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भारत सरकार
MINISTRY OF HOUSING AND
URBAN AFFAIRS
GOVERNMENT OF INDIA



Guideline Document

Safai Apnao Bimaari Bhagao (SABB) Campaign- 2025

Clean Hands



Clean Homes



Clean Neighbourhood



Safai Apnao 
Bimaari
hagao

1st July – 31st July

Clean Toilets



Clean Drains and Water Bodies



Clean Public Spaces



A Swachh Bharat Mission-Urban Initiative

Ministry of Housing and Urban Affairs

Background:

Recognizing the critical importance of proactive measures to mitigate health risks associated with the monsoon period, the Ministry of Housing and Urban Affairs (MoHUA), Government of India, through the Swachh Bharat Mission-Urban (SBM- U) 2.0, introduced the '**Safai Apnao, Bimaari Bhagao**' (SABB) initiative in 2024. The two-pronged approach of the campaign is as under :

- i. **Citizens** adopting Swachhata as a conscious choice to prevent the water- borne and vector - borne diseases.
- ii. **Cities** focussing on preventive cleanliness and advocacy measures to prevent the spread of diseases like Dengue, Malaria, Chikangunya etc.

2. The SABB Campaign: An initiative of SBM-Urban was carried out in alignment with the 'STOP Diarrhoea Campaign' from 1st July- 31st August 2024. It was a joint initiative by Ministry of Health & Family Welfare (MoHFW), Department of Drinking Water & Sanitation (DDWS), MoHUA, Ministry of Rural Development (MoRD), Ministry of Women and Child Development (MoWCD) and Department of School Education and Literacy (DoSEL) to prevent water-borne and vector-borne diseases.



The campaign highlighted the need for urgent collective and inter-sectoral efforts to bolster infrastructure, implement robust hygiene practices, and foster community engagement to mitigate the risks posed by the monsoon season. The key elements of campaign are as under:

- i. Special Cleanliness Drives at Garbage Vulnerable Points (GVPs)
- ii. Regular cleaning of Community Toilets (CTs) and Public Toilets (PTs)
- iii. Adequate sampling of water quality
- iv. Rapid Assessments to identify high risk areas and immediate action
- v. Interdepartmental co-ordination and monitoring
- vi. Daily waste collection & transportation
- vii. Sanitation and hygiene facilities for children in AWCs and schools
- viii. Supply of safe drinking water and maintenance of water works
- ix. Adoption of Protect- Prevent and Treat (PPT) Strategy
- x. Door- to-door mobilisation and awareness drives



Fig. 2 SABB Campaign 2024 (1st July – 31st August 2024): Key Campaign Outcomes

SABB Campaign-2025

The Safai Apnao Bimari Bhagao (SABB) Campaign- 2025 aims to take forward the Mission’s motto of **‘Swabhav Swachhata, Sanskaar Swachhata’**. Like previous year the emphasis lies on two pronged approach of activating citizens and ULBs to adopt Swachhata during the pre -Monsoon and Monsoon period to prevent the spread of water- borne & vector- borne disease.

THE 6 MANTRAS

1. **Clean Hands** : Preventing diseases by promoting hygiene and handwashing practices with special focus on slum areas, schools and areas as deemed fit by the ULBs.
2. **Clean Homes** : Emphasis on door-to- door surveillance and awareness drives to educate the importance of Swachhata in prevention of vector- borne and water -borne diseases.
3. **Clean Neighbourhood**: ULBs to conduct targeted behavioural nudges to encourage citizens to take ownership of their role in maintaining clean and healthy neighbourhoods..
4. **Clean Toilets**: ULBs to conduct the general cleanliness drives of the Community Toilets (CTs) and Public Toilet(PTs). Special nudges to promote improved toilet user behaviour.
5. **Clean Drains and Water Bodies** : ULBs to regulate daily cleanliness & maintenance of drains to prevent clogging by restricting the entry of garbage into the inland and stagnant water bodies. A special ‘Task Force’ to be formed to monitor the regular maintenace of drains/water bodies during monsoons. Focus should be on preventing any water – borne / vector borne diseases like Dengue, Malaria, Chikungunya, etc.
6. **Clean Public Spaces** : Focus should be on cleaner cities by reducing garbage hotspots and ensuring efficient waste collection and transportation, especially in high-footfall and vulnerable areas like Transfer Stations, MRFs, markets, fruits & vegetable Mandis, food streets, drains, debris alongside of the drains, nallahas and water bodies etc. Pay serious attention to preventing odour, leachate, rodent infestation, and carcass dumping.



Fig. 3 The 6 Mantras of SABB Campaign- 2025

Campaign Timelines:

All ULBs are requested to implement interventions as per the timelines as tabulated under:

S. No.	Activities	Date
1.	Preparatory Phase for and Safai Apnao, Bimaari Bhagao'	21 st June – 30 th June
2.	Campaign period	1 st July – 31 st July

Key Action Points:

The successful execution of the campaign will depend upon the active and joint involvement of ULBs and citizens. This two pronged approach will help in preventing the spread of water-borne and vector-borne diseases during this monsoon season. The expected action points are tabulated in Table 1 below:

Table 1: Roles & Responsibilities of the Citizens and ULBs during SABB-2025 Campaign

