



A REVIEW ON SWACHH BHARAT ABHIYAN

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Abstract

India is a home to 1.21 billion people, about one-sixth of the world's population. The Prime Minister of India launched the Swachh Bharat Mission (SBM) on 2nd October, 2014 to accelerate the efforts to achieve universal sanitation coverage and to put focus on sanitation. It is India's biggest ever cleanliness drive and 3 million government employees and school and college students of India participated in this event. The SBM has two sub-missions, the Swachh Bharat Mission (Gramin) and the Swachh Bharat Mission (Urban). Ministry of Drinking Water & Sanitation is the nodal Ministry for SBM (Gramin) and Ministry of Urban Development is the nodal Ministry for SBM (Urban). The core objectives of SBM are to bring about an improvement in the general quality of life in the rural areas. India clean by October 2, 2019 with core objectives of making the country 100% free from Open Defecation and ensuring 100% Modern and Scientific Municipal Solid Waste Management as a fitting tribute to the 150th Birth Anniversary of Mahatma Gandhi, which in rural areas shall mean improving the levels of cleanliness. Villages are considered "Open Defecation-Free" when no faeces are openly visible and every household and public/community institution uses safe technology to dispose of faeces in such a way that there is no contamination of surface soil, groundwater or surface water; excreta is inaccessible to flies or animals, with no manual handling of fresh excreta; and there are no odour and unsightly conditions. Usually, an "ODF village" declaration is made by the village or Gram Panchayat. As of 2016, 36.7% of rural households and 70.3% of urban households, 48.4% of households overall used improved sanitation facilities as per data of National Family Health Survey 4, which was conducted between January 2015 and December 2016, show. A majority, 51.6%, did not. Household toilet availability has improved from 41.93% 2014 to 63.98% in 2017, and the state of Himachal Pradesh, Sikkim and Kerala have achieved 100% Open Defecation Free (ODF) status as per data of the Ministry of Drinking Water and Sanitation. Gram Panchayats have self-declared 193,081 villages to be ODF, but 53.9% of these have not been verified, according to the Ministry of Drinking Water and Sanitation, which is responsible for Swachh Bharat Mission-Gramin, which accounts for 85% of Swachh Bharat Mission's budget. (Data accessed on May 22, 2017). According to the Swachh Survekshan 2017 Report, the top two cleanest cities in India are Indore and Bhopal in Madhya Pradesh while Gonda in Uttar Pradesh is the dirtiest city in India, Every segment of population, from primary school children to elderly persons need to be properly sensitized about inherent linkages of sanitation for public health. Besides roping in the educational institutions, particularly the schools in awareness campaigns, optimum use needs to be made of social media as well as electronic and print media to spread the message to grass root level. Celebrities like Amitabh Bachchan is leading a "Darwaza Bandh" (on open defecation) campaign for SBA. The film Toilet: Ek Prem Katha was released in Indian Cinema in the year of 2017 to improve the sanitation conditions, Copyright © 2017, Scholarly Research Journal for Interdisciplinary Studies

with an emphasis on the eradication of open defecation, especially in rural areas. Swachh Shakti 2018 is celebrated in Lucknow with 15 thousands women Swachh Bharat Champions resolving to usher in Clean India on International Women's Day (8th March 2018).

Keywords: Swachh Bharat Abhiyan: Advertisement campaign; Endorsing cleanliness, Defecation and Survey



