

Campaign Guidelines

Clean Toilets Campaign - 2024

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“हमारी म्यूनिसिपैल्टीज भी लगातार देखें कि पब्लिक टॉयलेट्स की अच्छे से अच्छे मेंटेनेंस हो रही है, चलो उनको ईनाम दें। अगर किसी शहर में व्यवस्थाएं पुराने ढर्रे की तरफ वापस लौटें तो इससे बुरा क्या हो सकता है। मैं सभी नगर निकायों से, लोकल बॉडीज से आग्रह करूंगा कि वे भी स्वच्छता को प्राथमिकता दें, स्वच्छता को सर्वोपरि माने।

– **Shri Narendra Modi, Hon'ble Prime Minister, 2nd October 2024**

I. Background

Over the last 10 years, Swachh Bharat Mission has brought toilets and sanitation to the centre stage. The Mission is committed to ensuring that all citizens have access to well maintained, clean and hygienic toilet facilities. To ensure the same, the Mission launched the **Clean Toilets Campaign in 2023** to nudge cleanliness drives across all CTs and PTs. Over 800 Toilet Blocks were retrofitted and upgraded and 400+ new toilet blocks were constructed. Additionally, over 10,000+ toilets were nominated as adhering to FACES (Functional, Accessible, Clean, Eco-friendly, Safe) parameters with 1,500+ women-led SHGs (approx. 1.5 lakh women) completing the FACES-based assessment of 42,000+ CTs/PTs during the campaign period.

II. Campaign Objective

On World Toilet Day 2024, the Mission is set to launch a 5-week ‘Clean Toilets Campaign’ from 19th November, World Toilet Day to 25th December, Good Governance Day 2024 to transform all Community and Public Toilets (about 70,000+) across the country in terms of their cleaning, maintenance & beautification. The aim of the campaign is to ensure that ALL CTs, PTs and urinals, whether funded under Swachh Bharat Mission or not, across all ULBs must be found in distinctively better condition than before by the end of the campaign period.

III. Campaign Components

Transparent
Evaluation

Corrective
Action

Operation &
Maintenance

Accountability

Public Feedback

Footfall Mapping

i. **Transparent Evaluation:** *Are your public and community toilets usable?*

- A rapid, city-wide assessment of all CT/PTs to be made as per FACES parameter. Indicative Questionnaire in **Annex 1**.
- For assessment, SHGs can be engaged as was facilitated in CTC 2023. Other community-based teams such as TULIP Interns, NGOs, CSOs etc may also be engaged for this exercise.
- States/cities must take a review of the follow-up action that was taken by the ULBs during the past one year after the FACES evaluation as part of CTC 2023.

ii. **Corrective Action:** *Swift implementation of necessary repairs and improvements for CTs and PTs*

- In order to maintain the highest standards for CTs, PTs, and urinals, all ULBs are requested to organize cleanliness drives on a war footing to ensure the maintenance, upkeep and beautification of all CT/PTs across the ULB. This cleanliness drive must focus on regularly repairing facilities that have been broken, refurbishment of missing facilities (if any), as well as improving the general user experience.
- Each corrective measure must follow the FACES (Functional, Accessible, Clean, Eco-friendly, Safe) parameters to uphold quality and user satisfaction.

iii. **Operations and Maintenance:** *Ensuring consistent upkeep and functionality of toilets through structured management*

- In order to sustain the maintenance of toilets and ensure that citizens have access to clean, well-lit, and safe community and public toilets, all ULBs are to finalize an O&M model for each toilet along with proper signage and branding (details in **Annex 2**).
- The O&M model could be directly managed by the ULB; the O&M contract could be outsourced to SHGs/NGO/ other contractors, or thirdly, the O&M could be B-O-T (Build, Operate, Transfer) or a mix of the above three

iv. **Accountability for Toilets:** *Ownership at the centre of all toilet operations to improve overall toilet experience for all*

- ULBs are requested to finalize clear operational responsibilities, cleaning calendar with appropriate time slotting for cleaning along with duty assignment to designated individuals for routine cleaning, monitoring, and inspection for each toilet facility to meet the FACES standards.

- Each Toilet facility to clearly display name and details of the operator/service provider of the toilet along with grievance redressal mechanisms.
- Through detailed operations and maintenance planning, ULBs are requested to ensure that each facility will have a designated team including a caretaker that is responsible for regular cleaning, repairs, and overall upkeep. These teams should be monitored by supervisory staff who will report on facility status and address any emerging issues to the ULB.
- ULBs may facilitate regular visit to toilet facilities by political leadership, SBM Ambassadors, and prominent citizens to build trust within the local community regarding the quality of service offered by transformed CT/PT facilities.

v. **Public Feedback:** *Enabling real-time citizen feedback to drive toilet management*

- CTC 2024 is set to integrate public feedback as a core campaign element to improve toilet management across local bodies.
- All ULBs are requested to popularize easy-to-access grievance redressal methods such as the 'MyToilet App' (available on Android), local grievance redressal mobile applications, QR codes, and dedicated helplines—to submit feedback in real-time regarding the cleanliness, functionality, or general condition of each toilet facility.
- Local authorities are requested to respond quickly to these alerts, ensure timely resolutions and minimal inconvenience to users. Local bodies may also use feedback data to identify recurring issues, improve maintenance strategies, and prioritize areas needing extra attention to build a culture of responsive, user-centric toilet management that continuously adapts to changing needs of the local community.

vi. **Footfall Mapping:** *To gauge the average national footfall across toilet facilities*

- A register is to be maintained by the caretaker/operator in each toilet facility to record the daily number of toilet users in that facility.
- The footfall data collected is to be collated by all ULBs and will be monitored on the Swachhatam Portal.

