



BSNLCO-ADMN/62/5/2020-ADMN-Pt 6

Dated: 19<sup>th</sup> September, 2025

To

All CGMs,  
BSNL.

Subj.: Observance of Swachhata Hi Seva(SHS) Campaign- 2025 from 17.09.2025 to 02.10.2025 with the theme of "Swachhotsav" aligning with the festive spirit of the period with celebration of Swachh Bharat Diwas on 2<sup>nd</sup> October, 2025-regarding.

- Ref.: (1) Letter no 16-64/2025-(O&M) dtd 16.09.2025 from Under Secretary to Govt. of India, DoT  
(2) DO letter No 2/5/2024-SBM-IV dtd 4<sup>th</sup> September, 2025 from Secretary, Govt. of India, Department of Drinking Water & Sanitization, Ministry of Jal Shakti  
(3) Letter no 16-64/2025-(O&M) dtd 03.09.2025 from DDG(C&A), DoT  
(4) Letter No. 16-64/2025-O&M dated 21<sup>st</sup> August, 2025.

Kindly find enclosed herewith letter from Under Secretary to Govt. of India, DoT under reference alongwith all enclosures(under reference) and pertaining to above mentioned subject. In this regard, it is intimated that Swachhata Hi Seva(SHS) Campaign- 2025 for Swachhata will be observed from 17.09.2025 to 02.10.2025 with the theme of "Swachhotsav" aligning with the festive spirit of the period with celebration of Swachh Bharat Diwas on 2<sup>nd</sup> October, 2025. Therefore, it is requested to take necessary action as per the guidelines as mentioned in letter from DDG(C&A), DoT for the successful organisation of Swachhata Campaign- 2025.

Further Nodal officers at various levels may be appointed for creation of user at swachhatahiseva.gov.in website, creation of events, uploading of detail of activities to be executed from 17.09.2025 to 02.10.2025 as per the guidelines mentioned in the letter from DoT (placed under reference) and for closing of event.

In context of above, as per the guidelines mentioned in the enclosures from DoT and other Ministries, 'Cleanliness Target Units (CTUS) may be identified and their pre clean & post clean images may be uploaded on SHS portal i.e. <https://swachhatahiseva.gov.in/>, and other activities under Swachhata ki Bhaagidari-Citizen & Community Engagement Activities, Sampurna Swachhata through Shramdaan-Cleanliness Drives, SafaiMitra Suraksha Shivirs-Welfare & Safety camps, Clean public places, Clean Green Utsav, Advocay, etc. may also be executed and reports may be uploaded on Swachhata portal i.e. <https://swachhatahiseva.gov.in/>.

Required reports as per the letter of DDG(C&A), DoT dtd 03.09.2025 under reference no. 03, may be sent to this office on following emails:

Emails: [ss18201@gmail.com](mailto:ss18201@gmail.com) & [agmadmn1@bsnl.co.in](mailto:agmadmn1@bsnl.co.in)

It is clarified that Swachhata Campaign-2025 with the theme of "Swabhav Swachhata-Sanskar Swachhata" will be observed in total from 15<sup>th</sup> September, 2025 to 31<sup>st</sup> October, 2025(refer letter from DDG(C&A), DoT dtd 03.09.2025 under reference no. 03) and Special Campaign 5.0(refer this office letter no BSNLCO-ADMN/62/5/2020-ADMN-Pt 6 dated 10.09.2025, available on Intranet) & Swachhata Hi Seva Campaign-2025 are part of it. Special Campaign 5.0 will cover the internal sites of BSNL while the Swachhata Hi Seva(SHS) Campaign-2025 will cover the community sites.

This has the approval of the Competent Authority.

Enclosures: As above

(Saurjit Sharma)  
(AGM(Admin))  
Mob. No: 9416059655  
19/9/25

Copy to:

- 1) PS to DIR(HR) for kind information.
- 2) DDG(C&A), DoT for kind information.
- 3) PGM(CIT), BSNL CO with the request to take necessary action as per guidelines mentioned in letter & DO letter placed under reference for publicity on BSNL website.
- 4) GM(Commercial), BSNL CO with the request to take necessary action as per guidelines mentioned in letter & DO letter placed under reference for publicity on Social Media.

