



D.O No. 17/5/2017 – SBM I

Date: 18th May 2017

Sub: Mission Toilet Locator – To operationalize 85 Large City by 2nd October, 2017

Dear Sir/Ma'am,

One of the objectives of the Swachh Bharat Mission (SBM - Urban) is to provide sanitation through the construction of Individual Household/Community & Public toilet facilities across India, to drive towards 100% Open Defecation Free Cities. Having achieved the targets to a certain extent, MoUD has identified that there is now a need to move beyond monitoring and measuring outputs/targets for toilet construction to enhance actual usage, functionality and sustainability.

2. In this regard, Ministry of Urban Development (MoUD) envisages to leverage ICT to help citizens locate nearest toilets and has **partnered with Google Maps** which will allow all citizen to use this widely used application to locate the public toilet and provide feedback. To facilitate this, MoUD has already run a successful pilot for locating the community and public toilets which includes the municipal toilets along with the toilets located in Fuel Stations, Malls, Hospitals, Railway Stations, Bus Stands etc. across 5 cities of NCR (Delhi, Gurgaon, Faridabad, Ghaziabad and Noida) and 2 cities from MP (Indore and Bhopal).

3. To pay tribute to the father of the nation on his 148th Anniversary i.e. 2nd October, 2017 MoUD plans to scale this initiative further to larger set of cities as per the list enclosed at **Annexure 1**.

4. To scale the initiative further **Quality Council of India (QCI)**, a non-profit autonomous society under Department of Industrial Policy and Promotion (DIPP), Ministry of Commerce and Industry can be engaged by the ULBs for mapping all the public and community toilets. QCI shall be responsible for provisioning of ICT platform and helpdesk services enable collection of data on public and community toilets in the city.

5. Team from QCI shall visit the concerned Urban Local Body (ULB) for training and overall program management of the activities. Team shall stay in the city for 3-5 days as per the population of city for providing handholding support to the ULB staff such that accurate toilet data is collected. The timelines for completion of activities is enclosed at **Annexure 3** such that the data of public toilets of the city is available on Google maps by 02nd October 2017.


6. In view of the importance of this initiative the ULBs will be evaluated based on the availability of data of public toilets on Google Maps in **Swachh Survekshan 2018**. Hence,

cities are required to proactively work and map data of public toilets in their city to seek higher ranking in Swachh Survekshan 2018.

7. The terms and conditions to implement the initiative such as Process & Deliverables Service Level Agreements, Payment terms QCI's Roles & Responsibilities etc. are enclosed as Annexures to this letter. The payment to QCI can be made from the State/City Capacity Building Fund of SBM allocated to the ULB.

8. For queries you may contact Mr. Aditya Khanduja, QCI (+91 9999827781, **sbm.toiletmapping@qcin.org**) / Angela Sharma, QCI (+91 9582151025), Aditya Jain, PMU, MoUD (+91 9560539898, **sbmurban.moud@gmail.com**).

Yours sincerely



(Praveen Prakash)

To:

1. All State Mission Directors with a request to disseminate it further to ULBs in their state
2. Municipal Commissioners of cities as per the list enclosed at Annexure 1

Copy To:

1. Chairman, QCI
2. Secretary General, QCI
3. Director (SBM)
4. Section (SBM I & II)

Enclosures to the letter:

1. Annexure 1 - List of Cities
2. Annexure 2 - Process & Deliverables
3. Annexure 3 - Project Implementation Timelines
4. Annexure 4 - Payment Details
5. Annexure 5 - Service Level Agreements
6. Annexure 6 - QCI's Roles & Responsibilities
7. Annexure 7 -Pre-requisites for ULB to facilitate uploading the data on Google maps
8. Annexure 8 -Toilet Locator Toolkit (including Google Standard forms to capture data)
9. Annexure 9 -Template for sign-off of the work from ULB
10. Annexure 10 -Link to download video of Google Toilet locator