Important: It is to be noted that toilets recording the highest footfall will naturally indicate their adherence to FACES standards and show well planned Operations & Maintenance systems. For toilets recording low footfall, ULBs are encouraged to review their functionality as well as location accessibility. It is not desirable to have any poorly planned/maintained CTs and PTs which may lead to the practice of Open Defecation.

IV. Campaign Branding

As part of CTC 2024, MoHUA will be sharing IEC materials mentioned below for widespread dissemination:

- Clean Toilets Campaign Banner – to be used as display on relevant websites, on social media pages and display in high footfall public places nearby toilet facilities
- 'Do's and Don'ts' Poster to improve citizen behaviour and awareness regarding appropriate public behaviour and habits in toilet facilities
- Banner indicating toilet ownership details, maintenance & grievance redressal information to be placed inside toilet facilities

V. Amplification and Advocacy

ULBs and States/UTs are requested to adopt a multi-media approach to popularize the transformation of CTs/PTs and urinals during the campaign period. The focus areas to amplify the work being done is around before-after impact of toilet transformation, stories of caretakes of toilets, O&M model of toilets, inspection stories etc. States/UTs are requested to consider on-ground and digital involvement of political leadership & Padma Shri/ Padma Bhushan awardees, Brand Ambassadors, celebrities and citizen influencers to visit their community and public toilets.

VI. Social Media Communication

As part of CTC 2024, ULBs, States and UTs are requested to leverage social media platforms such as Twitter, Instagram, Facebook, and YouTube to showcase work being done. Each State and city handle may post **1-2 relevant social media posts daily** across handles to showcase activities as part of the Campaign. The official hashtag **#CleanToiletsCampaign** must be included in all posts & tagging of National SBM handle **@SwachhBharatGov @MoHUA_India**

VII. Monitoring & Outcome Reporting

As part of the campaign, multi-level progress meetings are requested. State/UT Governments are requested to organize weekly on-ground facility visits as well as progress review meetings with ULBs to ensure visible change is taking place. At the national level, weekly review of campaign progress will be held by MoHUA (VC details and links will be shared in advance). *Weekly reporting of progress made by ULBs is requested to be uploaded on Swachhatam Portal from 19th Nov to 25th Dec 2024.*

VIII. Recognition & Rewards

As part of this campaign, it is encouraged that ULBs recognize and facilitate the caretakers of all best performing CTs/PTs for their contribution. States are requested to recognize well-maintained toilet facilities at the local level. By acknowledging and promoting these O&M models, this initiative will catalyze a positive shift in the overall quality and standards of public sanitation facilities across cities in India.

Questionnaire for Transparent Evaluation of 'FACES' Standards

(It is requested that all ULBs take up continuous assessment, inspection & grading exercises for ALL CTs/PTs, whether they are funded under the Mission or not, based on the parameters of 'FACES' to ensure quality toilet facilities are available for usage. This functionality assessment may be led by citizen groups, PSUs, NGOs, CSOs, as well as women SHGs in collaboration with the ULB.)

Q1. Is the toilet functional?

- Adequate ventilation (Yes/No)
- Water supply in all cubicles (Yes/No)
- Bolting arrangement for all toilet cubicles (Yes/No)
- Wash basin with water and soap (Yes/No)
- Operations & Maintenance (Tick one): Directly managed by the ULB/ Management outsourced to SHGs/NGOs/ other contractors/ Build, Operate, Transfer Model/ PPP Model/ Others (mention below)

Q2. Is the toilet accessible?

- Separate entry for females and males (Yes/No)
- Ramp (Yes/No)
- Facility for *divyaang* inside toilet (Yes/No)
- Toilet can be easily located (clear access & signage) (Yes/No)

Q3. Are all toilet seats, sink area, and floor clean and garbage free?

- Yes
- No

Q4. Is the toilet eco-friendly?

- Toilet connected to septic tank with soak pit/ sewer network (Yes/No)
- Availability of sanitary pad and safe disposable facility (Yes/No)
- Water efficient toilet fixtures (Yes/No)

Q5. Is the toilet safe?

- Adequate light inside and outside the toilet premises (Yes/No)
- Presence of caretaker (Yes/No)
- Complaint registration mechanism (Yes/No)

In case any of the above are marked as 'No' the toilet facility does not adhere to FACES standards. The Inspection Team to provide comments for improvement of the toilet facility below:

If all parameters are marked as 'YES', Inspection Team may declare the toilet as vetted and adhering to 'FACES' standards.

Toilet Branding and Signage

Uniform Signage & Branding: To improve visibility of toilet facilities and ensure that all toilets are easily recognizable by citizens, the Mission urges all ULBs to utilize uniform branding for toilets. Usage of uniform branding across all toilet facilities will build public trust towards SBM infrastructure and may result in better user experience. The following factors must be considered for 'Signages and Branding' of toilets:

- a) **Placement:** The uniform toilet branding should be displayed at the entrance of the toilet, visible exterior walls, as well as 100m away from the toilet. The location of the toilet signs should also be near the entrance of each toilet facility and clearly displayed at noticeable locations in main traffic passageways to direct the public to the toilets. Public signage should also indicate the distance or time e.g. 100m or 5 minutes from the current location to the nearest toilet.
- b) **Gender signage:** Clear signage should be designated for each gender of required public toilet facilities. The design of signage should be of a commonly recognised female and/or male figure in dark colour contrasted on a light background.
- c) **Contact information:** Clear signage should be displayed within the toilet indicating the name of cleaning attendant and/or cleaning company and scheduled toilet cleaning time(s). This will help toilet users report faulty water and sanitary fittings and water leakage and allow for quick remedial action

