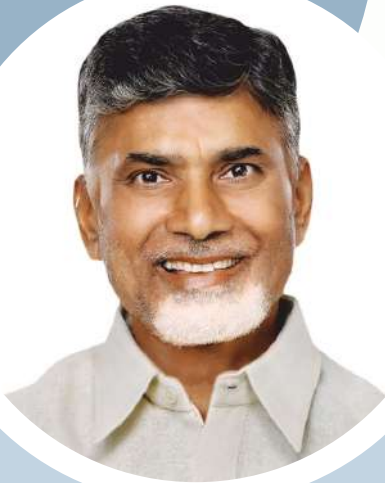


# SWACHHA ANDHRA AWARDS Assessment Toolkit 2025

## STATE'S CLEANLINESS SURVEY



Swachha Andhra Corporation



**Nara Chandrababu  
Naidu**

(Hon'ble Chief  
Minister of Andhra  
Pradesh)

**"IT IS TRULY  
INSPIRING TO SEE  
HOW THE SPIRIT OF  
CLEANLINESS HAS  
UNITED OUR  
PEOPLE, TURNING  
EVERY CITIZEN INTO  
A PROUD PARTNER  
IN BUILDING A  
CLEANER, GREENER  
ANDHRA PRADESH**

## Message from the Hon'ble Chief Minister

It gives me great pleasure to announce the launch of the State-wide Cleanliness Competition under the Swachha Andhra Mission, for all government departments across Andhra Pradesh.

This initiative is more than just a competition; it is an opportunity to demonstrate our deep commitment to cleanliness, efficiency, and respect for the citizens we serve. A clean and well-maintained office, school, or public space is not just a reflection of our discipline and work ethic — it is a statement of care, responsibility, and pride in our service.

By making this a friendly and engaging challenge, we aim to foster innovation, accountability, and teamwork in every department. I am confident that this competition will inspire all of us to adopt sustainable hygiene practices and set new benchmarks for cleanliness in our workplaces.

The results will be announced on October 2nd, 2025, a date that holds special significance as we honor the ideals of Mahatma Gandhi — a visionary who believed that cleanliness is as essential as freedom.

Let us take this opportunity to embody the true spirit of Swachha Andhra, making our workplaces shining examples of order, efficiency, and care for the environment.

I look forward to the enthusiastic participation of every department, and I am certain that together we can make Andhra Pradesh cleaner, healthier, and more vibrant — one workplace at a time.

Nara Chandrababu  
Naidu





**Konidala Pawan Kalyan**

(Hon'ble Deputy Chief Minister, Govt. of AP)

**CLEANLINESS IS  
BOTH A  
RESPONSIBILITY  
AND A REFLECTION  
OF OUR VALUES.  
TOGETHER, WE CAN  
MAKE ANDHRA  
PRADESH A MODEL  
OF PRIDE AND  
PROGRESS FOR THE  
NATION**

## Message from the Hon'ble Deputy Chief Minister

It gives me immense pride to witness the Swachha Andhra Mission carrying forward the vision of our Hon'ble Chief Minister in building a cleaner, healthier, and more sustainable Andhra Pradesh.

The Cleanliness Challenge being conducted across our cities and gram panchayats marks an important step towards realizing this shared dream.

Clean cities and villages are not just indicators of good governance; they also reflect the collective responsibility, discipline, and values of our people.

This initiative will not only encourage healthy competition among departments and local bodies but will also highlight innovative practices, strengthen accountability, and inspire citizens to actively participate.

I am confident that through this collective effort, Andhra Pradesh will set new benchmarks in sanitation, hygiene, and waste management, becoming a source of inspiration for the entire nation.

Let us all come together and make Swachha Andhra a true people's movement — one that leaves behind a legacy of health, dignity, and progress for generations to come.

