

ITI's Feedback Device and Online Dashboard Services to Improve Public Toilets in Twelve States

In an effort to improve city's sanitation experience and tackle the poor hygiene experience at public toilets across the country, ITI Limited, India's first public sector unit and a pioneer in telecom equipment manufacturing, has launched today website www.itytd-swacchhthafeedback.co.in to provide a real time feedback data from public toilets to concerned authorities at local, state and national level.

The website is a dashboard of ICT enabled 'swacchhthafeedbacksystem' which provides live data from all of the feedback devices installed in twelve state governments namely, Karnataka, Andhra Pradesh, Telangana, Kerala, Pondicherry, Maharastra, Orissa, Tamilnadu, Delhi, Rajasthan, Gujarat and Haryana India. The website is owned and maintained by ITI Limited. The feedback data from device(s) installed at the rest rooms will be received via GPRS and stored in cloud servers and all state wise information will be updated periodically.

So far, ITI has installed about 300 devices in municipal corporations of 5 states-Delhi, Karnataka, Tamilnadu, Gujarat & Telangana. In Karnataka, ITI has already installed 100 feedback devices out of 600 locations of Bruhat Bengaluru Mahanagar Palike (BBMP) under the Swachh Bharat Mission of Government of India. The equipped public toilets will enable citizens to directly give feedback from the toilet locations to the state and union government authorities.

In order to realize the dream of a cleaner India under the Swachh Bharat Mission (SBM), the Ministry of Urban Development (MoUD) had planned to install feedback devices at the public toilets to regularly monitor and maintain cleanliness of toilets. In view of this, MoUD had issued directives to twelve state governments to consider procurement of feedback devices from ITI Limited in April 2017.

Launching the Swacchhthafeedback website, S. Gopu, CMD, ITI Limited said, "Under the SwachhBharath Mission, ITI in association with the Ministry of Urban Development (MoUD) will install feedback devices at public toilets to regularly monitor and maintain cleanliness of toilets in all districts of 12 states with support from district municipal corporation bodies. The flagship programme of MoUD is supplemented by government's vision of Digital India and Startup India where ITI is helping startups in manufacturing

prototypes and lending a helping hand to enter the market. The Swacchhthafeedback website is one of the key initiatives of ITI Limited that enables concerned authorities to receive real-time feedback from public toilets across regions.”

Authorized officials from MoUD, SBM, Municipal Corporations, and ITILimited can access the real time data on the website received from installed devices. The website will also enable concerned authorities to see the locations of public toilet in all 12 states. An analysis report of feedback data can also be viewed on daily, weekly and monthly basis.Later, the website will be supported by toilet locator feature to help the public locate them with ease in the city.

Highlighting the importance of feedback device at public toilets, K Alagesan, Director, Production and Marketing, ITI Limited said, “After getting the nod from the union urban development ministry, we have already started installing the devices in each and every public and community toilets. The total installation will be done within few months. This will help us give better civic service to the citizens.”

Feedback buttons in device contains cleanliness information about the toilets as good, average and bad. If the feedback is more of ‘bad’ from a particular location, the device will send a SMS alert to authority for necessary action. At the first level, the escalation matrix shall be decided by the concerned municipality.If there is no action or delay in action, then issue will be escalated to next level authority. Further, it will be escalated to higher authorities till the issue is resolved. Daily report will be generated automatically every day at 8AM for each location and sent through e-mail to concerned authorities.