Annexure 1- List of Cities

#	State	City
1	Uttar Pradesh	Agra
2	Rajasthan	Ajmer
3	Uttar Pradesh	Aligarh
4	Uttar Pradesh	Allahabad
5	Gujarat	Amdavad (Ahmedabad)
6	Maharashtra	Amravati
7	Punjab	Amritsar
8	Maharashtra	Aurangabad
9	Uttar Pradesh	Bareilly
10	Gujarat	Bhavnagar
11	Chattisgarh	Bhilai Nagar
12	Maharashtra	Bhiwandi-Nizampur(Bhiwandi)
13	Madhya Pradesh	Bhopal (Already Completed)
14	Odisha	Bhubaneswar Town
15	Rajasthan	Bikaner
16	Karnataka	Bruhat Bengaluru (BBMP)
17	Chandigarh	Chandigarh
18	Tamil Nadu	Coimbatore
19	Odisha	Cuttack
20	Uttarakhand	Dehradun
21	Jharkhand	Dhanbad
22	Delhi	East Delhi Municipal Corporation (Already Completed)
23	Haryana	Faridabad (Already Completed)
24	Uttar Pradesh	Firozabad
25	Uttar Pradesh	Ghaziabad (Already Completed)

26	Uttar Pradesh	Gorakhpur
27	Tamil Nadu	Greater Chennai (Chennai)
28	Telangana	Greater Hyderabad Municipal Corporation (GHMC)
29	Maharashtra	Greater Mumbai
30	Andhra Pradesh	Guntur
31	Haryana	Gurugram (Gurgaon) (Already Completed)
32	Assam	Guwahati
33	Madhya Pradesh	Gwalior
34	Karnataka	Hubli-Dharwad
35	Madhya Pradesh	Indore (Already Completed)
36	Madhya Pradesh	Jabalpur
37	Rajasthan	Jaipur
38	Punjab	Jalandhar
39	Jammu and Kashmir	Jammu
40	Jharkhand	Jamshedpur (NAC)
41	Uttar Pradesh	Jhansi
42	Rajasthan	Jodhpur
43	Karnataka	Kalaburagi (Gulbarga)
44	Maharashtra	Kalyan-Dombivli
45	Uttar Pradesh	Kanpur
46	Kerala	Kochi (Cochin)
47	Maharashtra	Kolhapur
48	Rajasthan	Kota
49	Uttar Pradesh	Loni
50	Uttar Pradesh	Lucknow
51	Punjab	Ludhiana
52	Tamil Nadu	Madurai

53	Uttar Pradesh	Meerut
54	Maharashtra	Mira-Bhayandar
55	Uttar Pradesh	Moradabad
56	Karnataka	Mysuru (Mysore)
57	Maharashtra	Nagpur
58	Maharashtra	Nanded Waghala
59	Maharashtra	Nashik
60	Maharashtra	Navi Mumbai
61	Delhi	North Delhi Municipal Corporation (Already Completed)
62	Bihar	Patna
63	Maharashtra	Pimpri-Chinchwad
64	Maharashtra	Pune
65	Chattisgarh	Raipur
66	Gujarat	Rajkot (M. Corp)
67	Jharkhand	Ranchi
68	Uttar Pradesh	Saharanpur
69	Tamil Nadu	Salem
70	Maharashtra	Sangli Miraj Kupwad
71	Maharashtra	Solapur
72	Delhi	South Delhi Municipal Corporation (Already Completed)
73	Jammu and Kashmir	Srinagar
74	Gujarat	Surat
75	Maharashtra	Thane
76	Kerala	Thiruvananthapuram
77	Tamil Nadu	Tiruchirappalli (Trichy)
78	Madhya Pradesh	Ujjain
79	Maharashtra	Ulhasnagar

80	Gujarat	Vadodara
81	Uttar Pradesh	Varanasi
82	Maharashtra	Vasai Virar City
83	Andhra Pradesh	Vijayawada
84	Andhra Pradesh	Visakhapatnam (Vizag)
85	Telangana	Warangal

Annexure 2 – Process & Deliverables

The table below includes the entire step by step process and the deliverables:

