

Indian municipalities are among the 'resource-starved' and 'under-appreciated' institutions in the world.

Short on man-power and lack of use of modern technology contributes to this inefficiency rather than their will

Mapping is the first step in documenting the problem and understanding the scale at which we need to work to achieve 2019 Swachh Bharat. Reporting with GPS & timestamp helps in locating the issue accurately for municipal corporations.

Website: <http://www.swachhbharatapp.com/>

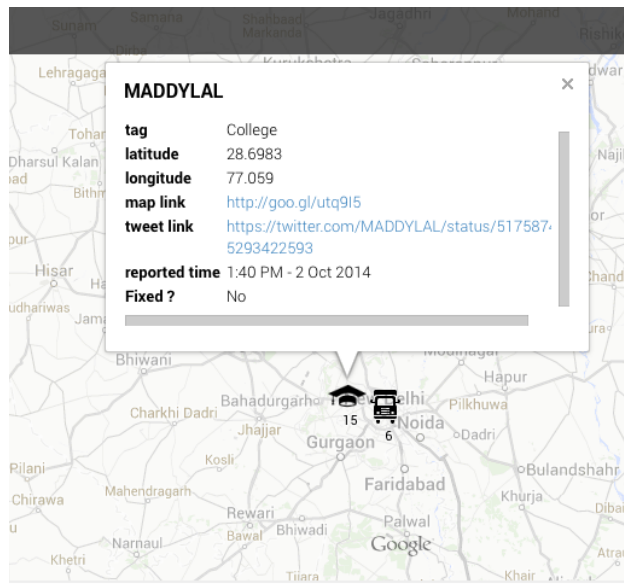
Twitter: <https://twitter.com/swachhbharatapp>

G+ page: <https://plus.google.com/+SwachhBharatMission/>

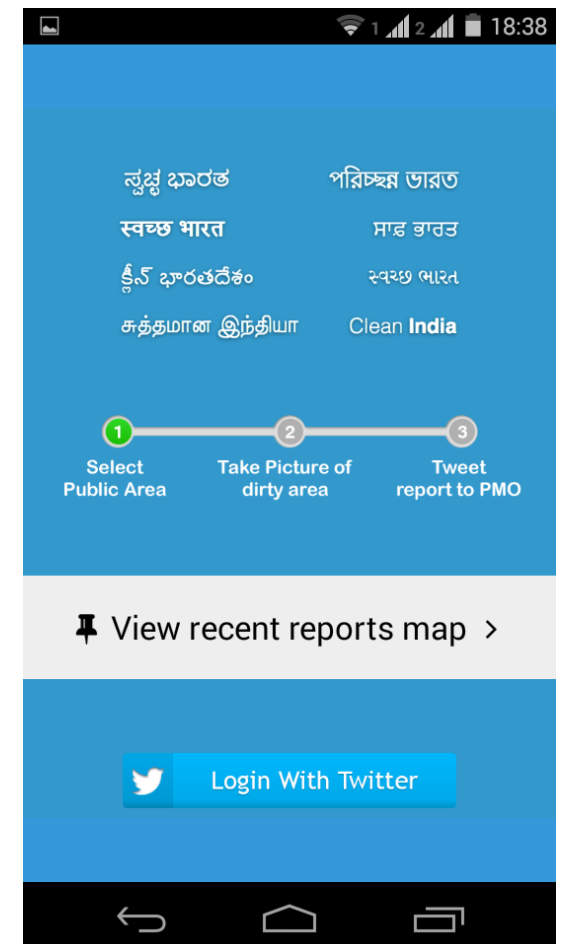
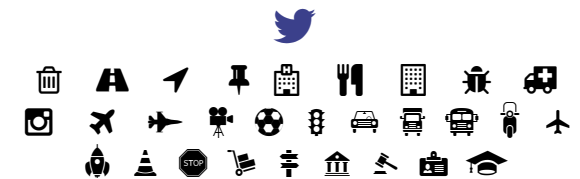
tweet @swachhbharatapp

Building maps with images directly means we understand the magnitude of the problem on a micro level. These maps also will help municipalities pin-point pain areas reported by people and take timely action! That's why we call them Crowd-sourced reports - by the people, for the people.