Pawan Kalyan



**Ponguru Narayana**

(Hon'ble Minister, MA  
& UD, Govt. of AP)

**CLEANLINESS IS NOT  
JUST A DUTY; IT IS A  
REFLECTION OF OUR  
RESPECT FOR THE  
PEOPLE WE SERVE  
AND THE  
ENVIRONMENT WE  
CHERISH.**

## Message from the Hon'ble Minister

It is truly inspiring to witness the remarkable progress we have achieved under the Swachha Andhra Mission. Across our cities and towns, we see cleaner streets, healthier public spaces, and a growing culture of environmental responsibility.

These achievements are the result of tireless efforts — from adopting advanced waste segregation methods to enhancing collection systems and setting up modern waste treatment facilities.

To take this momentum forward, we are launching a Cleanliness Competition for all government departments. This initiative is not just about recognition; it is about showcasing leadership, embracing innovation, and setting an example that others can follow. Clean offices, institutions, and public spaces reflect our commitment to service, efficiency, and care for the environment.

The results will be announced on October 2nd, 2025, a day of great significance as we honor Mahatma Gandhi's vision of cleanliness as a way of life. I encourage every department to participate wholeheartedly, share your best practices, and inspire others through your actions.

Together, let us ensure that Andhra Pradesh stands as a model of cleanliness, sustainability, and civic pride for the entire nation.

Ponguru Narayana



**Pattabhi Ram  
Kommareddy**

(Chairman, Swachha  
Andhra Corporation,  
Govt. of AP)

**CLEANLINESS IS NOT  
JUST A TASK WE DO;  
IT IS A HABIT WE  
BUILD TOGETHER,  
EVERY DAY, TO  
CREATE A HEALTHIER  
AND CLEANER  
ANDHRA PRADESH**

## Message from the Chairman, SAC

The Swachha Andhra Mission has always been about more than just cleanliness – it is about building a state where every citizen takes pride in their surroundings, and where public spaces reflect our values, unity, and mutual respect. Cleanliness is not merely a habit; it is a shared responsibility that strengthens our communities and enhances our quality of life.

In this spirit, we are proud to launch the Cleanliness Competition for all government departments across Andhra Pradesh. This initiative is not just about improving appearances; it is about embedding cleanliness into our work culture, inspiring creativity, and encouraging accountability at every level.

Through this friendly challenge, we aim to spark innovative ideas, promote teamwork, and cultivate a mindset where cleanliness becomes second nature. The results will be announced on October 2nd, 2025, a day that perfectly embodies Mahatma Gandhi's vision for a clean and self-reliant India.

Let us seize this opportunity to reaffirm our commitment and ensure that the Swachha Andhra spirit continues to grow stronger with each passing year. Together, we can create a lasting legacy of cleanliness and civic pride for future generations.

Pattabhi Ram  
Kommareddy



**Shashi Bhushan Kumar**

(Principal Secretary, PR&RD  
Department, Govt. of AP)

**CLEAN VILLAGES  
ARE THE TRUE  
FOUNDATION OF A  
PROSPEROUS  
ANDHRA PRADESH.  
WITH UNITY AND  
COMMITMENT, OUR  
GRAM PANCHAYATS  
CAN LEAD THE WAY  
TOWARDS A  
CLEANER AND  
GREENER FUTURE**

## Message from the Principal Secretary, PR & RD

The Swachha Andhra Mission's Cleanliness Challenge is a timely and transformative initiative to strengthen sanitation and hygiene practices across our rural communities.

Clean villages are the foundation of a healthy, vibrant, and prosperous Andhra Pradesh, and this challenge provides an excellent platform to showcase innovation, community participation, and collective responsibility.

Our Gram Panchayats have always been at the heart of service delivery in rural areas. By actively participating in this challenge, they can not only enhance solid and liquid waste management but also set inspiring examples of sustainable practices for others to follow.

This initiative will foster healthy competition among villages, encourage citizen engagement, and highlight the pivotal role of local leadership in realizing the State's vision of Swachha Andhra.

It is an opportunity to transform rural areas into models of cleanliness and efficiency that truly reflect the spirit of community pride.

I call upon all Panchayati Raj Institutions, community leaders, and citizens to join hands in this mission and make our villages symbols of dignity, health, and progress. Together, let us build a rural Andhra Pradesh that is truly clean, green, and future-ready.

