



Swachh School Campaign

An Initiative by Nagar Nigam Gorakhpur....



Nagar Nigam Gorakhpur

What is Swachh School Campaign!

- The flagship initiative of **Nagar Nigam Gorakhpur**, spearheaded by the **Honorable Mayor of Gorakhpur** and the **Honorable Municipal Commissioner of Gorakhpur**, nurtures responsible, aware, and environmentally conscious citizens from an early age.
- Focuses on embedding values of **cleanliness, sustainability, and climate responsibility** at the school level
- Addresses key challenges of **climate change, environmental degradation, and public health**
- Promotes structured awareness, practical action, and behavioural transformation among students and school communities
- Encourages **healthy competition, institutional accountability, and student leadership**
- Aims to transform schools into **model centres of cleanliness and sustainability**
- Supports Gorakhpur's vision of a clean, resilient, and climate-responsive city
- To prepare schools on **SBM 2.0 parameters**, including:
 - Sanitation infrastructure
 - Solid Waste Management
 - Water conservation
 - Hygiene practices
 - Behaviour Change Communication (BCC)



Building a Clean, Resilient, and Climate-Responsive City

A flagship initiative to embed values of cleanliness, sustainability, and climate responsibility at the school level.



Prepare schools on **SBM 2.0** parameters: Sanitation, Solid Waste Management, Water Conservation, Hygiene



Address **climate change** and **environmental degradation** challenges.

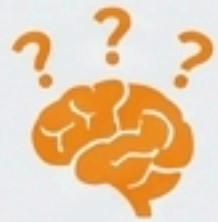


Promote **structured awareness** and **behavioral transformation** among students.



Foster **healthy competition** and **institutional accountability**.

The Current Landscape & The Need for Change



Limited awareness among students regarding hygiene, SDGs, and climate change.



Inconsistent sanitation practices across schools.



Inadequate waste segregation and scientific disposal.



Poor water access and inefficient usage.



Inadequate sanitation access & lack of MHM awareness.



Gap between SBM 2.0 guidelines and on-ground implementation.



Behavioral change is not yet institutionalized.



Lack of a standardized assessment framework.

Strategic Benefits of the Campaign



Synchronization

Synchronization of schools with Swachh Bharat Mission (SBM 2.0).



Standardization

Introduction of the School Star Rating for transparency and accountability.



Infrastructure

Strengthened sanitation and hygiene monitoring.



Process

Implementation of scientific waste management (segregation, recycling, composting).



Legacy

Creation of 'Model Swachh Schools' as replicable best practices for the Nation.

Campaign Roadmap & Milestones



Stakeholders Meeting

Focused discussion with key partners.



Toolkit Launch

Formal launch of the official guiding document.



Swachh School Star Rating

5-Level rating evaluation on Swachhata parameters.