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Introduction: Swachh Bharat is the dream visualized by Mahatma Gandhi is gradually taking shape. Since the launch of the Swachh Bharat Mission on 2nd October 2014 by Prime Minister of India and aim to eradicate open defecation by 2nd October 2019, and is a national campaign covering 4041 statutory cities and towns. Its ancestors were **Nirmal Bharat Abhiyan (NBA)** and before that the **Total Sanitation Campaign (TSC)**. It is reported that the idea was developed and initiated in March 2014 after a sanitation conference was organized by UNICEF India and the Indian Institute of Technology as part of the larger Total Sanitation campaign, which the Indian government launched in 1999, with the objective of improving the quality of life of the rural people and also to provide privacy and dignity to women and Nirmal Bharat Abhiyan was launched 1st April 2012. The objective was to accelerate the sanitation coverage in the rural areas so as to comprehensively cover the rural community through renewed strategies and saturation approach. Nirmal Bharat Abhiyan envisaged covering the entire community for saturated outcomes with a view to create **Nirmal Gram Panchayats**. The Government is aiming to achieve Swachh Bharat by 2019, as a fitting tribute to the 150th Birth Anniversary of Mahatma Gandhi, which in rural areas shall mean improving the levels of cleanliness in rural areas through Solid and Liquid Waste Management activities and making Gram Panchayats Open Defecation Free (ODF), clean and sanitized. The Swachh Bharat Mission Coordinator was given to the Secretary, Ministry of Drinking Water and Sanitation (MDWS) with two Sub-Missions, the Swachh Bharat Mission (Gramin) and the Swachh Bharat Mission (Urban). The Mission shall strive for this by removing the difficulties that were hindering the progress, including partial funding for Individual Household Latrines from Mahatma Gandhi National Rural Employment Guarantee Act (MNREGS), and focusing on critical issues affecting outcomes. The main objectives of the Swachh Bharat Mission are

- To eliminate or reduce open defecation, ODF is one of the main causes of death of thousands of children each year.

- To motivate Communities and Panchayati Raj Institutions to adopt sustainable sanitation practices and facilities through awareness creation and health education.
- To encourage cost effective and appropriate technologies for ecologically safe and sustainable sanitation.
- To develop where required, community managed sanitation systems focusing on scientific solid and liquid waste management systems for overall cleanliness in the rural areas.
- To accelerate sanitation coverage in rural areas to achieve the vision of Swachh Bharat by 2nd October 2019.

Swachhta Abhiyan has turned into a National Movement: A sense of responsibility has been evoked among the people through the clean India Movement. With citizen now becoming active participants in cleanliness activities across the nation, the dream of clean India once seen by Mahatma Gandhi has begun to get a shape. People from different sections of the society have come forward and joined this mass movement of cleanliness. From government officials to Jawans, Bollywood actors to the sport persons, industrialist to spiritual leaders, all have lined up for the noble work. Millions of people across the country have been day after day joining the cleanliness initiatives of the government department, NGOs and local community centres to make India clean. Organizing frequent cleanliness campaigns to spreading awareness about hygiene through plays and music is also being widely carried out across the nation. Women of the nation have taken the lead in this mission- this was the consensus at the third India Today Safaigiri Awards, held in Delhi on Gandhi Jayanti on 2nd October. The awards were launched in 2015, after Prime Minister nominated the India Today Group (ITG) and its chairman and editor-in-chief, Aroon Purie, as ambassadors of the Swachh Bharat Abhiyan. Champion's in 16 categories were honoured and received awards from Vice President M. Venkaiah Naidu and ITG chairman Purie. Several female safai warriors who brought about change were also felicitated actor Bhumi Pednekar presented special awards to these '**Swachhata hi Seva**' champions. The focus of Swachh Bharat Mission-Gramin is on behaviour change, the guidelines require that 8% of the funds be allocated for information, education and communication (IEC) activities. During the 2016-17 financial year, 1% of the total expenditure had been made on IEC up to January 2017, according to Accountability Initiative's Budget brief (Budget 2016). In contrast, 98% of the funds had been spent on construction of toilets in individual households.

The Pledge for All: PM Narendra Modi has urged each and every one to pledge the following as a part of the Swachh Bharat Abhiyan: (Clean India Journal, I Pledge). “I take this pledge that I will remain committed towards cleanliness and devote time for this. I will devote 100hrs per year that is 2hrs per week to voluntary work for cleanliness. I will neither litter nor let others litter. I will initiate the quest for cleanliness with myself, my family, my locality, my village and my work place. I believe that the countries of the world that appear clean are so because their citizen’s don’t indulge in littering nor do they allow it to happen. With this firm belief, I will propagate the message of Swachh Bharat Mission in villages and towns. I will encourage 100 other persons to take this pledge which I am taking today. I will endeavor to make them devote their 100hrs for cleanliness. I am confident that every step I take towards cleanliness will help in making my country clean (By Narendra Modi, PM of India).