#	Process to complete the Task
1	Issue of Letter to cities by MoUD
2	ULB to agree with given Terms & Condition
3	ULB to contact with QCI (sbm.toiletmapping@qcin.org) keeping MoUD in CC (sbmurban.moud@gmail.com to be marked in all communications)
4	ULB to be ready with Training Pre Requisites (Please Refer Annexure 7)
5	QCI to ensure that ULB has put in place all training pre-requisites/other essential requirements and confirm the travel dates to ULB
6	ULB to issue the work order and abide the payment terms (Please refer Annexure 4)
7	QCI team to reach the ULB within 15-30 Days of receiving the Work Order (Please refer Annexure 4)
8	QCI team to reach ULB as per the schedule and train the resources
9	QCI to visit 5 number of toilets along with the surveyor as part of the training. List of those toilets needs to be shared with MoUD (sbmurban.moud@gmail.com)
10	<p>QCI to visit 30 Toilets (based on the Excel Random Generator Function) post the data is captured by ULB staff and needs to verify the toilets located. QCI to share the number of these toilets visited with MoUD along with the error rate:</p> <p>Note:</p> <ol style="list-style-type: none"> 1) 5 Toilets visited before and 30 Toilets visited after by QCI must not be the same 2) List must be sorted before doing final Quality check by visiting 30 Toilets 3) Error Rate Calculation - (Number of Toilets Visited with Bad Data/Total Number of Toilets Visited) * 100 <p>Bad Data Definition:</p> <ol style="list-style-type: none"> 1) If the Latitude & Longitude is wrongly marked 2) If the Image taken of the toilet is not according to the Google standards 3) if the Opening or Closing Time is wrong
11	In case the error rate is found to be greater than 5% then ULB team to do the entire exercise at and QCI team to need to provide handholding support at defined in “Repeat Exercise Cost” (Please Refer Annexure 4)
12	Once the exercise is completed then Municipal Commissioner has to give the undertaking to MoUD (Please Refer Annexure #10)
13	QCI must ensure that the application must be available with ULB staff until the entire process with all ULB gets completed
14	The data will be shared with MoUD after 10 days of data collection in the ULB
15	The data will be prepared in the desired Google format and submitted in batches of 10 ULBs
16	Random Audits to be done by Google & PMU, MoUD Team

The table below includes the Deliverables by ULB and QCI:

#	Deliverables	To be Delivered by
1	Sign off Acknowledgment by ULB in the Form (Please Refer Annexure #10)	ULB
2	Data Captured by QCI (It needs to be cleaned data) to be submitted to MoUD	QCI
3	Uploading of the clean / sanitized data on Partner dash of Google for further processing	QCI (Helpdesk)

Annexure 3 – Project Implementation Timelines (For list of cities as per Annexure 1)

Timeline for uploading data of 434 cities on Google maps

#	Activity / Task	Timelines (Last date of completion)
1	Issuance of work order / signing of Agreement between ULB & QCI	10-Jun-17
2	QCI to conduct training of ULB staff and provide handholding support (activity to start with-in 15 days of issuance of work order)	25-Jun-2017 to 10-Aug-2017
3	Last date to receive the complete Toilet Data from ULB by QCI Helpdesk	15-Aug-17
4	Google's Technical team to scrutinize and process the data prior to making the listing available on Google maps	15-Aug-2017 to 30-Sep-2017
5	Data to be available on Google Maps	2-Oct-17

Annexure 4 - Payment Details

Commercial terms of the Project (Payment to QCI by the ULB)

Categorization of ULB	Payment Terms Total Cost (INR) (exclusive of taxes)
ULB with population Less than 2 Lakh	1,62,000
ULB with population 2 - 10 Lakh	1,80,000
ULB with population above 10 Lakh	1,98,000

Payment terms

The release of payment by the ULB can be done in the following installments. The cost includes all capital and operational expenditures (such as cost of IT platform / mobile app, helpdesk service, travel of the team, accommodation, out of pocket expenses, admin charges etc.)

Payment Milestone	Percentage of Contract value
On Signing of Agreement with QCI on Confirmation on resource procurement and Municipality Visit by QCI	80%
On Completion of Field Visit	20%

Repeat Exercise Cost

Repeat Exercise shall be applicable in two cases

Case 1: On the final day of training, if it is found that out of the sample toilets surveyed (30 Toilets) have a greater than 5% error rate (i.e. more than 2 toilets fall under the category of “Bad Data” (already defined above))

Case 2: In case of surprise audits performed by MoUD, if the error rate is found to be greater than 5%

QCI Team shall facilitate the entire exercise again for the ULB (for both the above cases) at the rate of INR 60,000. The cost includes all capital and operational expenditures (such as cost of IT platform / mobile app, helpdesk service, travel of the team, accommodation, out of pocket expenses, admin charges etc.). Their payment to be made on the final day of the exercise completion.