Swachh School Competition

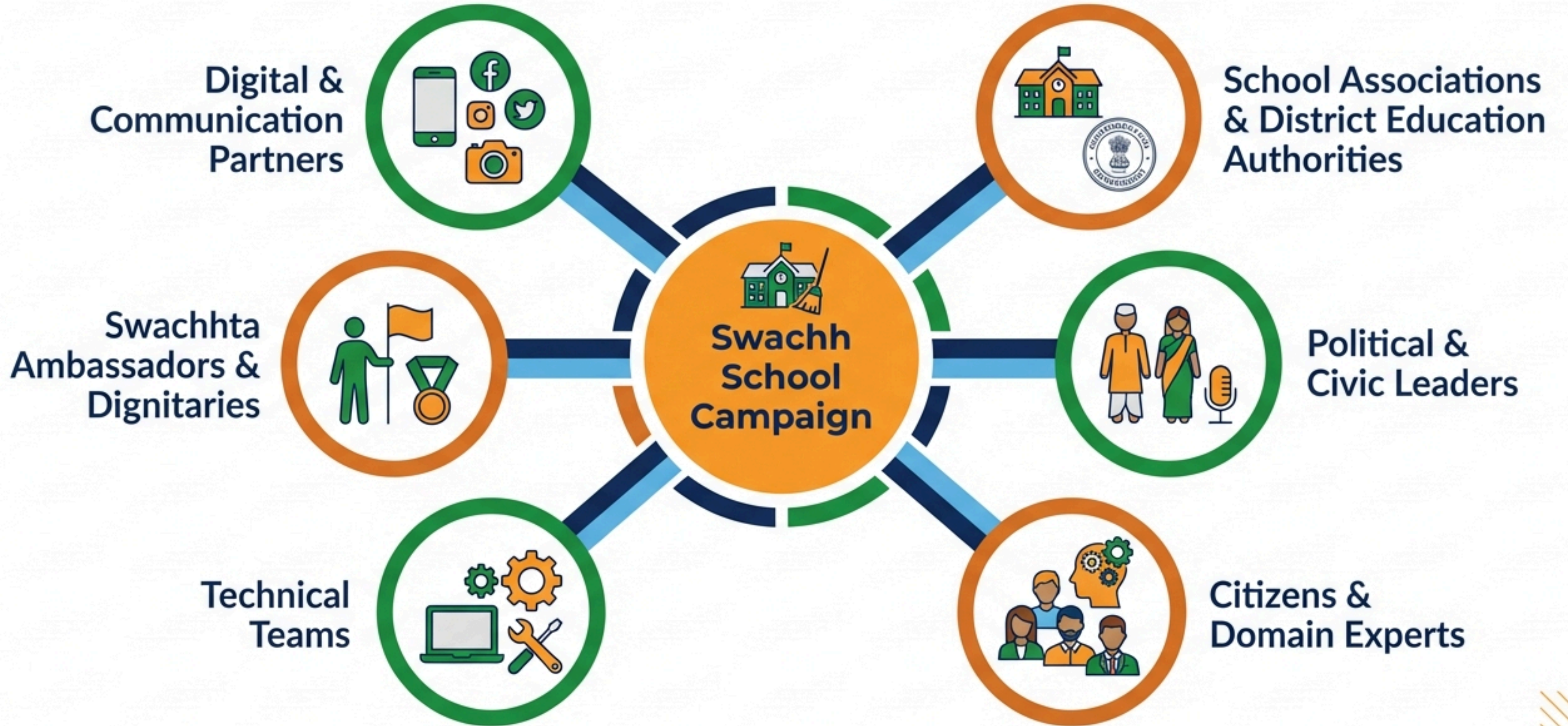
Knowledge-based competitions for student awareness.



Awards & Recognition

Honouring best-performing schools at State & National levels.

Key Stakeholders in the Ecosystem



Pillar 1 Star Rating

Shiksha aur Swachhhta Abhiyaan



Vidyalaya se Vikas tak...

The Objective

A structured and transparent evaluation framework under the Swachh School Campaign.



1. Assess

Evaluate current standards.



2. Recognize

Award schools for their efforts.



3. Encourage

Motivate the adoption of cleanliness, hygiene, sustainability, and behavioral change practices.

The SBM 2.0 Assessment Parameters

Schools will be assessed on key parameters designed to cover every aspect of campus operations and student life.



1. Sanitation & hygiene



2. Solid waste management, composting & RRR



3. Drinking water access & water conservation



4. Menstrual Hygiene Management (MHM)



5. Environmental awareness & student participation

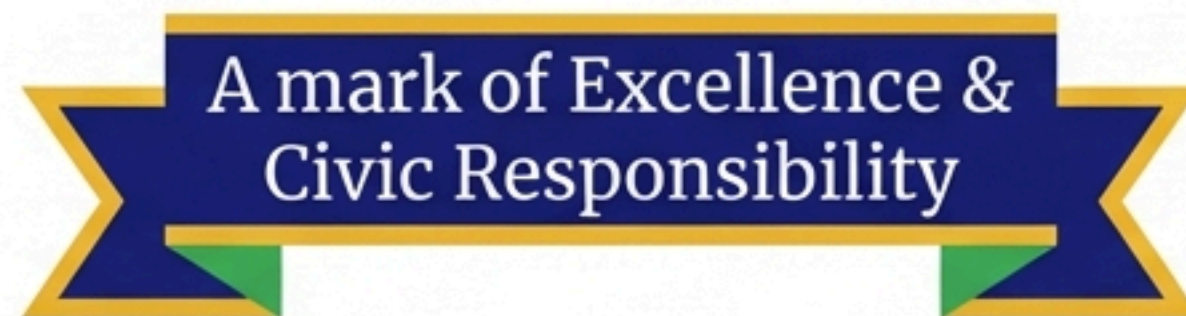


6. Institutional cleanliness practices

The Star Rating System



Star Ratings will be awarded based on performance and compliance.