Brand Ambassadors: Hon’ble Prime Minister Narendra Modi selected public figures to propagate under PM Modi’s Swachh Bharat Abhiyan, 2014 as Sachin Tendulkar, Virat Kohli, M.S. Dhoni, Amitabh Bachhan, Kamal Hassan, Priyanka Chopra, Vidya Balan, Salman Khan, Shah Rukh Khan, Anil Ambani, Shashi Tharoor, Baba Ramdev and others. All the Citizens of India Anushka Sharma and the Vice President of India M. Venkaiah Naidu picked up a broom to help clean the cyclone-hit port city of Visakhapatnam, in the southern state of Andhra Pradesh, as part of the cleanliness campaign. The minister in-charge nominated followed brand ambassadors Rajyogini Brahmakumari Dadi Janki Pawan, Kalyan Balasubrahmanyam Amala (Actress) K. Kavitha (Gunupati Venkata, Krishna Reddy Suddala, Ashok Teja Pallela Gopichand, Humpy Koneru ,Galla Jayadev, V.V.S. Laxman, J. Rameshwar Rao, Shivrul Yadav, B.V.R. Mohan Reddy, Akshay Kumar and Lakshmi Manchu.

Amitabh Bachchan leading a “**Darwaza Bandh**” on open defecation campaign. At the other end is the use of interpersonal communication, where trained grass roots level motivators, or swachha grahis, work under an incentive based system to elicit behavior change by stimulating community-level demand for toilets. Involving locally elected representatives, grass roots-level organizations, NGOs and school students in spreading awareness on sanitation is also a key aspect of the SBM. The Bollywood actress Shilpa Shetty has become the new Brand Ambassador for “**Swachh Bharat Mission**”. She is doing well in TV and Radio campaigns aimed at discouraging people from littering on roads. Shetty is the latest

entrant in the list of the mission's ambassadors like Amitabh Bachchan, Salman Khan, Shankar Mahadevan and Sachin Tendulkar.

Swachh Bharat Mission (Urban): The programme includes elimination of open defecation, conversion of unsanitary toilets to pour flush toilets, eradication of manual scavenging, municipal solid waste management and bringing about a behavioural change in people regarding healthy sanitation practices. The mission aims to cover 1.04crore households, provide 2.5lakh community toilets, 2.6lakh public toilets, and a solid waste management facility in each town. Under the programme, community toilets will be built in residential areas where it is difficult to construct individual household toilets. Public toilets will also be constructed in designated location such as tourist places, markets, bus stations, railway stations, etc. The programme will be implemented over a five-year period in 4,401 towns. Of the Rs. 62,009crore likely to be spent on the programme, the Centre will pitch in Rs. 14,623crore. Of the Centre's share of Rs. 14,623crore, Rs. 7,366crore will be spent on solid waste management, Rs. 4,165crore on individual household toilets, Rs. 1,828crore on public awareness and Rs.655 crore on community toilets .At present Household toilet availability has improved from 41.93% in 2014 to 63.98% in 2017, and Himachal Pradesh, Sikkim and Kerala have achieved 100% open defecation free status, data from the Ministry of Drinking Water and Sanitation show (as of May 22, 2017). However, almost all the progress reported by the ministry has been through no third-party verification, due to which the World Bank is holding off a \$1.5 billion loan it had promised. As of 2016, 70.3% of urban households, 48.4% of households overall used improved sanitation facilities, data from the National Family Health Survey 4, which was conducted between January 2015 and December 2016. As many as 3.1 million (88%) household toilets have been built in urban areas, against a target of 3.5 million for 2017-18, according to the Swachh Bharat Mission-Urban website. Also, 115,786 (56%) community toilets have been built against a target of 204,000. SBM (Urban) is being implemented in all the 80 statutory cities and towns of Haryana, a ministry spokesperson said. "So far, 24,986 Individual Household Toilets have built in Haryana out of the target of 1,06,373 besides 1,679 Community and Public Toilets out of the target of 10,394. Out of the total 1,449 urban wards in the State, 412 wards have reported 100% door to door collection of municipal solid waste," he said .In Haryana, 10 of the 80 mission towns have so far been declared and certified as ODF, which include Panipat, Sirsa, Mandi Dabwali, Thanesar, Pehowa, Ladwa, Shahbad, Kalanwali, Ellenabad and Rania. Thus,

Ministry of Urban Development has so far released Rs.75 crore to Haryana under Swachh Bharat Mission (Urban).