Also, when you tweet - the pic, active location and timestamp - all are tweeted mentioning @pmoindia official handle. So PMO actually has a copy of the problem with tag - That is considered as a complaint to PMO in itself.



A **mobile app** to report to PMO locations of dirty / unhygienic places in India which need **swachhata** !



## Sample tweet Report by @MADDYLAL

Please fix this at <http://goo.gl/utq9I5> !

#swachhbharat @pmoindia. Reported via @swachhbharatapp Tag:Park



### What to Report?

Report places which individuals or small groups cannot fix themselves!

### Why report to PMO?

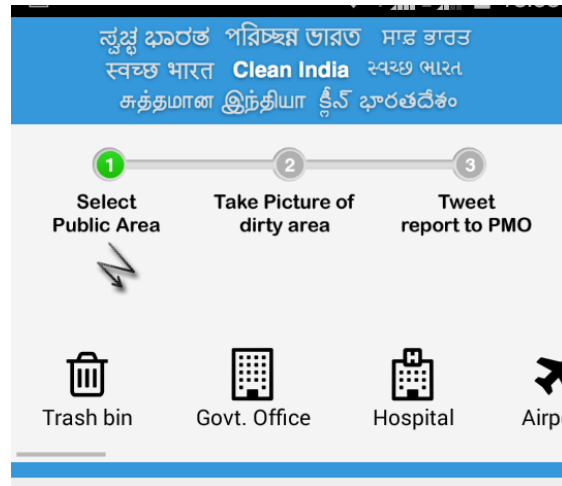
- Well they have a team who monitor tweets!
- Pressure from top gets things done.
- local municipalities do not have twitter handles.

### Do we collect any data?

- No Ads in app
- We do not collect any personal irrelevant data.
- We collect tweet related data to generate MAPS!

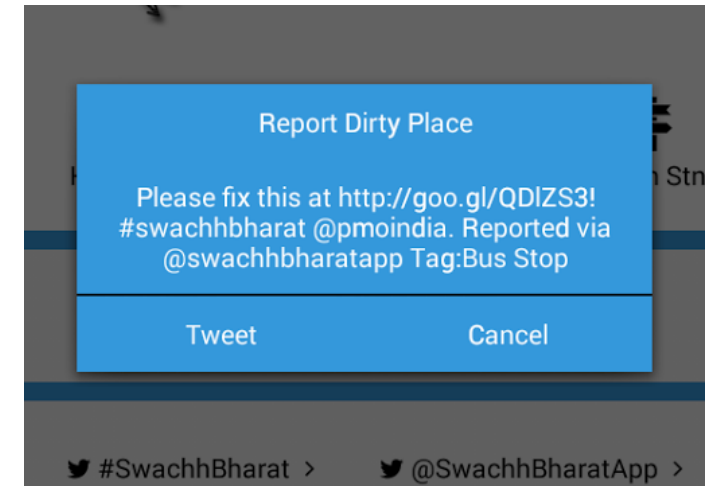
### Why should I post?

You dont post, we dont map. We dont map, we don't understand the magnitude and the challenges associated with #SwachhBharat initiative!



### What all can I tweet about?

*You can tweet about* overflowing trash Bins, open trash, dirty Govt. Offices, hospitals, airports, buses, bus stops, bus terminals, trains, train stations, roads, pedestrians paths, pedestrian crossings, schools, colleges, universities, traffic signals, traffic or other boards, playgrounds, truck/bike/car parking areas, open markets, road dividers, theatres, cinema halls, public banks, courts, space stations, jails, parks, etc. This list covers a lot of things under municipalities and government's overview.



### Why twitter & not FB or G+?

Twitter is short and direct to the point.

By using twitter, we are limiting user's feedback to some extent and let the picture of dirty area in the report do the talking for itself.

This way our team is not overloaded while checking for authenticity of pics & location and you also send a short and sweet reminder to local municipality via PMO to do their work :-)