Strategic Value for Schools

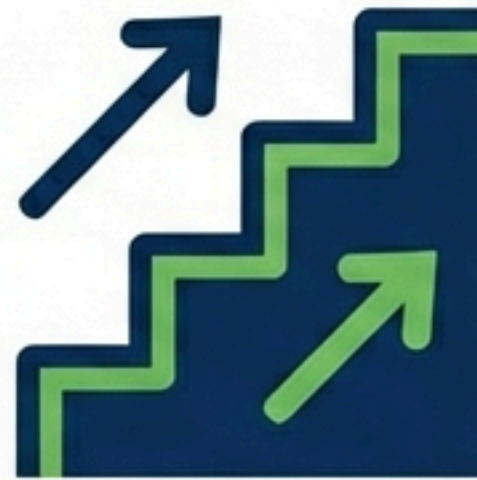
Why participate in the Star Rating System?

Self-Assessment



Empowers schools to evaluate their own standing objectively.

Continuous Improvement



Provides a clear roadmap for getting better over time.

Healthy Competition



Encourages a spirit of excellence among peer institutions.

Strategic Goals for Nagar Nigam

Utilization of Data for Urban Development

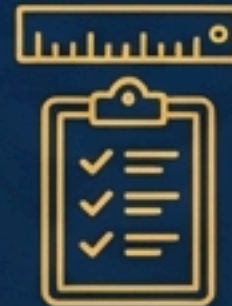
Identify Models

Pinpoint "Model Schools" that can serve as examples.



Standardized Monitoring

Ensure all schools are measured by the same consistent yardstick.