Swachh Bharat Mission (Gramin): The Swachh Bharat Mission is the largest behaviour change programme in the world. Through mobilization of rural communities, the SBM (Gramin) has truly turned into a Jan Andolan, a people's movement. It seeks to improve the levels of cleanliness in rural area through Solid and Liquid Waste Management activities and making Gram Panchayat Open Defecation Free (ODF) clean and sanitized. Under the mission, One lakh thirty four thousand crore rupees will be spent for construction of about 11 crore 11 lakh toilets in the country. Incentive as provided under the mission for the construction of individual House hold latrine (IHHL) shall be available for all Below Poverty Line (BPL) and Above Poverty Line (APL) house hold restricted to SC/ST small and marginal farmer, landless labourers with homestead, physically handicapped and women headed house hold. The incentive amount provided under SBM(G) to Below Poverty Line (BPL)/identified APLs household shall be up to Rs. 12000 for construction of one unit of IHHL and provide for water availability, including for storing for hand –washing and cleaning of the toilet. As per a progress update over 6 crore toilets have been built across rural India under the Mission. Two independent surveys by the Quality Council of India in 2017, and National Sample Survey Organization in 2016, have pegged the usage of these toilets at 91% and 95% respectively. As an outcome, over 3 lakh villages and 300 districts have been declared Open Defecation Free, across ten States and Union Territories, namely, Sikkim, Himachal Pradesh, Kerala, Haryana, Uttarakhand, Gujarat, Arunachal Pradesh, Chhattisgarh, Chandigarh and Daman & Diu. The progress update was shared by the Secretary, Ministry of Drinking Water and Sanitation, Shri Parameswaran Iyer during a technical briefing given to the media in New Delhi. Terming this a “**Sanitation Revolution in Rural India**”, Shri Iyer said that 15 States/UTs are expected to be declared ODF by March 2018, and with this accelerating progress, the Mission is on track to achieve an ODF India by October 2019. He also shared some studies done by international agencies that estimate the health and economic impact of sanitation on a rural family. UNICEF estimates that the lack of sanitation is responsible for the deaths of over 10×10^4 children in India annually. A Bill and Melinda Gates Foundation study estimates that households in ODF villages in India have significantly better health indicators. Another UNICEF study estimates that a household in an ODF village in India saves Rs.50,000 every year by way of disease treatment costs averted,

saving of livelihood by not falling ill, etc. At the macro level, a 2007 World Bank study estimated that lack of sanitation costs India over 6% of our GDP.

Swachh Survekshan Report 2017: Swachh Bharat Mission approaches the third anniversary of its launch by the Prime Minister, Shri Narendra Modi, the Ministry of Drinking Water and Sanitation launched a third party verification survey report to take stock of the progress already made by the Mission in rural India. The Quality Council of India (QCI) has conducted a transparent third-party assessment of the present status of rural sanitation in all States and UTs, called Swachh Survekshan Gramin 2017. Under the Swachh Survekshan Gramin 2017, QCI surveyed 1.4 lakh rural households across 4626 villages, and found the overall toilet coverage to be 62.45%. At the time of the survey (May-June 2017), the Swachh Bharat Mission (Gramin) MIS reported the coverage to be 63.73%. The survey also observed that 91.29% of the people having access to a toilet use it. The Swachh Survekshan Gramin 2017 report was launched in New Delhi by the Union Minister, Ministry of Drinking Water and Sanitation, Shri Narendra Singh Tomar, and the Secretary, Shri Parameswaran Iyer. MDWS will also begin ranking all districts in India based on the data available on the SBM-G IMIS quarterly. The ranking will be done based on parameters of Performance, Sustainability and Transparency, and the first ranking will be announced on 2nd October, 2017 for the quarter July-September 2017. To instill healthy competition amongst districts, they will also be given awards based on this ranking on a quarterly basis. The formula for calculating these rankings will be:

