Swachh Shehar Jodi (SSJ) initiative

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Why in news?

The Ministry of Housing and Urban Affairs (MoHUA) rolls out Swachh Shehar Jodi (SSJ) initiative for urban waste management mentorship initiative.

- **SSJ –** It is a new initiative to improve waste management and sanitation in cities through a mentorship program.
- **Launched by -** Ministry of Housing and Urban Affairs (MoHUA).
- **Launched on** - September 27, 2025.
- **Implemented under –** Swachh Bharat Mission – Urban (SBM-U).
- **Objectives –** The program pairs high-performing "mentor" cities with lower-ranked "mentee" cities to facilitate knowledge sharing and replicate best practices.
- To support comparitively low performing cities in improving their swachhata performance by drawing on the experience of mentor cities to
    - Replicate tested best practices in sanitation and waste management.
    - Strengthen processes in mentee cities.
    - Support the waste processing set up to improve visible cleanliness.
    - Improve citizen engagement for responsible behavior change for swachhata.
- **Key focus areas -** Visible cleanliness, waste segregation and transport, scientific processing of waste, access to sanitation, used water management, mechanised desludging, citizen advocacy, and grievance redressal.
- **Features -**

    - **Selection of mentor & mentee cities –** Based on their performance in the Swachh Survekshan (SS) rankings, top-performing cities have been identified as mentor cities and paired with low-performing mentee cities.
    - As of 27, September, 2025, 21 states and 57 mentor cities have joined to guide a total of 163 mentee cities.

- **100-day program** – The Ministry has launched a 100-day program, to showcase the impact of city-to-city mentorship in driving urban transformation.
- **Action Plan –** Each pair will jointly prepare action plans with specific milestones to address urban waste management challenges and focusing on experience sharing and knowledge transfer.

- **Funding –** Both mentor and mentee cities may utilize the Capacity Building (CB) Funds allocated to each State/UT as part of SBM-U 2.0.
- **Expected Outcomes –** The program's effectiveness will be monitored and evaluated during the SS ranking, 2026 rankings and expected to show measurable improvements across the focus areas.

Quick Facts

Swachh Survekshan
• World's ***largest annual urban cleanliness survey***. • **Conducted by** – Ministry of Housing & Urban Affairs (MoHUA). • **Purpose** – To evaluate cities and towns on their sanitation, waste management, and cleanliness practices, fostering competition and encouraging citizen participation.

References

1. PIB | Swachh Shehar Jodi initiative
2. Ministry of Housing and Urban Affairs | Swachh Shehar Jodi initiative

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