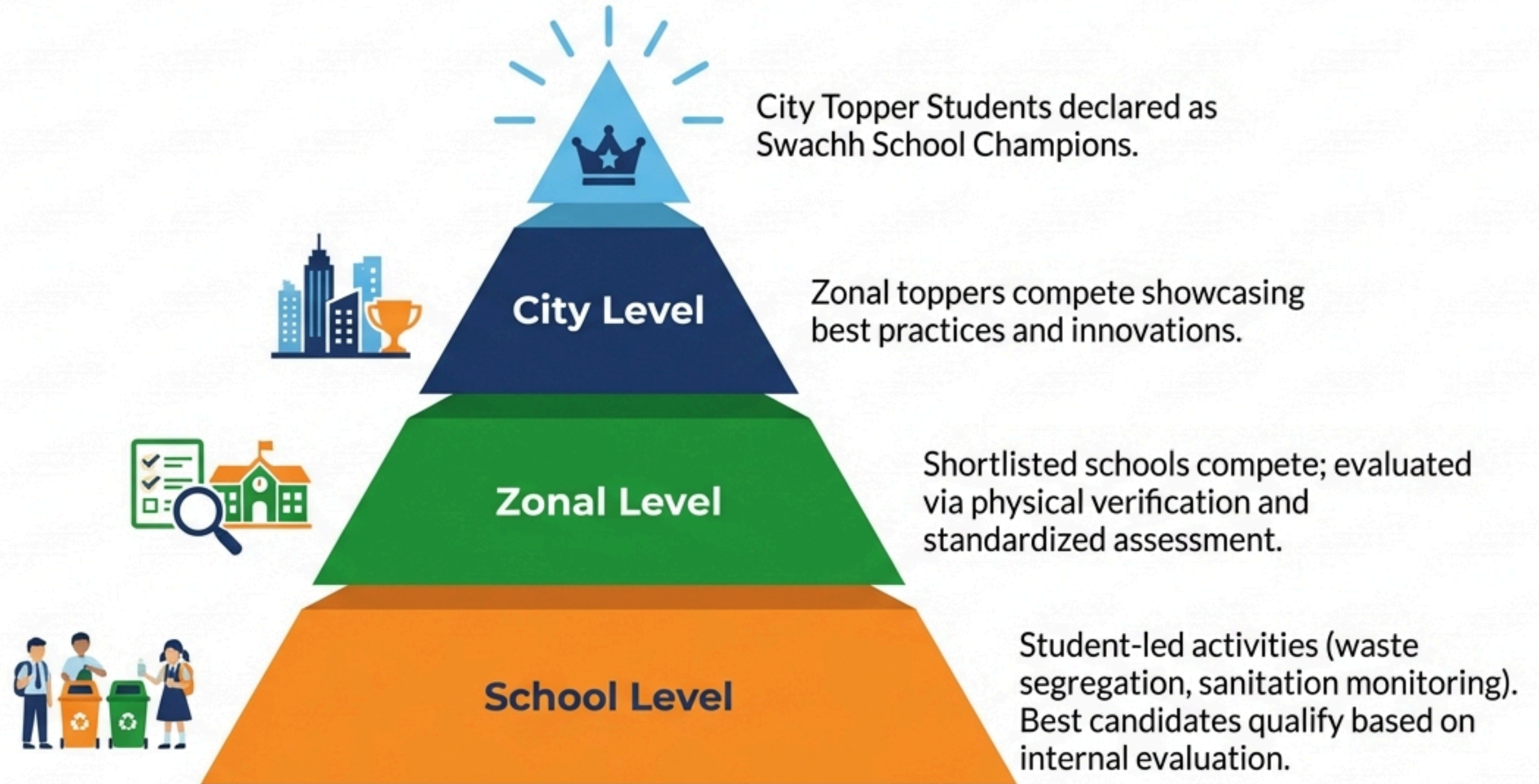
Replication

Take the best practices found in high-rating schools and replicate them citywide.





Pillar 2: The Swachh School Competition










Vidyalaya se Vikas tak...



Activity Matrix & Target Audiences

| Level | Activity Types | Target Audience / Scope |
|----------------------|---|---|
| School Level | ● Slogan, Essay, Waste to Art |  All Classes (Cluster selection) |
| Zonal Level | ● Waste to Art, Essay, Comic ● Writing |  Selected School Winners (Inter-school) |
| City Level (Group A) | ● Quiz, Swachhta Reel, Jingles |  Classes 9-12 |
| City Level (Group B) | ● Speech, Swachhta Post, ● Poem |  Classes 6-8 |

Roles & Responsibilities Matrix

| Nagar Nigam Gorakhpur | Schools & Associations |
|--|--|
|  Framework & Toolkit Development |  Implementation of SBM 2.0 Guidelines |
|  Conducting Star Rating & Evaluation |  Self-Assessment & Documentation |
|  Capacity Building & Orientation |  Awareness sessions via social media |
|  Recognition & Incentivization |  Maximum student registration on SSC Portal |
| |  Infrastructure Support & Sustainability |

Incentivizing Excellence: School Star Rating Rewards



1-Star Status

Award conferred by Dignitaries.

Branding at State & City Level.

Guidance from Nagar Nigam.



3-Star Status

State-level award.

Branding at National Level.

National-level exposure visits to top schools.



5-Star Status

Awards conferred by Respected Dignitaries.

'Model Swachh School' Tag.

Branding at National Level.



Rewards Structure: School & Zonal Tiers

School Level (Internal Recognition)



- ✓ E-Certificates of Merit for top performers.



- ✓ Name announcement in School Assembly.



- ✓ Work displayed on School Notice Board.

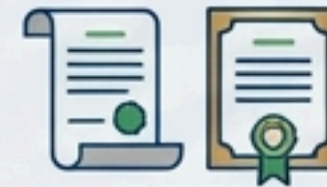
Zonal Level (City Recognition)



- ✓ **Monetary:** ₹2100 to each Zonal Winner.



- ✓ **Physical:** Zonal Winner Trophies/Medals.



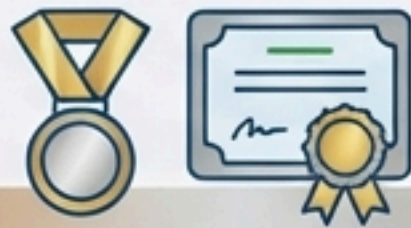
- ✓ **Citations:** Hard Copy certificates for 'Best Emerging Talent' and 'Best Innovative Entry'.



