



# Swacch Bharat Mission: A Strategic Plan Towards New India

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**Abstract:** According to latest census , only 32.7 % rural households had access to toilet facility .To solve or amend census data GOI launched SBM on Oct 2 , 2014 to make India ODF free by 2019 .SBM was not launched only to tackle ODF but to various aspects of sanitation & Cleanliness. SBM was divided to for both Rural as well as urban Areas . Ministry of Drinking water of Sanitation (MDWS) is the nodal ministry for SBM with several other ministers being actively involved in achieving goal .Our PM Mr. Narendra Modi at various nationals and internationals stages described potential of Indian population to make India clean .Since national movement, cleanliness was always integral part of it. Mahatma Gandhi 's dream was total sanitation for all. The lack of Sanitation facilities leads to groundwater contamination & pythogen contamination leads to diarrhoea diseases resulting in malnutrition, stunting & death .The rapid pace of construction of toilets is due to mass mobilization of resources &extensive behaviour change compaign under the mission. It has helped the country achieve sanitation covering of 51% in rural India by March 2018 .About 3.5 lakh village , 371 district 13 states and 3 union territories have declared ODF . The strategy to tackle the challenges faced by SBM have been categorised under four board heads – expanding construction , leveraging technology , Changing governance and practices .This paper examines how SBM is paving path towards new India . Second phase of SBM is going on after 2020 which is helping in increasing more ODF across India .

**Keywords :** Swachh Bharat Mission , Cleanliness , ODF , Sanitation , Solid Waste Management

## INTRODUCTION

The Swachh Bharat Mission was officially launched on 2 October, 2014 at Rajghat New Delhi by the Hon'ble Prime Minister of India, Shri. Narendra Modi, with an aim to make India Clean. The mission is the country's biggest ever cleanliness drive with two million Government employees and school and college students participating in this event. The mission has been launched in order to work seriously towards the vision of Mahatma Gandhi, who gave a quintessential message to the nation through his efforts to educate people around him about cleanliness. He wished to see a "Clean India" where people work hand in hand to make the country clean. The campaign of Swachh Bharat launched by the Government of India is aimed to accomplish various goals and fulfil the vision and mission of "Clean India" by 2 October nd th 2019 which is 150 birth anniversary of the Great Mahatma Gandhi 'Father of our nation'. Therefore, it is a great gesture and an apt tribute to the

Mahatma that the 'Swachh Bharat nd Campaign' is launched by the government on his birth day i.e., on 2 October.

- To eradicate the system of open defecation in India.
- To convert unsanitary toilets into pour flush toilets.
- 100% collection and scientific processing/disposal/reuse/recycle of solid waste to eradicate manual scavenging.
- To bring about a behavioral change in the people regarding healthy sanitation practices. v
- To link people with the programmes of sanitation and public health in order to generate public awareness.
- To build up the urban local bodies strong in order to design execute and operate all systems related to cleanliness.
- To completely start the scientific processing, disposal reuse and recycling of the municipal solid waste.
- To provide required environment for the private sector to get participated in the capital expenditure for all the operations and maintenance costs related to the clean campaign.
- This mission will help to make clean India's tourist destination which will bring people, and will also bring a paradigm shift in the country's global perception.

## REVIEW OF LITERATURE

1. Dr. Mahendra pratap chaudhary and Himanshu gupta (2015) : Studies the compoments of SBM,Highlighting its key area and suggest strategies to elimination of open defecation. Paper emphasis on behaviorial change regarding health sanitation practices.
2. Alka chaudhary (2017): studies the objective ,merits and importance of swachh bharat mission . The study also focused on the impact of swachh bharat mission on health and education sector .
3. Bidyut Kalita (2019) : Studies the main scheme under swachh bharat mission-rural and urban . It focus on ban on single use plastic .Special reference was made towards rejuvenation and cleanliness of river across india.
4. Meera Mehta (2018): Studies the Public finance for swachh bharat mission, budget allocation and utilisation . It concludes with various sources of funds for SBM and different sectors contribution especially corporate sectors responsibility and NGOs.

## OBJECTIVES OF THE STUDY

1. To study the present scenario of Swachh Bharat Mission.
2. To study the actual progress made under Swachh Bharat Mission.
3. To study the challenges of Swachh Bharat Mission.

## METHODOLOGY OF THE STUDY

The present study is descriptive in nature. The present paper is primarily based on secondary sources of data . The information and data for the research has been collected from government publications , published articles , journals , newspapers, reports, books and official websites of swachh Bharat Mission.