Total score (100) = Performance (50) + Sustainability (25) + Transparency (25)

Further, in response to the Prime Minister's call to the nation to Quit Filth, it was announced by Shri Tomar that the Swachh Bharat Mission (Gramin) will celebrate the week leading up to the 70th Independence Day as "Khule Mein Shauch Se Azaadi" saptah. Shri Tomar also announced that, in the run up to completion of three years of Swachh Bharat Mission, MDWS is planning various Swachhta events across the country from 25th September to 2nd October 2017. During this week, National Swachhta Awards will be given to grass root level swachhta champions, district officers, Best Pakhwada Ministries, outstanding contributions by Ministries, PSU sponsors for Swachh Iconic Places and Swachhta Action Plan. Over 4.54 crore household toilets have been constructed since the launch of the Swachh Bharat Mission Gramin. 2,20,104 villages, 160 districts and 5 States declared ODF. Sanitation Coverage has increased from 39% in October 2016 to 66% in August. On 4th May 2017, the Centre released a list of cleanest cities. Venkaiah Naidu, Union Urban development minister,

released the list, which was finalized by the Quality Council of India. The survey was carried out by the Quality Council of India, which had deployed 421 assessors for on the spot assessment of 17,500 locations in 500 cities and towns, of which 434 participated. Another 55 people regularly monitored the survey process in real time.

HIGH LIGHTS OF REPORT:

- Indore, in Madhya Pradesh, was India's cleanest city and Gonda, in Uttar Pradesh, was the filthiest.
- Of 10 cleanest cities, two were from Madhya Pradesh, Gujarat and Andhra Pradesh each, while Karnataka, Tamil Nadu, Delhi and Maharashtra each had one.
- Out of 10 dirtiest cities, Uttar Pradesh had five cities; two each were from Bihar and Punjab, and one from Maharashtra.
- 118 out of 500 cities were found to be Open Defecation Free.
- 297 cities had 100% door to door collection of garbage.
- There were 404 cities in which at least 75% of residential areas were found substantially clean.
- Gujarat had 12 cities among the top 50 cleanest, followed by Madhya Pradesh with 11 and Andhra Pradesh with eight.
- 4 of the dirtiest cities were in Uttar Pradesh and 50 of the state's towns were ranked 305 and below.

According to the survey, Gujarat had 12 cities in the top 50 clean cities followed by Madhya Pradesh with 11 and Andhra Pradesh with 8. Telangana and Tamil Nadu accounted for 4 cities each in top 50, followed by Maharashtra with 3. The worst cities were from Bihar, Punjab, Uttarakhand and Uttar Pradesh. Uttar Pradesh had 25 cities in the bottom of the list, with Gonda adjudged the dirtiest city in the country.

Swachh Survekshan 2017 Top 100 Rankings by City: The criteria and weightages for different components of sanitation related aspects used for the survey were:

- Municipal documentation (solid waste management including door-to-door collection, processing, and disposal, and open defecation free status. These carried 45% of the total 2,000 marks.
- Citizen feedback – 30% (450 + 150 marks)
- Independent observation – 25% (500 marks)