Shashi Bhushan Kumar



**S. Suresh Kumar**

(Principal Secretary, MA&UD  
Department, Govt. of AP)

**CLEANLINESS MUST  
BE A DAILY  
PRACTICE, NOT AN  
OCCASIONAL  
EFFORT. BY LEADING  
THROUGH EXAMPLE,  
WE CAN INSPIRE  
EVERY CITIZEN TO  
JOIN US IN  
BUILDING A  
CLEANER, HEALTHIER  
ANDHRA PRADESH.**

## Message from the Principal Secretary, MA & UD

We're all so proud of the progress we've made with the Swachha Andhra Mission. We've been working hard to make our state a cleaner and healthier place, and now we're taking the next step: a Cleanliness Competition for all government departments.

This isn't just about winning a prize. It's about making cleanliness a core part of how we all work every day. We want our government offices, hospitals, schools and all other places be it Mandi's hostels to be spotless, well-organized, and welcoming spaces that set an example for everyone of cleanliness.

### Here's how it will work:

- **Fair and Open Judging:** We'll be evaluating departments on things like waste management and overall cleanliness.
- **Citizen's Voice Matters:** We're asking the public for their feedback through surveys to see how well we're doing.
- **Everything in One Place:** We're launching an online portal where departments can upload photos, do a self-assessment, and see their results on October 2, 2025.

This is an opportunity to show our commitment to a cleaner Andhra Pradesh. When we announce the winners on Gandhi Jayanti, it will be a reflection of our collective dedication to building a state we can all be proud of.

S. Suresh Kumar

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# **SWACHHA ANDHRA AWARDS 2025-** **TIMELINES**

<b>Swachha Andhra Awards - 2025 Timelines</b>		
<b>1</b>	<b>Orientation to Secretaries/State HODs on concept for Swachha Andhra Awards 2025</b>	<b>20th August 2025</b>
<b>2</b>	<b>Finalisation of Evaluation Criteria for Awards</b>	<b>20th August 2025</b>
<b>3</b>	<b>Orientation to District Collectors</b>	<b>21st August 2025</b>
<b>4</b>	<b>Orientation to District Heads by Concerned Departments on the concept</b>	<b>21st August 2025</b>
<b>5</b>	<b>Swachha Andhra Toolkit Launch</b>	<b>23rd August 2025</b>
<b>6</b>	<b>Self-Assessment by Individual Institutions</b>	<b>25th August – 30th August 2025</b>
<b>7</b>	<b>Submission of Self-Assessment Reports to Concerned District Heads</b>	<b>31st August 2025</b>
<b>8</b>	<b>Verification by District Teams</b>	<b>1st September – 9th September 2025</b>
<b>9</b>	<b>Submission of Rankings to SAC</b>	<b>10th September 2025</b>
<b>10</b>	<b>Evaluation by Third Party Agency</b>	<b>11th Sept – 22nd Sept 2025</b>
<b>11</b>	<b>Submission of Reports to SAC</b>	<b>25th September 2025</b>
<b>12</b>	<b>Finalisation of Rankings</b>	<b>27th September 2025</b>
<b>13</b>	<b>Awards Ceremony</b>	<b>2nd October 2025</b>

# EXECUTIVE SUMMARY

The Swachha Andhra Mission (SAM) is undertaking its first-ever cleanliness assessment of cities and Gram Panchayats across Andhra Pradesh. This pioneering initiative aims to establish a comprehensive, evidence-based benchmark for urban and rural sanitation, hygiene, and waste management practices.

**The assessment will primarily serve the following purposes:**

- Measure current cleanliness standards across all participating Urban Local Bodies (ULBs) and Gram Panchayats.
- Identify strengths and gaps in solid waste management, liquid waste management, and public space cleanliness.
- Evaluate cleanliness standards in government departments/institutions, schools, hospitals and large, medium, small, and micro enterprises to ensure a holistic assessment.