## NEED FOR STUDY

Swachh Bharat Abhiyan is a much needed initiative by India, as poor state of cleanliness in the country could be directly linked to high infant mortality and degrading health conditions. Poor hygiene and cleanliness has been causing maximum number of infant deaths in the country. Moreover, there is a direct link between poor sanitation and diseases like diarrhea, cholera a typhoid etc. As on 2014 almost 60% of population of India was defecating in open resulting in several life threatening diseases like cholera etc. Main agenda of this yojana as the name indicates Swachh (CLEAN) bharat (INDIA) abhiyaan is to keep our India clean and healthy. It was one of the envision of Mahatma Gandhiji. We can make his dream true by elimination of open defecation & construction of toilets, cleanliness, supply of pure water, cleaning of Rivers, to maintain hygiene to improve the health of masses, to control infant mortality, & spread of epidemics like malaria cholera jaundice, typhoid like, infections. It is clean India programme.

## COMPONENTS

1. Capacity building & administrative and office expenses.
2. Community toilets.
3. IEC & Public Awareness.
4. Household Toilets.
5. Public Toilets & Urinals.
6. Solid Waste Management.
7. Open Defecation Free (ODF) Protocol.

## ACTION PLAN FOR IMPLEMENTING SWACHH BHARAT MISSION

### Phase 1 of SBM (2<sup>nd</sup> Oct 2014 to 2<sup>nd</sup> Oct 2019)

The action plan for the Swachh Bharat Abhiyan is laid by the Ministry of Drinking Water and Sanitation. The vision is to triple the facility of sanitation by 2019. The major change to be implemented is in the Making of an Open Defecation Free (ODF) India.

#### Action Plan Highlights:

- Improve the growth percentage of toilets from 3% to 10% by 2019
- Increase in the construction of toilets from 14000 to 48000 daily
- Launch of a National Level/State Level Media campaign through audio-visual, mobile telephony, and local programmes to communicate the message of awareness.
- Involvement of school children in the activities for spreading awareness on Water, Sanitation, and Hygiene.

## Phase 2 of SBM (2021 to 2026)

The action plan for the Swachh Bharat Abhiyan is laid by the Ministry of Drinking Water and Sanitation. Swachh Bharat Mission (Grameen) [SBM (G)] Phase-II which is being implemented during the period from 2020-21 to 2024-25 with the focus to sustain Open Defecation Free (ODF) status and to cover all villages with Solid and Liquid Waste Management, is based on the model of convergence between different funding sources viz. SBM (G) budgetary grants, 15th Finance Commission grants to Rural Local Bodies (RLBs), MGNREGS, etc. Under 15th Finance Commission, 30% of the total grants to RLBs have been earmarked as tied grants for sanitation related activities. Accordingly, during 2021-22, tied grants allocation for sanitation was Rs.13470.30 crore and during 2022-23 it is Rs.13,953.90 crore. SBM (G) is a demand driven scheme. The major change to be implemented is in the Making of an Open Defecation Free(ODF) India.

### Action Plan Highlights:

1. ODF+ certification to all statutory towns.
2. ODF++ certification to all statutory towns with less than 1 lakh population.
3. Water+ certification to half of all the statutory towns with less than 1 lakh population.
4. Rating of at least 3-star Garbage Free to all statutory towns as per Ministry of Housing and Urban Affairs (MoHUA's) Star Rating Protocol for Garbage Free cities.
5. Bio-remediation of all legacy dumpsites.
6. Launch of a National Level/State Level Media campaign through audio-visual, mobile telephony, and local programmes to communicate the message of awareness.
7. Involvement of school children in the activities for spreading awareness on Water, Sanitation, and Hygiene.