Table 1: Ranking of the City under Swachh Survekshan 2017

Rank	City	State/U.T.	Total Marks (out of 2000)
1	Indore	Madhya Pradesh	1807.72
2	Bhopal	Madhya Pradesh	1800.43
3	Visakhapatnam	Andhra Pradesh	1796.53
4	Surat	Gujarat	1762.49
5	Mysore	Karnataka	1743.36
6	Tiruchirapalli	Tamil Nadu	1715.84
7	New Delhi Municipal Council	New Delhi	1707.96
8	Navi Mumbai	Maharashtra	1705.14
9	Tirupati	Andhra Pradesh	1703.86
10	Vadodara	Gujarat	1703.07
11	Chandigarh	Chandigarh	1701.45
12	Ujjain	Madhya Pradesh	1690.51
13	Pune	Maharashtra	1660.19
14	Ahmedabad	Gujarat	1657.02
15	Ambikapur	Chhatisgarh	1653.26
16	Coimbatore	Tamil Nadu	1650.08
17	Khargone	Madhya Pradesh	1638.63
18	Rajkot	Gujarat	1638.23
19	Vijayawada	Andhra Pradesh	1624.18
20	Gandhinagar	Gujarat	1612.72
21	Jabalpur	Madhya Pradesh	1609.33
22	Greater Hyderabad Municipal Corporation	Telangana	1605.30
23	Sagar	Madhya Pradesh	1603.41
24	Katni	Madhya Pradesh	1576.54
25	Navsari	Gujarat	1567.52
26	Vapi	Gujarat	1558.32
27	Gwalior	Madhya Pradesh	1545.02
28	Warangal	Telangana	1537.27
29	Greater Mumbai	Maharashtra	1535.09
30	Suryapet	Telangana	1532.47
31	Tadipatri	Andhra Pradesh	1528.93
32	Varanasi	Uttar Pradesh	1515.48
33	Bhavnagar	Gujarat	1515.43
34	Kalol	Gujarat	1505.28
35	Jamnagar	Gujarat	1503.13
36	Omkareshwar	Madhya Pradesh	1488.77
37	Kumbakonam	Tamil Nadu	1485.77
38	Rewa	Madhya Pradesh	1479.39
39	Jetpur Navagadh	Gujarat	1475.79
40	Narasaraopet	Andhra Pradesh	1471.34
41	Chas	Jharkhand	1470.15
42	Erode	Tamil Nadu	1468.50

43	Kakinada	Andhra Pradesh	1464.17
44	Tenali	Andhra Pradesh	1463.56
45	Siddipet	Telangana	1461.05
46	Rajahmundry	Andhra Pradesh	1455.70
47	Shimla	Himachal Pradesh	1438.42
48	Ratlam	Madhya Pradesh	1422.41
49	Godhra	Gujarat	1421.67
50	Gangtok	Sikkim	1414.22
51	Singrauli	Madhya Pradesh	1413.70
52	Junagadh	Gujarat	1410.60
53	Chhindwara	Madhya Pradesh	1409.96
54	Bhilai Nagar	Chhattisgarh	1406.95
55	Sehore	Madhya Pradesh	1397.48
56	Shirdi	Maharashtra	1397.13
57	Madurai	Tamil Nadu	1393.87
58	Dewas	Madhya Pradesh	1386.50
59	Hoshangabad	Madhya Pradesh	1363.68
60	Bharuch	Gujarat	1352.36
61	Pithampur	Madhya Pradesh	1351.86
62	Tambaram	Tamil Nadu	1350.79
63	Mangalore	Karnataka	1349.99
64	Jamshedpur	Jharkhand	1349.29
65	Karnal	Haryana	1348.20
66	Dwarka	Gujarat	1341.33
67	Gandhidham	Gujarat	1332.74
68	Tiruppur	Tamil Nadu	1326.01
69	Nadiad	Gujarat	1323.48
70	Ongole	Andhra Pradesh	1322.04
71	Chittoor	Andhra Pradesh	1321.19
72	Pimpri-Chinchwad	Maharashtra	1320.18
73	Khandwa	Madhya Pradesh	1318.75
74	Mandsaur	Madhya Pradesh	1317.78
75	Satna	Madhya Pradesh	1317.49
76	Chandrapur	Maharashtra	1315.28
77	Korba	Chhattisgarh	1313.41
78	Betul	Madhya Pradesh	1312.57
79	Botad	Gujarat	1308.42
80	Nandyal	Andhra Pradesh	1308.36
81	Giridih	Jharkhand	1306.34
82	Hosur	Tamil Nadu	1303.17
83	Machilipatnam	Andhra Pradesh	1291.17
84	Velankanni	Tamil Nadu	1286.73
85	Durg	Chhattisgarh	1284.06
86	Eluru	Andhra Pradesh	1282.69
87	Bhimavaram	Andhra Pradesh	1278.95
88	Faridabad	Haryana	1277.07
89	Ambarnath	Maharashtra	1271.78