- ✓ **Publicity:** Names/photos on ward-level posters, banners, and Nagar Nigam channels.

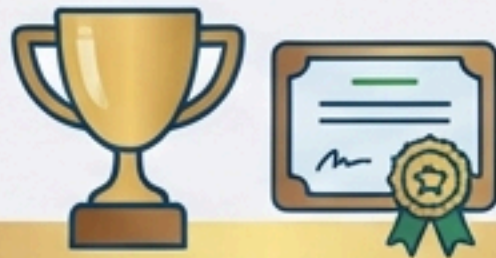


The City Championship: Grand Prizes



2nd Prize

Trophy/Medal + Certificate of Excellence + Generous Financial Prize



1st Prize

Trophy + Certificate of Excellence + 'City Level Champion' Title + Generous Financial Prize



3rd Prize

Medal + Certificate of Appreciation + Generous Financial Prize

Special Titles:



Best Swachhta Ambassador (Student)



Best Performing School

The Grand Experience: A Nagar Nigam sponsored exclusive educational tour for all City winners.

Public Felicitation & Media Strategy

The Event



The Event

Formal Felicitation

Digital Footprint



Digital Footprint

Featured on Dashboard & Social Media

Physical Presence



Physical Presence

Banners across Gorakhpur

Media Relations: Official press notes and mentions in Nagar Nigam communications

The Incentive Ecosystem

Recognition



Certificates, Assembly announcements, Social Media features.

Financial & Material



Cash prizes, Trophies, Medals.

Experiential



Exclusive educational tours, Public felicitation by city leadership.

Institutional



Titles for schools ('Best Performing School') to drive administrative buy-in.

The Hierarchy of Adjudication



School Level

- ✓ School Principal / Vice-Principal
- ✓ One Language Teacher
- ✓ One Art Teacher



Zonal Level

- ✓ Zonal Officer (SWM/NCAP Expert)
- ✓ Education Dept. Rep (BEO/School Inspector)
- ✓ Parshad (Nominated by ULB)
- ✓ Senior Subject Teachers (Language/Social Science & Art/Design)
- ✓ Optional: External Expert



City Level (Finals)