**The survey toolkit has been designed to provide a clear, standardised methodology for data collection, scoring, and reporting. It outlines:**

- Performance Indicators for urban and rural areas, with clearly defined scoring criteria.
- Data Triangulation methods using field verification, photographic evidence, and key respondents' feedback.
- Weightage-based scoring to ensure fairness and comparability between locations.

This assessment will not only guide resource allocation and policy-making but also foster healthy competition among cities, Gram Panchayats, Urban Local Bodies, participating Government departments/institutions, hospitals, schools and enterprises—motivating them to achieve higher cleanliness standards. The findings will be made public and form the baseline for future evaluations, ensuring continuous improvement toward a Cleaner, Greener Andhra Pradesh.



## OBJECTIVES OF THE AWARDS



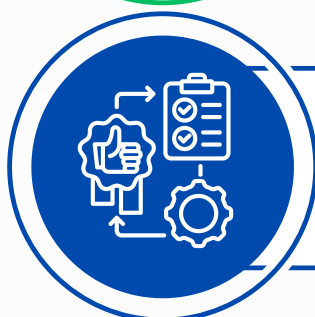
Recognize and reward exemplary performance in sanitation and cleanliness.



Motivate stakeholders to actively participate in the Swachha Andhra mission.



Promote healthy competition among institutions and administrative units.



Showcase best practices and innovations in cleanliness and sanitation.



Strengthen accountability and public participation in the movement.



Make Swachha Andhra campaign a Peoples participatory program and inculcate cleanliness as a habit.



## AWARD CATEGORIES

 <b>Swachha Municipalities</b>	<b>Swachha Gram Panchayats</b> 
 <b>Swachha SLFs</b>	<b>Swachha Village Organisation</b> 
 <b>Swachha Schools</b>	<b>Swachha Anganwadis</b> 
 <b>Swachha Hospitals</b>	<b>Swachha Government Offices</b> 
 <b>Swachha Bus Stations</b>	<b>Swachha Rythu Bazaars</b> 
 <b>Swachha Hostels</b>	<b>Swachha Industries: Large/ Mega</b> 
 <b>Swachha Industries: MSMEs</b>	<b>Swachha NGOs/Civic Organisations</b> 
 <b>Swachha Warriors(Sanitation Workers)</b>	<b>Swachha Green Ambassadors</b> 
 <b>Swachha Residential Schools</b>	<b>Swachha Colonies</b> 

## SPECIAL CATEGORY STATE LEVEL AWARDS

- Top 5 Swachh Survekshan Awardees
- Best Social Media Engagement
- Swachha District (SASA & SHS Activities)



## STATE & DISTRICT LEVEL AWARDS

S.No	Categories	State Level	District Level
1	Swachha Municipalities	6	1
2	Swachha Gram Panchayats	6	5
3	Swachha SLFs	3	3
4	Village Organisations	3	5
5	Swachha Schools	3	5
6	Swachha Anganwadi	3	5
7	Swachha Hospitals	4	3
8	Swachha Government Offices	3	3
9	Swachha Bus Stations	3	1
10	Swachha Rythu Bazaars	3	1
11	Swachha Hostels (SW/BCW/TW/MW)	4	4
12	Swachha Industries (Large/Mega)	3	2
	Swachha Industries (MSMEs)	3	3
13	Best Swachhata NGOs	3	3
14	Best Swachhata Warriors (Sanitation Workers)	3	5
15	Best Swachhata Green Ambassadors	3	5
16	Swachha Residential Schools	3	1
17	Swachha Colonies	3	
	<b>Total</b>	<b>62</b>	<b>55</b>