90	Panaji	Goa	1271.44
91	Hazaribag	Jharkhand	1268.98
92	Chhatarpur	Madhya Pradesh	1268.95
93	Guntakal	Andhra Pradesh	1254.54
94	Bhubaneswar	Odisha	1254.47
95	Palanpur	Gujarat	1253.86
96	Morbi	Gujarat	1253.36
97	Tadepalligudem	Andhra Pradesh	1249.55
98	Bhuj	Gujarat	1245.12
99	Mehsana	Gujarat	1239.34
100	Leh	Jammu and Kashmir	1236.56N

Source: Swachh Survekshan Report (2017)

Solid and Liquid Waste Management: Solid and Liquid Waste Management (SLWM) is one of the key components of Swachh Bharat Mission launched with the objective of bringing improvement in cleanliness, hygiene and the general quality of life in rural areas. To create clean villages focuses on generating awareness and providing community managed sanitation systems. To implement SLWM initiatives economically and efficiently, ownership at grass root level and community involvement at all stages is critical. Information, Education, and Communication (IEC) interventions should focus on SLWM to create demand for a sustainable system. In order to encourage cities to be a part of this initiative, various schemes, campaigns and awards have been launched such as Swachhata Hi Seva, Swachh Survekshan, Segregation at Source campaign, City Compost Policy, Swachhta Pakhwada and Swachhagrahi. In a sign of positive shift, citizens are participating and getting involved in most of these scheme.

Solid Waste Management under SBM-U: SBM-U has set an objective to achieve Clean India by 2nd October 2019. In the urban areas, the SBM focuses on constructing individual toilets, community toilets and solid waste management (SWM). While the first two years of the SBM-U was focused on bringing about necessary regulatory and policy changes to facilitate the scientific processing of waste, in the third year, the mission shifted its focus on bringing about behaviour change among citizens and encouraging them to segregate waste at source.

- **Segregation at Source:** The third year of the SBM started the propagation for segregation at source on 5th June 2017. The Ministry of Housing and Urban Affairs (MoHUA) directed all 4,041 statutory towns and cities to adopt source segregation as a mass movement, where every household and every waste generator starts segregating their waste into two bins—green and blue.

- **Door-to-Door Collection:** The door-to-door collection efficiency has increased from 48% last year to 53% this year. The data listed on the Swachh Bharat Mission’s official website shows that all wards in the states and union territories (UTs) of Andaman & Nicobar Islands, Chandigarh, Dadra & Nagar Haveli, National Capital Territory (NCT) of Delhi, Goa, Meghalaya, Nagaland and Puducherry are covered under 100% door-to-door collection.
- **Processing:** The waste processing capacity has jumped from 18% in 2016-17 to 25.3% in 2017-18. As reported in the website, 100 per cent of the waste is being processed in Chandigarh. However, in Chandigarh, the waste management plant managed by Jaypee has been under public litigation and is barely operational. All the 300 tonnes of waste from the city is being dumped at Dadumajra on most days of the month. No processing system has been put in place for management of the waste in Jharkhand, Daman & Diu and Dadra and Nagar Haveli. In 11 states like Andhra Pradesh, Assam, Chhattisgarh, Haryana, Jammu & Kashmir, Punjab, Maharashtra, Mizoram, Odisha, Uttarakhand and West Bengal, less than 10% of the waste is being processed.
- **Funds for SWM under SBM-U:** In 2015-16, 25% of the total money released was for solid waste management and 70% for toilet construction; in 2016-17, 45% of the money released was for solid waste management and 45% for toilet construction. The estimated cost of implementation of SBM (Urban) based on unit and per capita costs for its various components is Rs 62,009 crore, out of which, the budget for SWM was set to be Rs 7,365.79 crore. Of the budget set for SWM, only 28.8% of the funds have been released in the last three years. This means, almost 71% money is still left to be used in SWM for the next two years. The policy on promotion of city compost dictates that subsidy is to be provided by the Ministry of Chemicals and Fertilisers and the budget allotted to it is just Rs 15 crore, whereas for the construction and revival of composting plant, or any other waste project, viability gap funding of 35 per cent is being provided under SBM.