Annexure 5 –Service Level Agreements

The below table includes the Various Service Level Agreements and their corresponding penalties, in case of non-compliance

#	Task	Penalty
1	QCI to visit the ULB within 30 after receiving the Work Order from ULB	In case of delay by QCI, ULB will get a discount of 5,000 INR Per Day until 6 Days i.e. maximum discount ULB can get in case of delay by QCI can be 30, 000 INR.
2	QCI to ensure that the captured Data must be within the error range of 5% error for each ULB	If data is found to be more than 5% faulty then QCI has to support the entire exercise again for that ULB at an extra cost.(Please refer Annexure 4)
3	ULB to ensure that they send an acceptance before June 10, 2017 OR they need to ensure that the exercise for their ULB is closed by latest by Aug 15, 2017	In case of data not being captured by QCI staff because of delay from ULB before Aug 15, 2017 then that ULB shall not be able to get the additional score in Swachh Survekshan 2018.
4	Random Audit of data uploaded can be done by PMU, MoUD and Google team	In case, the data error rate is found to be more than 5% then the ULB has to repeat the exercise again and QCI has to support the entire exercise again for that ULB at an extra cost.(Please refer Annexure 4)

Annexure 6 – QCI Checklist

It includes all the Pre-requisites which QCI shall adhere to before, during and after their visit to ULB

#	Before QCI Visit/ Training Pre-Requisite
1	QCI to estimate the list of public toilets (non ULB toilets) in the city which includes toilets at Malls, petrol pumps, hospitals, bus stand, metro stations, railway stations etc. to estimate the number of toilets in the ULB.
2	QCI to establish a Helpdesk throughout the completion of Task
3	QCI to follow up with ULBs to initiate the process
4	QCI to assist & follow up with ULB for training requirement
5	QCI to be available for any query of ULB
6	QCI to manage the entire IT Platform
7	QCI to act as a coordinate between ULB, PMU & Google
8	QCI to be updated with all current information about this plan
9	QCI shall share the Data of L1 & L2 Support with Dedicated Email IDs & Mobile Number to MoUD and ULBs.
10	QCI to determine the number of staff required to complete the number of toilets within the desired tenure of 3/4/5 days (Assumption: One Person can tag minimum 25 toilets per day)
#	During/After QCI Visit
1	QCI to clean the data after it is received from the ULB (Check for Spelling, Lat. & Long, Data Accuracy Check, Picture Correctness Check, Opening or Closing Time of the Toilet)
2	QCI to ensure that the mobile App will be available with the ULB for continuous update of data. QCI should ensure that the application with all functionalities is available to the ULB until the entire exercise is completed by ULB.
3	QCI to share the data to Google in their required format
4	QCI to generate reports for MoUD on fortnightly basis

Annexure 7 – ULB Checklist

It includes all the Pre-requisites which ULB shall adhere to before, during and after the visit of QCI

#	Before QCI Visit/ Training Pre-Requisite
1	ULB to arrange space and other Training requirements like Projector, Room etc.
2	ULB to arrange the requisite personnel on-field for collection of data. Kindly Note: The person must be able to use the mobile application and understand basic android application usage
3	ULB to arrange Mobiles/tabs with the required App/Data Collection tool for the all the staff members on-field for collection of data. Kindly Note: These are required only for fetching the data during the exercise being performed.
4	ULB to give the number of toilets in their ULB to QCI
5	ULB to also provide the approximate number of toilets other than Municipal build Toilet such as the total count of toilets including Toilets in Hospital/Malls/Bus Stands/Trains Station/Metro Stations etc.
6	ULB to arrange the number of staff required to complete the number of toilets within the desired tenure of 3/4/5 days (Assumption: One person can tag minimum 25 toilets per day)
7	ULB to arrange at least one person to be deployed by the ULB who understands Hindi/English to avoid any translation and language barriers
#	During/After QCI Visit
1	ULB to ensure that QCI is able to deliver the training in a desired manner
2	ULB to ensure that staff members have full attendance of the selected candidates
3	Once the exercise is completed then ULB has to give the undertaking to MoUD (Please Refer Annexure #10)

Annexure 8 – Toilet Locator Toolkit (including Google Standard forms to capture data)

<http://www.swachhbharaturban.in/sbm/home/lib/content/Google%20Toilet%20Locator-Toolkit.zip>

Annexure 9 – Template for sign-off of the work

A) Below is the template for the Acknowledgement Form to be submitted by Municipal Commissioner Post the successful completion of the exercise

Subject - Completion of Data Collection for Toilets Location Exercise for Swachh Bharat Mission

This is to confirm that the my ULB has completed the exercise of locating the toilets with Quality Council of India and the error rate is not more than 5%. Hence this Data can be uploaded on the Google Maps.

Following are the details

ULB name

Number of days taken

Number of people deployed for the exercise.....

Number of Toilets Tagged

Regards

Your Name

Designation

Date

Annexure 10 - Link to download video of Google Toilet locator

<https://youtu.be/HofpqE58-5A>

OR

<https://drive.google.com/file/d/0B6UJAcYCGFRMX01VZjN0Ri1uMkE/view>