No. 16-64/2025-O&M  
भारत सरकार / Government of India  
संचार मंत्रालय / Ministry of Communications  
दूरसंचार विभाग / Department of Telecommunications  
\*\*\*\*\*

20 Ashoka Road, Sanchar Bhawan, New Delhi.

Dated: 16<sup>th</sup> September, 2025

To,

1. DG (T), HQ	2. CGCA
2. CMD, BSNL	3. CMD, TCIL
3. CMD, MTNL	4. CMD, ITI Ltd.
7. DG, NCA (T)	8. DG, NCA (F)
9. CEO, C-DoT	10. Secretary, TRAI
11. Sr. DDG (TEC)	12. Sr. DDG (NCCS)
13. Director, WMO	14. Director, NCA-W
15. Deputy Registrar, TDSAT	

**Subject: “Swachhata Hi Seva (SHS) - 2025” campaign —reg.**

Sir/Madam,

In continuation to this office’ DO letter of even no dated 03.09.2025 regarding Swachhata Campaign- 2025, I am directed to say that **Swachhata Hi Seva (SHS)- 2025 Campaign**, jointly organized by M/o Housing and Urban Affairs (MoHUA) and the D/o Drinking Water and Sanitation (DDWS), will be observed from 17th Sept, 2025 to 2nd Oct, 2025. The theme of SHS-2025 is ‘**Swachhotsav**’ aligning with the festive spirit of the period. A copy of DO letter dated 04.09.2025, received from DDWS is also enclosed for reference.

2. The key focus areas of the SHS- 2025 campaign are:
  - i. **Transformation of Cleanliness Target Units (CTUs)** wherein difficult and dirty spots will be identified, mapped and cleared in the time bound manner,
  - ii. **Clean Public Spaces:** General cleanliness of establishments / institutions and high footfall spaces,
  - iii. **SafaiMitra Suraksha Shivirs:** Single window camps for preventive health checkup and linking with welfare schemes,
  - iv. **Clean Green Utsav:** Eco — friendly and zero waste celebration,
  - v. **Advocacy:** Swachh Sujal Gaon, Waste to Art, Clean Street Food, RRR Centers etc.
3. In view of guidelines by DDWs and MoHUA, a nationwide shramdaan, ‘**Ek Din, Ek Ghanta, Ek Saath**’ shall be observed on **25th September, 2025.**
4. Further, the daily reporting of activities during SHS-2025 are to be uploaded on daily basis on the specially curated IT Portal for SHS-2025 (<https://swachhatahiseva.gov.in/>). In this regard, the user id have been created for Nodal Officers and they can login the portal using their mobile numbers. The Nodal officers may add sub-Nodal officers for the field offices/branches under their control and sub-Nodal

officers can login to the portal using their respective mobile numbers. SHS-2025 guidelines, SOPs, Branding materials, Portal training video and PDF are available on the SHS portal.

5. Therefore, all the Nodal/Sub-Nodal officers in respective organizations /field offices may be instructed to create/report events conducted under the Swachhata Campaign on the SHS-2025 portal from 17<sup>th</sup> September onwards. The organisations who have not yet nominated the nodal officer are requested to do so by 17.09.2025(F/N) and share the details at [anoop.kr@nic.in](mailto:anoop.kr@nic.in) and [kuldeepy.odi.au@cag.gov.in](mailto:kuldeepy.odi.au@cag.gov.in) .

6. This issues with the approval of Competent Authority.

Encl.: As above

Yours faithfully,

(Anoop Kumar)

Under Secretary to the Govt. of India

Email: [anoop.kr@nic.in](mailto:anoop.kr@nic.in)

Tele: 011 23036213



Ashok K. K. Meena  
Secretary  
Government of India  
Department of Drinking Water & Sanitation  
Ministry of Jal Shakti



Srinivas Katikithala, IAS  
Secretary  
Government of India  
Ministry of Housing and Urban  
Affairs

D.O.No. 2/5/2024-SBM-IV

Date: 4<sup>th</sup> September, 2025

*Dear Madam/Sir,*

To strengthen voluntarism and collective action for Swachhata, a fortnight of 'Swachhata Hi Seva' (SHS) has been observed since 2017. This annual campaign has been exemplifying the 'Whole of Society' and 'Whole of Government' approach bringing together citizens, institutions, and leadership at all levels. Over the years, this campaign has grown in its scale and impact.