Table 2: Yearly Fund Dissemination for SWM under SBM (till August 2017)

Year	Rs (in crore)
2014-15	287.5
2015-16	286.46
2016-17	916.7
2017-18 (as of August 2017)	633.14
Total funds given for SWM under SBM (as on 29 th Sep 2017)	2126.23

Source:

Liquid Waste Management: States are to identify suitable technologies. Methods adopted for management of liquid wastes may focus on maximum reuse of such waste for agriculture purposes with least operation and maintenance costs. For collection of waste water, low cost drainage/small bore system, soakage pit may be adopted. For treatment of waste water the following technologies may inter-alia be considered:

- Anaerobic Decentralized Waste Water Treatment
- Duckweed based Waste Water Treatment.
- Phytoremediation Technology developed by National Environmental Engineering Research Institute (NEERI), New Delhi)
- Waste Stabilization Pond (WSP) Technology

Swachh Vidyalaya: The Prime Minister of India on 15th August, 2014 announced that all government schools in the country should have toilets with separate toilets for girls within one year. The Ministry of Human Resource Development, **Department of School Education and Literacy** worked intensively to mobilize corporate support in this National Mission and launched “**Swachh Bharat Swachh Vidyalaya**” campaign. Swachh Bharat: Swachh Vidyalaya’ is a primary initiative of Government of India and schools are one of the most important contributory units where from the issues of hygiene and sanitation would emanate to achieve the goals of ‘**Clean India**’ campaign. Water, sanitation and hygiene in schools refers to a combination of technical and human development components that are necessary to produce a healthy school environment and to develop or support appropriate health and hygiene behaviours. The Swachh Vidyalaya initiative was a collaborative effort of all the Central Government which provided funding through Centrally sponsored schemes of Sarv Shiksha Abhiyan, Rashtriya Madhyamik Shiksha Abhiyan, Swachh Bharat Kosh, and the States and Union Territories in partnership with 64 Public Sector Undertakings (PSUs) and 11 Private Corporate. At the time of launch of the initiative, the gap in availability of functional toilets in all government schools was assessed and interventions were planned based on the assessment to ensure that every child had access to a gender segregated toilet facility. 4, 17,796 toilets were constructed/made functional in 2, 61,400 schools in a period of one year upto 15th August, 2015. With this, India has achieved the target of providing 100% access to functional toilets in all government schools across the country. The provision of toilet facilities in all schools has enhanced the sanitation standards in schools leading to better health and hygiene among the children. Enrolment and retention of children in schools, particularly of girls, is also expected to increase significantly. ‘Swachh Vidyalaya’ was also

recognized as one of the priority programmes for Prime Minister's Excellence Award for 2016. During June 2016, DoSEL (Department of School Education & Literacy) has instituted Swachh Vidyalaya Puraskar to recognize, in spite and celebrate excellence in sanitation & hygiene practice in Government Schools. Schools will be awarded for undertaking significant steps towards fulfilling the mandate of Swachh Vidyalaya campaign in various areas such as Water, Sanitation, Hand washing with soap, Operations & Maintenance, and Behaviour change & capacity building. A total of 2, 68,402 schools applied online through web portal/Mobile App for the Puraskar. The schools were selected at the district, state and national level. 643 schools were evaluated at the national level and National awards were given to 172 schools on 1st September 2017 including elementary and secondary schools in both urban and rural areas. For the year of 2018, the Puraskar has been extended to aided and private schools also and till 2nd week of November, 5.33 lakh Government, Aided and Private schools have submitted their applications for the Puraskar.

Swachh Shakti 2018: The Ministry of Drinking water and Sanitation, in association with Govt. of Uttar Pradesh organized a Women's Convention Called Swachh Shakti 2018 on 8th March 2018 on the occasion of International Women's Day at Lucknow. 8000 Women's Sarpanches, 3000 women Swachhagrahis and women champions from other walks of life from across the country were recognized for their outstanding contribution towards making a Swachh Bharat. The event included a special exhibition launch of a film celebrating Swachh Shakti and flagging off of 30 Swachhata Rathes that will travel across the State, spreading the message of sanitation at the grassroots.

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