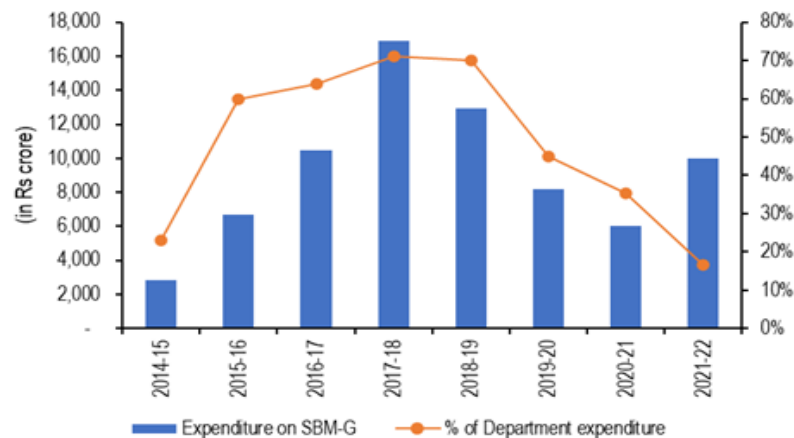
## INFRASTRUCTURE CREATION AND CAPACITY BUILDING

- State Government and Parastatal Officials: Focus on institutionalizing holistic leadership development and change management by facilitating customized capacity building and training through workshops, online training and short-term technical courses.
- Administrative Officials of ULBs: Focus on developing implementation capacity and change management functionalities by creating targeted capacity building training, e-learning courses and online workshops. Comprehensive approach to human resource development with a sensitization towards the social, economic and technological environment for effective implementation and service delivery under the Mission.
- PHE and Technical Officials of the ULBs: Technical officials and staffs will be provided hands on technical training, access to e-learning courses, workshops, field visits and knowledge exchange exposure visits to enhance their capacity to effectively implement objectives of SBM-U 2.0. Courses will be focused on the latest technologies, which are sustainable, environmentally friendly, and context appropriate. In addition to trainings developed towards enhancing the technical knowledge and skill sets, the PHE and technical officials will also be imparted trainings to sensitize them with the citizen centric and social aspects of the Mission, with the intent of inculcating a holistic human centered approach to all interventions under the Mission.
- Safai Mitras and Sanitation Workers: Focus on the skill development of Safai Mitras and sanitation workers, and the promotion of entrepreneurship across the value chain in the sanitation sector, in partnership with Ministry of Skill Development & Entrepreneurship, NSDC and respective Sector
- Skill Councils: Conducting a skill gap study to develop an understanding of the human resource requirement in the sector, demand and supply scenario of skilled people, skilling gaps in the existing workforce and recognition of skills of the informal workers.

## PROGRESS OF SBM

### Swachh Bharat Mission – Gramin (SBM-Gramin)

The Sub-Group of Chief Ministers (2015) had noted that more than half of India's 25 crore households do not have access to toilets close to places where they live. Notably, during the 2015-19 period, a major portion of expenditure under the Department of Drinking Water and Sanitation was towards SBM-Gramin (see Figure 1).

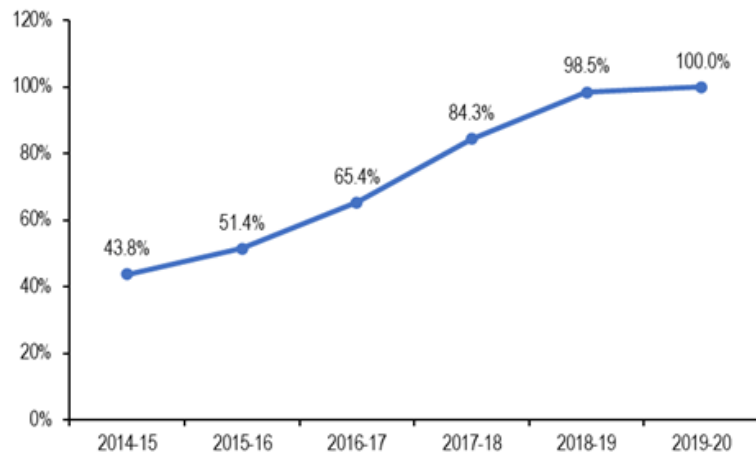


**Figure 1: Expenditure on Swachh Bharat Mission-Gramin during 2014-22**

Note: Values for 2020-21 are revised estimates and 2021-22 are budget estimates. Expenditure before 2019-20 were from the erstwhile Ministry of Drinking Water and Sanitation. Sources: Union Budgets 2014-15 to 2021-22; PRS.

The expenditure towards Swachh Bharat – Gramin saw a steady increase from 2014-15 (Rs 2,841 crore) to 2017-18 (Rs 16,888 crore) and a decrease in the subsequent years. Moreover, during 2015-18, the expenditure of the scheme exceeded the budgeted amount by more than 10%. However, every year since 2018-19, there has been some under-utilisation of the allocated amount.

As per the Department of Drinking Water and Sanitation, 43.8% of the rural households had access to toilets in 2014-15, which increased to 100% in 2019-20 (see Figure 2). However, the 15<sup>th</sup> Finance Commission (2020) noted that the practice of open defecation is still prevalent, despite access to toilets and highlighted that there is a need to sustain the behavioural change of people for using toilets. The Standing Committee on Rural Development raised a similar concern in 2018, noting that “even a village with 100% household toilets cannot be declared open defecation-free (ODF) till all the inhabitants start using them”. The Standing Committee also raised questions over the construction quality of toilets and observed that the government is counting non-functional toilets, leading to inflated data.