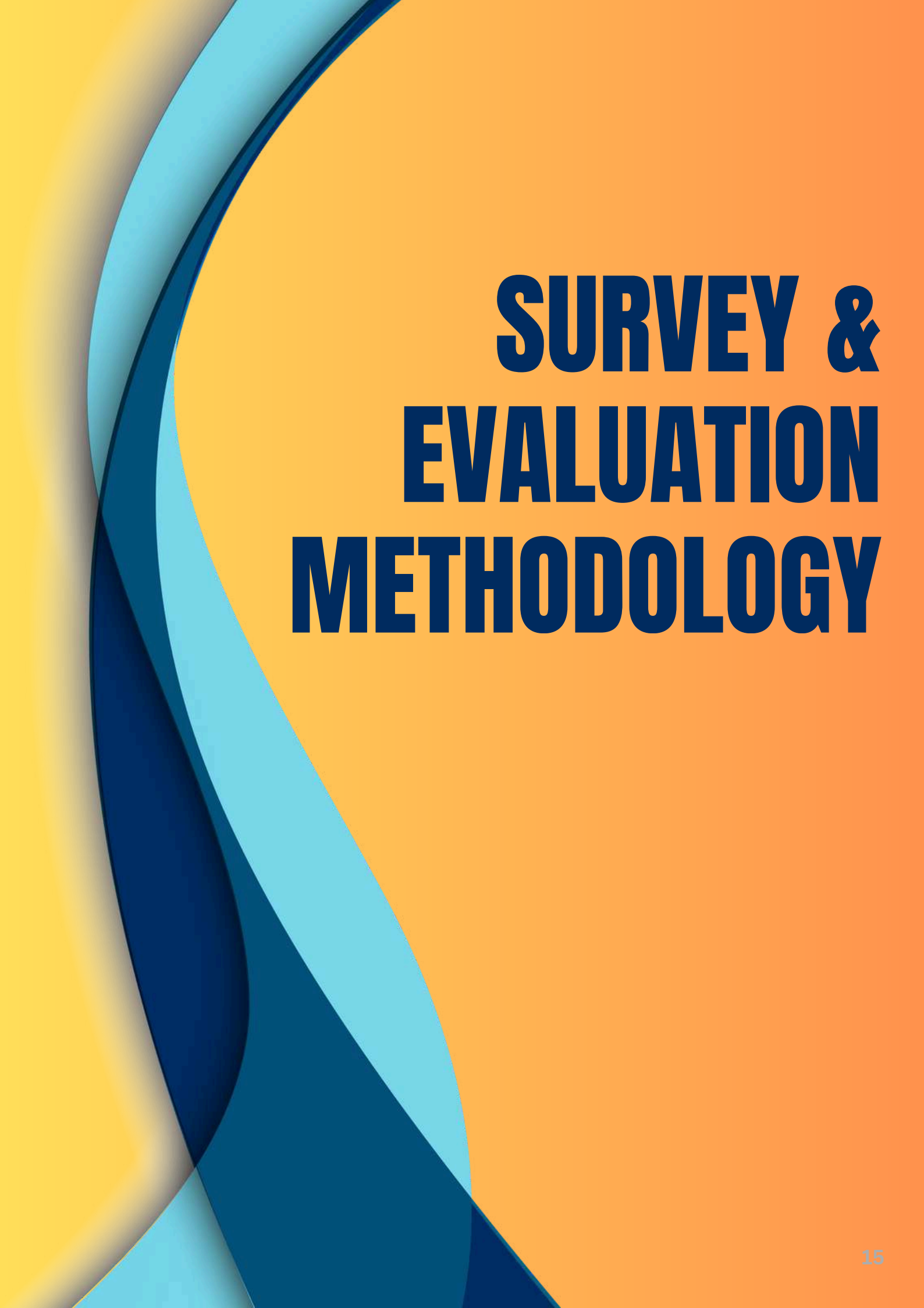
**STATE LEVEL AWARDS:**

**62**



**STATE LEVEL SPECIAL AWARDS:**

**7**



# **SURVEY & EVALUATION METHODOLOGY**

# SURVEY METHODOLOGY

The assessment will cover all entities listed in the toolkit's dashboard—ULBs (Municipal Corporations & Municipalities), Gram Panchayats, Schools, Anganwadis, Hospitals, Government Offices, Bus Stations, Rythu Bazaars/Market Yards/Municipal/GP Markets, Hostels, Large/Medium Industries, MSMEs, and individual/others (NGOs/Civic Organisations, Swachhata Warriors, Green Ambassadors). Each category will be scored as per the weightages defined in the toolkit, and the assessment will be carried out by an independent third party.