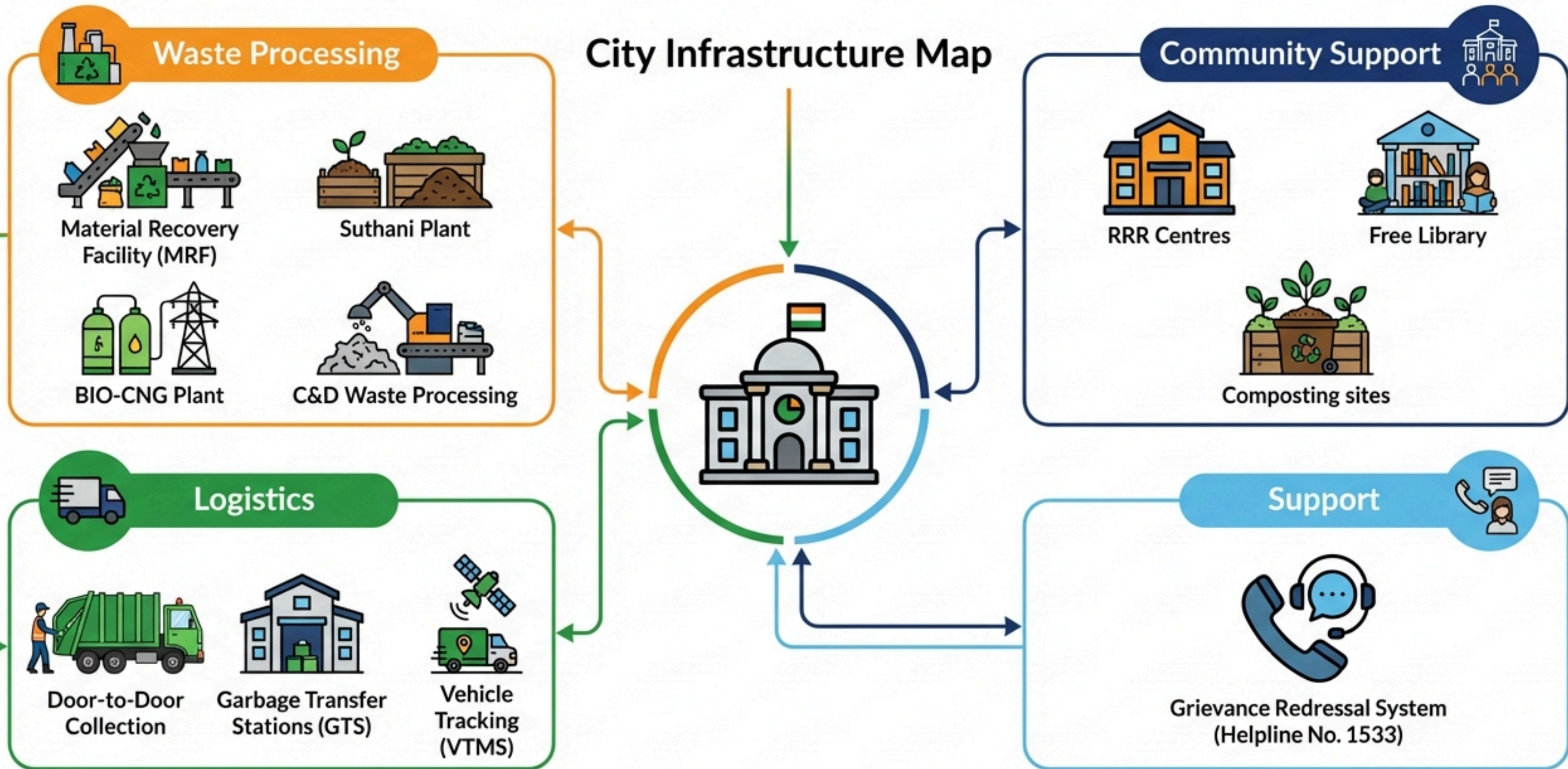
- ✓ Chair: Municipal Commissioner / Addl. Commissioner
- ✓ Education Dept. Representative
- ✓ Academic or SBM/NCAP Expert
- ✓ Art & Design Expert
- ✓ Media/Communication Expert

Recommendations of Govt. School Associations

Meeting on 12-01-2026

- Incorporate a short session on **Swachh School Campaign** in school assemblies.
- Make a documentary/video or short clips of facilities provided by Municipal Corporation Gorakhpur (e.g., D-2-D Collection, MRF, GTS, etc.).
- Organize **exposure visit of School students** to local RRR centres, MRF centres, GTS, composting pits, etc.
- Encourage students to **create memes/posts** highlighting instances where SBM parameters aren't followed by citizens or in the city & tag Nagar Nigam Gorakhpur on social media.
- Issue **D-2-D vehicles for garbage collection** from schools too.
- Government-aided schools often lack basic amenities for the School Star Rating, need guidance & support from Nagar Nigam.

Supported by Robust Municipal Infrastructure



Waste Processing



Material Recovery Facility (MRF)



Suthani Plant



BIO-CNG Plant



C&D Waste Processing

City Infrastructure Map



Community Support



RRR Centres



Free Library



Composting sites



Logistics



Door-to-Door Collection



Garbage Transfer Stations (GTS)



Vehicle Tracking (VTMS)

Support



Grievance Redressal System (Helpline No. 1533)

Executive Summary

A Five-Month Strategic Sprint for Behavioral Change

The Timeline



Duration: 5 Months
From initial planning to final
felicitation. A rapid
mobilization strategy.

The Structure



3-Tier Escalation Model
School Level → Zonal Level →
City Level
Increasing rigor at every step.

The Governance



Multi-Layered Hierarchy
Involving Principals, Zonal
Officers, Parshads, and the
Municipal Commissioner.

Mission Goal: To drive city-wide cleanliness through student leadership, supported by a rigorous evaluation process and high-stakes incentives.



Shiksha aur Swachhhta Abhiyaan, Vidyalaya se Vikas tak....

Thank You.

Nagar Nigam Gorakhpur