**Figure 2: Toilet coverage for rural households**

Sources: Dashboard of SBM (Gramin), Ministry of Jal Shakti; PRS.

The 15<sup>th</sup> Finance Commission also noted that the scheme only provides financial incentives to construct latrines to households below the poverty line (BPL) and selected households above the poverty line. It highlighted that there are considerable exclusion errors in finding BPL households and recommended the universalisation of the scheme to achieve 100% ODF status.

In March 2020, the Department of Drinking Water and Sanitation launched Phase II of SBM-Gramin which will focus on ODF Plus, and will be implemented from 2020-21 to 2024-25 with an outlay of Rs 1.41 lakh crore. ODF Plus includes sustaining the ODF status, and solid and liquid waste management. Specifically, it will ensure that effective solid and liquid waste management is instituted in every Gram Panchayat of the country.

### Swachh Bharat Mission – Urban (SBM-Urban)

SBM-Urban aims at making urban India free from open defecation and achieving 100% scientific management of municipal solid waste in 4,000+ towns in the country. One of its targets was the construction of 66 lakh individual household toilets (IHHLs) by October 2, 2019. However, this target was then lowered to 59 lakh IHHLs by 2019. This target was achieved by 2020 (see Table 1).

**Table 1: Toilet construction under Swachh Bharat Mission-Urban (as of December 30, 2020)**

Targets	Original Target	Revised Target (revised in 2019)	Actual Constructed
Individual Household Latrines	66,42,000	58,99,637	62,60,606
Community and Public Toilets	5,08,000	5,07,587	6,15,864

Sources: Swachh Bharat Mission Urban - Dashboard; PRS.



**Figure 3: Expenditure on Swachh Bharat Mission-Urban during 2014-22 (in Rs crore)**

Note: Values for 2020-21 are revised estimates and 2021-22 are budget estimates.  
Sources: Union Budget 2014-15 to 2021-22; PRS.

The Standing Committee on Urban Development noted in early 2020 that toilets built under the scheme in areas including East Delhi are of very poor quality, and do not have adequate maintenance. Further, only 1,276 of the 4,320 cities declared to be open defecation free have toilets with water, maintenance, and hygiene. Additionally, it also highlighted in September 2020 that uneven release of funds for solid waste management across states/UTs needs to be corrected to ensure fair implementation of the programme.

The Standing Committee on Urban Development (2021) also expressed concern about the slow pace in achieving targets for source segregation and waste processing. The completion of their targets stood at 78% and 68% respectively of the goal set under SBM-Urban during 2020-21. In addition, other targets related to the door-to-door collection of waste also remained unfulfilled (see Table 2).

**Table 2: Waste management under Swachh Bharat Mission-Urban (progress as of December 30, 2020)**

Targets	Target	Progress as of March 2020	Progress as of December 2020
Door to Door Waste Collection (Wards)	86,284	81,535 (96%)	83,435 (97%)
Source Segregation (Wards)	86,284	64,730 (75%)	67,367 (78%)
Waste Processing (in %)	100%	65%	68%

Sources: Standing Committee on Urban Development (2021); PRS.

In February 2021, the Finance Minister announced in her budget speech that the Urban Swachh Bharat Mission 2.0 will be launched. Urban Swachh Bharat Mission 2.0 will focus on: (i) sludge management, (ii) waste-water treatment, (iii) source segregation of garbage, (iv) reduction in single-use plastics and (v) control of air pollution caused by construction, demolition, and bio-remediation of dumpsites. On October 1, 2021, the Prime Minister launched SBM-Urban 2.0 with the mission to make all our cities 'Garbage Free'.

## AWARENESS CAMPAIGN

1. Satyagraha Se Swachhagraha: April 2018, 20,000 Swachhagrahis "triggered" the State of Bihar.
2. Swachhata Hi Seva: SHS 2018 got over 20 crore individuals offering shramdaan.
3. MGISC: 55 Ministers & 200 representatives, from across 70 countries gathered to share WASH experience Swachh Shakti.
4. Swachh Shakti: 2019 brought together 15,000 women champions from across the country.
5. Swachh Sundar Shauchalaya: Over 13.4 million toilets beautified in January 2019 alone.
6. Swachh Kumbh: Biggest religious conglomeration on Earth, themed as "Swachh".

# SWACHH BHARAT MISSION IMPACT ON NEW INDIA

Initially, when the Abhiyaan was launched, in 2014, people hesitated to believe in the initiative. Seven years later, India is open defecation-free, homes have toilets, houses have access to clean and drinkable water and our cities are getting cleaner each day.