## **SURVEY METHODOLOGY**

### **1) Draft Evaluation Criteria:**

- Draft evaluation framework with relevant performance indicators shared to all concerned Departments for review and finalisation.
- Departments to examine and finalise the evaluation criteria and communicate the same to the Swachha Andhra Corporation

### **2) Institutional Self-Assessment:**

All institutions must carry out a comprehensive self-assessment against the approved parameters. These self-assessment reports are to be submitted to the respective District Departmental Heads.

### **3) District-Level Departmental Verification:**

- District Departmental Heads will constitute verification teams at the Divisional or Mandal level, depending on local feasibility.
- Teams will physically inspect the institutions, validate the claims made in the self-assessment reports, and interact with stakeholders where necessary.

### **4) Department wise District Ranking:**

- After the verification process, departments at the districts shall rank the institutions in the order of merit.
- The finalised district rankings will then be submitted to the respective State Heads of Departments (HODs).

### **5) Submission to Swachha Andhra Corporation:**

State HODs will consolidate the district-level results and forward the same to SAC for next stage assessment.

### **6) Third Party Verification & Final Ranking:**

- SAC will engage independent Third-Party Verification Agency to validate the rankings through physical inspections, document reviews, and sample checks.
- The final rankings will be determined based on the cumulative scores from the district verification process and third-party validation.

**Exclusions:** For the categories of Swachha Government Offices, Residential Schools and Swachha NGOs, the nominations will be received from the District Collector. The verification of the nominations will be done by the third party agency.

# CATEGORY 1:

## SWACHHA MUNICIPALITIES

MA & UD Department (Urban Areas)		
S.No	KPIs	Weightage %
1	SOURCE SEGREGATION OF WASTE	30%
2	100% COVERAGE OF WARDS WITH WASTE COLLECTION	20%
3	PROCESSING OF MSW	15%
4	IMPLEMENTING BAN ON SINGLE USE PLASTICS	15%
5	FUNCTIONAL RRR CENTRES	10%
6	HOUSEHOLDS PROMOTED FOR TERRACE GARDENS/HOME COMPOSTING	10%
Total -		100%



## CATEGORY 2: SWACHHA GRAM PANCHAYAT

PR & RD Department (Rural Areas)		
S.No	KPIs	Weightage %
1	DOOR TO DOOR COLLECTION OF SOLID WASTE	30%
2	SEGREGATED WASTE COLLECTION	25%
3	PROCESSING OF SOLID WASTE	20%
4	VISUAL CLEANLINESS	15%
5	HOUSEHOLDS COVERED WITH HOME COMPOSTING/KITCHEN GARDENS	10%
Total -		100%

## CATEGORY 3: SWACHHA SLF (SWACHHATA SLUM LEVEL FEDERATION)

SLF		
S.No	KPIs	Weightage %
1	No. of SHGs Promoting Terrace Gardens	100%
Total -		100%

## CATEGORY 4: SWACHHA VILLAGE ORGANISATION

Village Organisation		
S.No	KPIs	Weightage %
1	No. of SHGs Promoting Kitchen Gardens	100%
Total -		100%

## CATEGORY 5: SWACHHA SCHOOLS

Schools		
S.No	KPIs	Weightage %
1	FUNCTIONAL, GENDER-SEPARATED TOILETS	30%
2	HANDWASHING STATIONS WITH SOAP	25%
3	TWIN BIN INSTALLATION IN SCHOOL	20%
4	STUDENT-LED SWACHHATA CLUBS & CAMPAIGNS	15%
5	ROUTINE SANITATION LOG VERIFICATION	10%
Total -		100%

## CATEGORY 6: SWACHHA ANGANWADIS

Anganwadis		
S.No	KPIs	Weightage %
1	CHILD-FRIENDLY TOILET MAINTENANCE	30%
2	KITCHEN & FEEDING-AREA CLEANLINESS	25%
3	CAREGIVER IEC FLIPBOOKS	20%
4	WASTE SEGREGATION AT FACILITY	15%
5	SPOT-AUDIT REMARKS BY WELFARE DEPT.	10%
Total -		100%



