov.in

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

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