2. The SHS- 2025 is being jointly organized by Ministry of Housing and Urban Affairs (MoHUA) and the Department of Drinking Water and Sanitation (DDWS), Ministry of Jal Shakti. The campaign will begin from 17<sup>th</sup> Sept, 2025, culminating on 2<sup>nd</sup> Oct, 2025, being observed as Swachh Bharat Diwas. This year's theme, 'Swachhotsav,' aligns with the festive spirit of the period.

3. The key focus areas of the SHS- 2025 campaign are:

- i. **Transformation of Cleanliness Target Units (CTUs)** wherein difficult and dirty spots will be identified, mapped and cleared in the time bound manner,
- ii. **Clean Public Spaces:** General cleanliness of establishments / institutions and high footfall spaces,
- iii. **SafaiMitra Suraksha Shivirs:** Single window camps for preventive health checkup and linking with welfare schemes,
- iv. **Clean Green Utsav:** Eco – friendly and zero waste celebration,
- v. **Advocacy:** Swachh Sujal Gaon, Waste to Art, Clean Street Food, RRR Centers etc.

4. Like previous years, when crores of people have voluntarily joined at lakhs of sites to contribute one hour of voluntary swachhata service, this year, the simultaneous nationwide shramdaan, 'Ek Din, Ek Ghanta, Ek Saath' is proposed on **25<sup>th</sup> Sept, 2025** with a call to action to citizens for joining hands for the nation's cleanliness.

5. In view of the same, following are the key requests from the Central Ministries:

- i. Assign a nodal officer of the rank of Joint Secretary (JS) to coordinate efforts of the Ministry/Department. The contact details of the nodal officer should be communicated by **10<sup>th</sup> Sept. 2025** to Mr. V.S. Rana, Director, SBM-Urban ([ranavs.rana66@nic.in](mailto:ranavs.rana66@nic.in)) & Mr. Sanjay Kumar Sinha, Director, SBM – Grameen ([sanjay.sinha67@nic.in](mailto:sanjay.sinha67@nic.in)),
- ii. Mobilize all PSUs/ subordinate offices/ field units / institutions under the Ministry during the fortnight for the activities at Point (3) above,
- iii. Promote partnerships with private sector organizations, NGOs, CSOs, CSR funds, philanthropies and other related stakeholders etc.,
- iv. Plan an effective advocacy strategy,

- v. Daily reporting of activities during SHS-2025 are to be uploaded on daily basis on the specially curated IT Portal for SHS-2025 (<https://swachhatahiseva.gov.in/>). Details and login credentials will be shared subsequently, followed by IT trainings for local bodies, PSUs and Central Ministries and other stakeholders.

6. In the States/UTs/constituencies where the areas are affected by flooding/natural calamities may take up SHS activities based on ground conditions, care may be taken to club swachhata, sanitation and hygiene with flood relief and rehabilitation measures.

We look forward to your personal leadership and support in making this campaign a resounding success.



**(Ashok K. K. Meena)**  
Secretary, DDWS



**(Srinivas Katikithala)**  
Secretary, MoHUA

To,  
All Secretaries of Central Govt Ministries



सुनील कुमार रंजन

उप महानिदेशक (सम. एवं प्रशा.)

**Sunil Kumar Ranjan**

Deputy Director General (C & A)



सत्यमेव जयते



No.16-64/2025-O&M

भारत सरकार  
संचार मंत्रालय  
दूरसंचार विभाग

संचार भवन, 20, अशोक रोड  
नई दिल्ली - 110 001

GOVERNMENT OF INDIA  
MINISTRY OF COMMUNICATIONS  
DEPARTMENT OF TELECOMMUNICATIONS  
SANCHAR BHAWAN, 20, ASHOKA ROAD,  
NEW DELHI - 110 001

3<sup>rd</sup> September, 2025

DIR (HR)

PA (A)

DGM (A)

08/09/25

As you are aware that Swachhata Campaign – 2025 is being observed in the Department from 15th September 2025 to 31st October 2025 and it has been integrated with the Special Campaign-5.0. The theme of the campaign is **"Swabhav Swachhata-Sanskaar Swachhata"**.

2. It may kindly be noted that while the Special Campaign 5.0 (SCDPM), coordinated by Department of Administrative Reforms and Public Grievances (DARPG) also overlaps with this Swachhata Campaign – 2025 time frame. Though the cleanliness aspect of DARPG-coordinated SCDPM programme is towards in-office cleaning while the thrust of the Swachhata campaign is on **cleanliness of community/public places (outside office premises)** with the participation of local community.