## CATEGORY 7: SWACHHA HOSPITALS

Hospitals		
S.No	KPIs	Weightage %
1	BIOMEDICAL WASTE SEGREGATION & DISPOSAL	30%
2	PATIENT-AREA HYGIENE & CLEANLINESS	25%
3	CLEAN TOILETS WITH HAND WASHING INFRASTRUCTURE & COMPLIANCE	20%
4	REGULAR INFECTION-CONTROL AUDITS	15%
5	CLEAR INSTRUCTIONS/MESSAGES DISPLAYED ON CLEANLINESS	10%
Total -		100%

## CATEGORY 8: SWACHHA GOVT. OFFICES

Govt. Offices		
S.No	KPIs	Weightage %
1	CLEAN TOILETS & HANDWASHING FACILITIES	30%
2	SEGREGATED BINS INSTALLATION AND REGULAR CLEANLINESS	40%
3	SIGNAGE & STAFF SENSITIZATION CAMPAIGNS	20%
4	CITIZEN/EMPLOYEE FEEDBACK MECHANISM	10%
Total -		100%

## CATEGORY 9: SWACHHA BUS STATION

Bus Station		
S.No	KPIs	Weightage %
1	PLATFORM & WAITING AREA CLEANLINESS	30%
2	ACCESSIBLE, CLEAN TOILETS	25%
3	SEGREGATED WASTE BINS ON PLATFORMS	20%
4	SWACHHATA ANNOUNCEMENTS & SIGNAGE	15%
5	COMMUTER FEEDBACK MECHANISM	10%
Total -		100%

## CATEGORY 10: SWACHHA RYTHU BAZAARS

Rythu Bazaars		
S.No	KPIs	Weightage %
1	VENDOR-LEVEL WASTE SEGREGATION	30%
2	DRAIN & STALL-AREA CLEANLINESS	25%
3	ONSITE COMPOSTING	20%
4	HYGIENE AWARENESS POSTERS	15%
5	FEEDBACK MECHANISM ON CLEANLINESS	10%
Total -		100%



## CATEGORY 11: SWACHHA HOSTELS

Hostels		
S.No	KPIs	Weightage %
1	RESIDENTIAL BLOCK CLEANLINESS, TOILET & BATHROOM MAINTENANCE	30%
2	GREYWATER REUSE & DRAINAGE UP KEEP	25%
3	DINING & KITCHEN HYGIENE / COMMON-AREA CLEANLINESS PROTOCOLS	20%
4	SEGREGATED WASTE BINS IN CORRIDORS	15%
5	ONSITE COMPOSTING	10%
Total -		100%

## CATEGORY 12A: SWACHHA INDUSTRIES (LARGE/ MEGA)

Large/ Mega Industries		
S.No	KPIs	Weightage %
1	IN-HOUSE WASTE SEGREGATION AND DISPOSAL SYSTEM	30%
2	CLEAN AND HYGIENIC WORKSPACES AND RESTROOMS	25%
3	IEC AND TRAINING FOR WORKERS ON SANITATION	20%
4	USE OF ECO-FRIENDLY CLEANING AND WASTE PRACTICES	15%
5	COMPLIANCE WITH POLLUTION CONTROL AND SANITATION NORMS	10%
Total -		100%

## CATEGORY 12B: SWACHHA INDUSTRIES (MSMES)

MSMEs		
S.No	KPIs	Weightage %
1	CLEAN WORK AREAS AND PROPER WASTE BINS	30%
2	SAFE DISPOSAL OF PRODUCTION WASTE	25%
3	TOILET AND HANDWASHING FACILITIES FOR WORKERS	20%
4	BASIC IEC POSTERS AND SANITATION AWARENESS	15%
5	REGULAR CLEANING SCHEDULE AND SUPERVISION	10%
Total -		100%