## Impact 1: Clean Cities

Under the Swachh Bharat initiative, massive door-to-door garbage collection and disposal activities were initiated. This helped in addressing the problem of garbage disposal. According to the Swachh Survekshan, an annual survey of cleanliness, hygiene, and sanitation in cities and towns across India, Indore is the cleanest city in India for the fifth time in a row. The success of Indore means other cities in the country are on the path of cleaner India too. Following Indore are Surat, Vijaywada, Navi Mumbai, and more. In 2020, Vijaywada occupied 6th place and moved up the list to 3rd place in 2021. The nationwide month-long Clean India Drive, organized by the Ministry of Youth Affairs & Sports in October 2021, aimed at collecting 75 lakh kgs of plastic and waste. In the first 10 days of the campaign, over 30 lakh kgs of waste were collected across the nation. Furthermore, the concept of waste to wealth is being promoted. At present, according to the Swachh Bharat portal, the mission has seen participation from 51,344 people, 6,106 pakhwada activities have been undertaken, and more. The impact of the Abhiyan has been manifold- social, economic, and environmental.

## Impact 2: Free of open defecation

According to the Ministry of Jal Shakti, under Swachh Bharat Mission (Grameen) [SBM(G)], all the 6,03,175 villages in the country have declared themselves Open Defecation Free (ODF) as of October 2, 2019. For this, over 100 million toilets were constructed in rural India. Further, the Government has advised all the States to ensure that none is left behind under SBM(G). All urban local bodies have also been declared Open Defecation Free (ODF) and 70% of solid waste is now being processed scientifically.

## Impact 3: Toilets in every household

Under SBM(G), 10.24 crore individual household latrines (IHHLs) were constructed from October 2, 2014, to December 31, 2019. The Government has approved Phase-II of SBM(G) for the period from 2020-21 to 2024-25, with the focus on ODF sustainability by providing access to toilets facilities to the newly emerging eligible rural households of the country and Solid and Liquid Waste Management (SLWM) in the villages.

## Impact 4: Social Upliftment

In addition to clean and hygienic surroundings, the mission has also empowered and brought respect to the people involved in the process. In Paradeep, Odisha, transgenders and rag pickers have been actively involved in the waste management system. Be it the Prime Minister washing the feets of sanitation workers or employing rag pickers and transgenders, the Swachh Bharat Abhiyan has given new respect to the people, something which was missing earlier.

## Present Scenario

Swachh Bharat Mission-Urban 2.0 (SBM-U 2.0) has been launched with the mission to make all the cities 'Garbage Free' and ensure grey and black water management in all cities other than those covered under AMRUT. Further, it aims to make all urban local bodies as ODF+ and those with a population of less than 1 lakh as ODF++, thereby achieving the vision of safe sanitation in urban areas. The focus of the mission – source segregation of solid waste (being undertaken in Indore), utilizing the principles of 3Rs (reduce, reuse, recycle), scientific processing of all types of municipal solid waste, and remediation of legacy dumpsites



for effective solid waste management. The Swachh Bharat Abhiyan is like a cycle, that connects every piece and its impact can be seen on rivers, households, the environment, and people's life.

## CHALLENGES OF SWACHH BHARAT MISSION

The Swachh Bharat mission (SBM) has an important component of behavioral change to achieve the motto of "one step towards cleanliness". Various challenges are being faced in bringing this behavioral change

**Sustainability:** The change initiated must be made a habit. But lack of conducive atmosphere has posed sustainability challenges to the change. In Bangalore as part of waste management strategy the segregation was made mandatory. But after few months the waste collectors become irregular and started mixing both dry and wet wastes during collection.

**Narrow interpretation:** Swachh Bharat campaign is largely promoted by Swachh ambassadors with brooms in hands. The campaign is promoting the SBM with a narrow scope.

**Religious rigidities:** Often the people resist the toilets at home and their usage due to the influence of concept of purity and pollution which is deeply influenced by orthodoxy.

**Infrastructure:** The behavioral change needs the support of infrastructures but lack of infrastructures like waste collection makes the behavioral change component more challenging.

**Funding :** Lack of Allocation of fund from government and other responsible institutions such as CSR and NGOs.

## CONCLUSION

Swachh Bharat abhiyan was mission / initiative takes up by the PM of India, Mr. Narendra Modi. This mission was to clean India and remove its dirt and dust. India at that time became very much unhygienic and garbage was thrown here and there by people. So, this mission was a need for this country. Its conclusion was this that - due to this people understood the importance of hygiene. Now it's quite better and I hope that it will become much better in the coming days. It's really a good theme and now we can see so many posters and pamphlets for this. Awareness campaigns r taking place and people are understanding its importance.

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