3. The Swachhata campaign rests on three pillars i.e. Swachhata ki Bhaagidari - Citizen & Community Engagement Activities, Sampurna Swachhata Through Shramdaan - Cleanliness Drives, Safai Mitra Suraksha Shivirs - Welfare & Safety Camps. The emphasis is on cleaning of identified 'Cleanliness Target Units (CTUs)'. In this context, PSUs/Attached Offices/Subordinate Offices & Field Units/Autonomous Bodies need to appoint a Nodal Officer for this Campaign and the details of the Nodal Officers may be shared with the Department by 08.09.2025 through email i.e. [anoop.kr@nic.in](mailto:anoop.kr@nic.in)/[kuldeepy.odi.au@ca.gov.in](mailto:kuldeepy.odi.au@ca.gov.in).

4. It is also requested to draw an Action plan (upto 5th October 2025) involving organization staff and other stakeholders in the Swachhata campaign. The Swachhata Action Plan may be shared by 08.09.2025. A copy of Action Plan approved by Hon'ble Minister of Communications is enclosed herewith. Accordingly, it is requested to identify as many CTUs and also plan other activities under Swachhata Campaign. Care may be taken to ensure that a befitting cleanliness activity of a public place be organized with community participation on 02.10.2025 to celebrate Gandhi Jayanti. The Daily/Weekly report in prescribed format (enclosed) may be shared with the respective nodal officers in DoT HQ (list enclosed).

5. It is also requested to share best practices, which have impacted the lives of citizens. Further, if any well-documented stories are available, the same may also be shared with the Nodal Officers in the Department.

6. Field Units may be requested to actively participate in the above Campaigns.

7. I seek your kind cooperation for success of both the campaigns.

*with regards*

Yours sincerely,

  
(Sunil Kumar Ranjan)

Encl.: as above

Shri. A Robert J Ravi,  
CMD, BSNL  
Bharat Sanchaar Bhawan,  
New Delhi.

**F. No. 16- 64/2025-O&M**  
**Ministry of Communication**  
**Department of Telecommunications**  
\*\*\*\*

Sanchar Bhawan, New Delhi  
Dated : 21 August, 2025

**OFFICE MEMORANDUM**

**Subject:-Observation of Swachhata Campaign/Special campaign from 14<sup>th</sup> Sept 2025 to 31<sup>st</sup> October, 2025- Reg.**

The undersigned is directed to say that Swachhata Campaign 2025 integrated with Special Campaign 5.0 are to be observed from 14<sup>th</sup> Sept to 31<sup>st</sup> October, 2025. In this regard, action plan and list of activities to be carried out during these campaigns are enclosed as **Annexure**.

2. In this regard, following officers have been nominated as Officer-in-charge of respective activities under the said Campaigns:

Sl. No	Key Activity	Responsible Officer in-charge
<b>Swachhata Campaign Activities- (Timeline: 14<sup>th</sup> Sept- 1<sup>st</sup> October 2025)</b>		
1.	Swachhata Ki Bhaagidari - Citizen & Community Engagement Activities- 14 <sup>th</sup> -20 <sup>th</sup> Sept 2025	Shri Raja Kar, DS (GA)
2.	Sampoorna Swachhata Through Shramdaan-Cleanliness Drives- 21 <sup>st</sup> Sept -1 <sup>st</sup> Oct 2025	Shri Manoj Kumar Singh, DS (Coord)/Consultant
3.	Safai Mitra Suraksha Shivirs - Welfare & Safety Camps- 25 <sup>th</sup> Sept – 5 <sup>th</sup> Oct 2025	Shri Pranab Biswas, Director (P&A), Consultant
<b>Special Campaign 5.0 Activities (Timeline: 2<sup>nd</sup> Oct -31<sup>st</sup> Oct 2025)</b>		
4.	Cleanliness & Space Management Activities	Shri Manoj Kumar Singh, DS (Coord)/Consultant
5.	Scientific Management of E-Waste (Focus Area 2025) Actions	Shri Rajendra Kumar Ojha, Director (Admin. III&IV)
6.	Record & Scrap Disposal	Shri Manoj Kumar Singh, DS (Coord)/Consultant
7.	Public Grievance Redressal	Shri S.K Sinha, DS (Admin-II)
<b>Overall Monitoring and Reporting</b>		
8.	Daily activity logs by field offices	1. Shri Manoj Kumar Singh, DS (Coord) / Consultant, 2. Shri Raja Kar, DS (GA)
9.	Weekly progress review at DoT HQ	Shri Manoj Kumar Singh, DS (Coord)/Consultant
10.	Photo & video documentation of events	Shri Manoj Kumar Singh, DS (Coord)/Consultant
11.	Final consolidated report with quantitative and qualitative outcomes.	1. Shri Manoj Kumar Singh, DS (Coord) / Consultant, 2. Shri Raja Kar, DS (GA)