## CATEGORY 13: SWACHHA NGOS

NGOs		
S.No	KPIs	Weightage %
1	FIELD-LEVEL SANITATION IMPACT	30%
2	IEC CAMPAIGN REACH & QUALITY	25%
3	SBM COLLABORATION DOCUMENTATION	20%
4	INNOVATION IN COMMUNITY MOBILIZATION	15%
5	THIRD-PARTY VERIFICATION REPORTS	10%
Total -		100%

## CATEGORY 14: SWACHHATA WARRIORS (SANITATION WORKERS)

Sanitation Workers		
S.No	KPIs	Weightage %
1	DAILY ATTENDANCE & ROUTE COMPLETION	30%
2	CONSISTENT USE OF SAFETY GEAR & UNIFORM	25%
3	CLEANLINESS QUALITY OF ASSIGNED AREA (SPOT AUDITS)	20%
4	PARTICIPATION IN IEC OR COMMUNITY AWARENESS DRIVES	15%
5	FEEDBACK FROM WARD RESIDENTS OR SUPERVISORS	10%
Total -		100%

## CATEGORY 15: SWACHHA GREEN AMBASSADORS

Green Ambassadors		
S.No	KPIs	Weightage %
1	DOOR TO DOOR COLLECTION OF WASTE	30%
2	WASTE SEGREGATION AT SOURCE	25%
3	DAILY ATTENDANCE & ROUTE COMPLETION	20%
4	IEC ADVOCACY	15%
5	FEEDBACK OF CITIZENS/GP FUNCTIONARIES	10%
Total -		100%



## CATEGORY 16: SWACHHA RESIDENTIAL SCHOOLS

SWACHHA RESIDENTIAL SCHOOLS		
S.No	KPIs	Weightage %
1	RESIDENTIAL DORMITORY CLEANLINESS, TOILETS & BATHROOM MAINTENANCE	30%
2	HANDWASHING STATIONS WITH SOAP & GREYWATER MANAGEMENT	25%
3	DINING HALL & KITCHEN HYGIENE / SAFE FOOD HANDLING PROTOCOLS	20%
4	SEGREGATED WASTE BINS & ONSITE COMPOSTING WITHIN CAMPUS	15%
5	STUDENT-LED SWACHHATA CLUBS, CAMPAIGNS & ROUTINE SANITATION LOG VERIFICATION	10%
Total -		100%

## CATEGORY 17: SWACHHA COLONIES

SWACHHA COLONIES		
S.No	KPIs	Weightage %
1	DOOR TO DOOR COLLECTION AND SOURCE SEGREGATION	20%
2	CLEANLINESS OF EMPTY PLOTS	25%
3	HOUSEHOLDS CONNECTION TO SAFE SANITATION	20%
4	PEOPLE PARTICIPATION TO IEC AND AWARENESS PROGRAM	15%
5	ONSITE COMPOSTING	15%
6	3R INITIATIVE OR WASTE TO WONDER	10%
Total -		100%

## **BEST SOCIAL MEDIA ENGAGEMENT**

CRITERIA	INDICATORS	MARKS
<b>1. Content Quality &amp; Innovation</b>	Creativity in posts, use of videos/reels and storytelling	20
<b>2. Campaigns Conducted for Swachha Andhra</b>	No. of campaigns conducted, variety of topics alignment with state themes and campaign outreach	20
<b>3. Engagement &amp; Reach</b>	Engagement rate (likes/comments/shares), hashtag campaigns (#SwachhaAndhra etc.)	20
<b>4. Consistency &amp; Frequency</b>	Regular posting and cross-platform presence (FB, X, Insta, YT, WhatsApp)	20
<b>5. Alignment with SASA Monthly Themes</b>	Coverage of themes like Beat Plastic, Source Segregation, Toilet Cleaning, E-Waste, etc.	20
<b>Total</b>		<b>100 Marks</b>

***Note:- Only official social media posts made by all participating departments during the campaign period (25th August – 22nd September) will be considered for evaluation.***





**Government of  
Andhra Pradesh**