Citizens	Urban Local Bodies
<ol style="list-style-type: none"> 1. Prevent water- and vector-borne diseases through hygiene and regular handwashing, especially in children. 2. Maintain proper and hygienic toilet habits at all times. 3. Keep drains clog-free; don't dump garbage in your neighbourhoods. 4. Prevent water from stagnating inside the home. 5. Avoid littering and promote use of the dry and wet waste bin in public places. 6. Use Swachhata App to report the cleanliness issues for redressal by the ULBs. 	<ol style="list-style-type: none"> 1. Facilitate inter-sectoral and inter-departmental convergence at local level 2. Identification of high risk/ vulnerable and high footfall areas water logging areas and garbage vulnerable sites. 3. Creation of special ' Task Force' during the campaign for relevant interventions. 4. Develop a focussed Prevent, Protect and Treat Strategy for the campaign. 5. Ensure efficient and regular collection and transportation of waste and systematically reduce the Garbage Vulnerable Points (GVPs). 6. Regular cleaning of all community & public toilets with special focus on the slums, commercial complexes and marketplaces. 7. Focus on sanitation and hygiene facilities for children. Handwashing campaign may be run exclusively for the all the schools in the city. 8. Supply of safe drinking water and maintenance of water works. 9. Conduct door – to – door surveillance and awareness drives for larger public outreach. 10. For ripple effect, activate the on ground partnerships with RWAs, NGOs, Private partners, SHGs, Startups etc. 11. Special initiatives for ensuring the health and safety of SafaiMitras by providing access to the clean water and sanitation for them. 12. Prompt redressal of the complaints lodged on the Swachhata App. 13. Co-ordination & Monitoring of Impact.

Note: The Special Purpose Vehicles (SPVs) constituted in the 100 ULBs under Smart Cities Mission, to activate the focused initiatives during the Campaign. SPVs to focus particularly upon public spaces in the city like the food streets, markets, heritage buildings. It is encouraged to use the Integrated Command and Control Center for the innovation during the campaign.

Communication Strategy

- i. **Door – to – Door Surveillance and Awareness Drives:** Emphasis on door-to- door surveillance and awareness drives to educate the importance of Swachhata in prevention of vector- borne and water -borne diseases to be ensured.
- ii. **On ground Partnerships:** Engage with Resident Welfare Associations (RWAs), NGO Partners and Self-Help Groups (SHGs) and other local partners for effective interpersonal communication.
- iii. **Political Leadership:** Engagement of the Municipal Corporators will help in execution of top -bottom approach for attaining the campaign objectives.
- iv. **Inter- sectoral & Inter- departmental co-ordination:** Success of the campaign is directly linked with the co-ordination efficiency of various organisations and departments within the States/ UTs such as Urban, Health, Disaster Management and other related departments
- v. **360 Degree Outreach Plan :** Utilize 360 degree approach for dissemination of the messages including mass media activities like Community and FM radio channels,leverage traditional print media, mid media activities through installation of non- flex materials of hoardings and posters and interpersonal communication. ULBs to ensure that the creatives to be disseminated in the local language / dialects for maximum outreach and citizen mobilization.
- vi. **Influencers & Ambassadors Engagement:** Engage with local influencers, SBM Ambassadors, as well as bloggers to popularize activities and messages during the campaign period.
- vii. **Digital Nudge:** Promotion and utilisation of the Swachhata App for complaints redressal & citizen feedback.

Note : ULBs are encouraged to utilize social media to post their progress & goals achieved using the hashtag #SafaiApnaoBimaariBhagao & #SwabhavSwachhata #SanskaarSwachhata. The innovative on-ground activities, best practices, and impact of cleanliness drives may she shared on all social media platforms by tagging the official Twitter handle of SBM-U 2.0 @SwachhBharatGov and the official Ministry handle @MoHUA_India.

Expected Outcomes

- i. No. of school children engaged in handwashing drives
- ii. No. of people engaged through door-to-door awareness drives
- iii. No. of general cleanliness drives conducted
- iv. No. of CTs/PTs thoroughly cleaned, equipped with water supply & handwashing facilities

- v. Length/ Nos. of drains/ waterbodies cleaned/ maintained
- vi. No. of advocacy drives conducted in high footfall/ high risk and highly vulnerable areas

Budgetary Provision

- i. The ULBs are requested to utilise the amount sanctioned to them against the IEC Component for conducting awareness and advocacy drives during the campaign period.
- ii. For the routine maintenance and upkeep of the existing assets under SBM- U, funds may be utilised from the SWM & UWM components respectively.

Campaign Reporting

To undertake weekly reporting, a special module is being created on Swachhatam Portal. All ULBs are requested to report their progress **every Friday**, till the end of the campaign period on 31st July 2025. The fields on **Swachhatam Portal** (<https://admin.sbmurban.org/>) are as follows:

- i. **Clean Hands:** No. of school children engaged in handwashing drives
- ii. **Clean Homes:** No. of people engaged through door-to-door awareness drives
- iii. **Clean Neighbourhoods:** No. of general cleanliness drives conducted
- iv. **Clean Toilets:** No. of CTs/PTs thoroughly cleaned, equipped with water supply & handwashing facilities
- v. **Clean Drains & Water Bodies:** Length/ Nos. of drains/ waterbodies cleaned/ maintained
- vi. **Clean Public Spaces:** No. of advocacy drives conducted in high footfall/ high risk and highly vulnerable areas
- vii. **Innovation:** One Innovation every week

Note: 2-3 High Quality (HD) Photographs are also to be shared for each of the points mentioned above with a video reel of the best weekly activity undertaken.