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3. The Officers-in-charge shall have the following responsibilities:

- Preparation of reporting format(s)
- Coordination with Wings/ Divisions in DoT HQ as well as Field offices/PSUs/ organisation under DoT.
- Get updates on activities undertaken and furnish weekly/consolidated report to DDG(C&A).
- Prepare social media posts/tweets/PIB releases for publication through Media Division.

4. Further instructions regarding the campaigns will be shared in due course.

5. This issues with the approval of the Competent Authority.

Encl: as above.

  
(Anoop Kumar)  
Under Secretary (C&A)  
Tel : 011-23036213

To,

**Director (P&A)/ DS (Coord)/ DS (GA)/ DS (Admin-II)**



### Format for Reporting to DoT Headquarters

Name of Campaign Component: **Swachhata Ki Bhaagidari - Citizen & Community Engagement Activities**

Campaign period: **14<sup>th</sup> September 2025 to 20<sup>th</sup> September 2025.**

#### **Daily Activity Report**

( to be sent by Field Offices to Nodal Officer of Organisation )

Reporting Format

State	District	Location type (Urban / Rural)	Name of Office	Date event held	Event type *

#### **Weekly Compiled Report**

(to be sent by Organisation to DoT HQ at – [ddgca-dot@nic.in](mailto:ddgca-dot@nic.in) / [raja.kar73@nic.in](mailto:raja.kar73@nic.in))

State	District	Location type (Urban / Rural)	Name of Office	Events held during week ending on _____	Event type *

\*Event types may include:

- Swachhata Pledge administration in all offices.
- Competitions (poster-making, short films, essay writing) in schools/colleges.
- Walkathons, cycle rallies, and Swachh Bharat Cultural Fests.
- “Waste to Art” exhibitions & sale of recycled products.
- “Clean Street Food Challenge” in coordination with municipal bodies.

Name of Campaign Component: **Sampoorna Swachhata Through Shramdaan-Cleanliness Drives**

Campaign period: **21<sup>st</sup> September 2025 to 01<sup>st</sup> October 2025.**

Targets: Participation/involvements of >1 lakh Citizens and 100% beautification rate

### Daily Activity Report

( to be sent by Field Offices to Nodal Officer of Organisation )

Reporting Format

State	District	Location type (Urban / Rural)	Name of Office	Date event held	Event type	No. of CTUs cleaned	No. of citizens involved

### Weekly Compiled Report

(to be sent by Organisation to DoT HQ at- [ddgea-dot@nic.in](mailto:ddgea-dot@nic.in) mk.singh1964@govcontractor.in )

State	District	Location type (Urban / Rural)	Name of Office	Events held during week ending on	Event type *	No. of CTUs cleaned	No. of citizens involved

\* Event types may include:

- **Cleanliness Target Units (CTUs):** Dirty spots, water bodies, roads, railway stations, garbage dumps, drains.
- Beautification through plantation, murals, and community art.



Name of Campaign Component: **Safai Mitra Suraksha Shivirs**

Campaign period: **25<sup>th</sup> September 2025 to 05<sup>th</sup> October 2025.**

Targets: 100 or more Camps covering more than 5000 workers

### Daily Activity Report

( to be sent by Field Offices to Nodal Officer of Organisation )

Reporting Format

State	District	Location type (Urban / Rural)	Name of Office	Date event held	Event type (PHC / SED / AOH)	No. of kits distributed	No. of persons benefited

### Weekly Compiled Report

(to be sent by Organisational HQs to DoT HQ at- [ddgca-dot@nic.in](mailto:ddgca-dot@nic.in) / [p.biswas43@nic.in](mailto:p.biswas43@nic.in) )

State	District	Location type (Urban / Rural)	Name of Office	Events held during week ending	Event type (PHC / SED / AOH)	No. of kits distributed	No. of persons benefited

Notes:

**PHC** – Primary Health Check-up, **SED** – Safety Equipment Distribution , **AOH** - Awareness of Occupational Hazards

Safety Equipment Kits may comprise – Masks, Safety Gloves, Aprons, Hand sanitisers, Basic First Aid items such as Disinfectant like Dettol, Adhesive Plaster like BandAid, small roll of sterilized Cotton, etc in a pouch.

# **Department of Telecommunications Action Plan for Swachhata Campaign 2025**

**Theme:** "Swabhaav Swachhata – Sanskaar Swachhata" (Cleanliness in Nature, Cleanliness in Culture)

**Duration:** 14 September 2025 – 31 October 2025

**Organizers:** Department of Telecommunications (DoT) & Public Sector Units in coordination with DARPG and local authorities

## **I. Objectives**

1. Promote public participation and ownership in cleanliness drives.
2. Ensure complete cleanliness of identified areas, with special focus on Cleanliness Target Units (CTUs).
3. Enhance safety and welfare of Safai Mitras.
4. Implement Special Campaign 5.0 with a focus on scientific management of e-waste in government offices.
5. Generate public awareness linking cleanliness with environmental responsibility.

## **II. Key Activities**

### **1. Swachhata Ki Bhaagidari – Citizen & Community Engagement Activities: (Timeline: 14–20 Sept 2025)**

- Swachhata Pledge administration in all offices.
- Competitions (poster-making, short films, essay writing) in schools/colleges.
- Walkathons, cycle rallies, and Swachh Bharat Cultural Fests.
- "Waste to Art" exhibitions & sale of recycled products.
- "Clean Street Food Challenge" in coordination with municipal bodies.
- Responsibility: Field units, PSUs, community leaders.

### **2. Sampurna Swachhata Through Shramdaan – Cleanliness Drives (Timeline: 21 Sept – 1 Oct 2025.)**

#### **Focus Areas:**

- Cleanliness Target Units (CTUs): Dirty spots, water bodies, roads, railway stations, garbage dumps, drains.
- Beautification through plantation, murals, and community art.

#### **Approach:**

- Weekend mega drives with public participation.
- Partner with NGOs & RWAs for sustained maintenance.

#### **Special Initiative:**

- "Ek Ped Maa Ke Naam" tree plantation app to continue with tracking & dedication features.

### **3. Safai Mitra Suraksha Shivirs – Welfare & Safety Camps (Timeline: 25 Sept – 5 Oct 2025)**

- Preventive health check-ups.
- Safety equipment distribution.
- Awareness on occupational hazards.
- Responsibility: Field offices with support from local health departments.

## **III. Integration with Special Campaign 5.0 ( Timeline: 2 Oct – 31 Oct 2025)**

### **A. Cleanliness & Space Management Activities:**

- Clean-up drives in 700+ DoT offices across India.
- Removal of unused items, freeing storage & work areas.

### **B. Scientific Management of E-Waste (Focus Area 2025) Actions:**

- Conduct e-waste audit in each office.
- Partner with authorized e-waste recyclers.
- Awareness sessions on e-waste hazards.

### **C. Record & Scrap Disposal**

- Digitize old records and dispose of physical copies as per retention policy.
- Sell scrap to generate revenue.



#### D. Public Grievance Redressal

Time-bound resolution of pending references, appeals, and assurances.

#### IV. Milestones & Flagship Events

Date	Event	Agency (DoT/PSUs)
14 Sept 2025	SHS Inauguration & Swachhata Pledge	DoT HQ
20 Sept 2025	Minister-led plantation drive under Ek Ped Maa Ke Naam	MoC & PSUs
2 Oct 2025	Gandhi Jayanti – Mega Shramdaan at iconic public places	DoT + PSUs
15 Oct 2025	National E-Waste Awareness Day	DoT + PSUs
31 Oct 2025	Special Campaign 5.0 Closing Ceremony	DoT HQ

#### V. Monitoring & Reporting

- Daily activity logs by field offices.
- Weekly progress review at DoT HQ.
- Photo & video documentation of events.
- Final consolidated report with quantitative and qualitative outcomes.

#### VI. Expected Outcomes

1. Public Engagement: Approx. **1 lakh citizens** directly involved.
2. CTU Transformation: **100% beautification** of identified sites.
3. Safai Mitra Welfare: **100 camps covering >5,000 workers**.
4. E-Waste Reduction: **Scientific disposal of 100% identified e-waste**.
5. Revenue Generation: Scrap & waste disposal revenue **exceeding ₹3 crore**.
6. Public Grievances: Resolution of **100% pending cases**.