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## Swachh Bharat – A Road Map Ahead Clean India

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**Abstract:** India is suffering from a major problem of open defecation where approximately more than 72 percent of rural population is suffering from the above mentioned problem. It has ultimately resulted in a wide range of problems like untimely deaths of children, vast spread of various dangerous infections and diseases and also a huge increment is seen in the number of rapes among young girls. Out of the total Indian population of 1.2 billion people, 600 million people i.e. 55 percent have no facility to the basic amenities like toilets, clean drinking water, hygienic living conditions etc. Apart from the rural population even the slum dwellers residing in the metropolitan cities also, have no access to the clean running water supply, toilets and other basic civic amenities. Looking into this major problem of rural sanitation and open defecation, the current Government has launched the "**Swachh Bharat Abhiyan**" on 2<sup>nd</sup> October, 2014 under the leadership of our hon'ble Prime Minister **Sh.Narendra Modi**, to mark the birth anniversary of **Mahatma Gandhi**. The major objectives of this scheme are to make India a "clean" India by:

1. eliminating the problem of open defecation,
  2. by building up of toilets for all households,
  3. to provide running water supply,
  4. treatment of solid and liquid wastes and
  5. majorly providing the hygienic facilities to the citizens of the country.
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### INTRODUCTION

It's been 67 years of the Independence of India, but still, more than half of the population of our country is still deprived of the basic living conditions. As per Census 2011, 113 million households do not have toilets, which means nearly 50% of households in India still defecate in the open being exposed to healthcare challenges, harassment and shame.

Keeping this reality in mind, Hon'ble Sh.Narendra Modi, the present prime minister of our country has launched his dream project "**Swachh Bharat Abhiyan**" on 2nd October 2014, on the birth anniversary of Mahatma Gandhi. The major aim of the mission is to provide sanitation facilities to every family, which includes toilets, solid and liquid waste disposal systems, village cleanliness, and safe and adequate drinking water supply by 2nd October, 2019. It will be a befitting tribute to the Father of the Nation, Mahatma Gandhi on his 150th birth anniversary. "Swachh Bharat Abhiyan" or the "Clean India Campaign" is the biggest ever cleanliness drives in the country and to make it a huge success our Prime Minister has made a strong and a humble appeal to each Indian to get completely involved in the mission. He has also invited all the citizens of the country to devote a minimum of 100 hours in a year to clean their surroundings.

The major objectives of the assignment is to make India a "clean India" by building up of toilets for all households and stopping the open defecation, providing clean and running water supply and the treatment of solid and liquid wastes in a proper manner. It will also include cleanliness of roads, pavements, and clearing of encroachments in unauthorized areas. Above all and most important is that, this project majorly aims at creating awareness among the citizens of the country to understand the need for proper sanitation and hygienic facilities.

For proper execution of the Swachh Bharat Abhiyan, a 19-member specialist team has been formed under the chairmanship of scientist Raghunath Anant Mashelkar, the former director general of the Council of Scientific and Industrial Research (CSIR). The entire team will be involved to identify and apply the best and the most advanced methodologies to provide proper sanitation and clean running water facilities in those states which are still deprived of these basic amenities. These facilities will be made available at affordable, sustainable and scalable cost.

### Need of the Clean India Mission

1. According to a UN report, nearly 60 percent of India's population is at risk of diseases like cholera, diarrhoea, typhoid due to the practice of open defecation.
2. India faces a huge economic loss due to the poor hygiene and sanitation in the country.

3. There has been seen a huge number of diarrhoeal deaths of at least 1000 children in a day because of the lack of proper sanitation facilities.
4. The water of river Ganga is completely unsafe for bathing because of a huge amount of coliform bacteria which is again a result of the open defecation.
5. Poor hygiene and sanitation facilities in India leads to 600,000 lives annually because of diarrhea and apart from that a shocking fact is that the lack of toilets also expose one third of country's women to the risk of rape or sexual assault.
6. According to the Prime Minister Sh. Narendra Modi, the pursuit of this cleanliness drive can also become an economic activity, contributing to the GDP growth of our country.
7. Clean India will also lead to an enhanced growth in the tourism sector which will finally lead to a paradigm shift in the country's global perception.

The major launch of the mission on 2nd October 2014, was accompanied by approximately 3 million government employees, also the students from various schools and colleges had participated in the event to make it popular globally and also creating awareness among common public. The event was organized at Rashtrapati Bhavan on 2nd of October in 2014 in the presence of 1500 people and it was flagged off by the Indian President, Pranab Mukherjee. To make it a mass movement, Prime Minister also designated nine celebrities including Priyanka Chopra, Shashi Tharoor, Sachin Tendulkar and Anil Ambani to acquire up the cleanliness challenge, who in turn should invite nine more people and in this way the chain should continue. The original nominated members have already accepted the challenge and have appealed more people to get involved. Along with the above mentioned some states have also participated in this cleaning campaign.

## **OBJECTIVES**

The main objectives of the mission are as under:

- a) Improve the general quality of life in the rural areas, to promote cleanliness, hygiene and eradicate the open defecation.
- b) Enhance the sanitation coverage in rural areas to achieve the goal of Swachh Bharat by 2nd October 2019.
- c) To prompt the various Communities and Panchayati Raj Institutions to adopt sustainable sanitation practices through awareness creation and health education.
- d) Encourage cost effective and most probable technologies for ecologically safety and sustainable sanitation.
- e) Build up Community managed sanitation systems which will focus on Solid & Liquid Waste Management systems scientifically, for overall cleanliness in the rural areas.
- f) To remove the system of manual scavenging.
- g) To link people with the programmes of sanitation and public health in order to generate public awareness.
- h) Lay water pipelines in all villages, ensuring water supply to all households by 2019.
- i) To provide required environment for the private sectors to get participated in the Capital Expenditure for all the operations and maintenance costs related to the clean campaign.

## **STRATEGY**

The strategy towards this campaign is to move towards a 'Swachh Bharat' which could not be possible without the flexibility of State governments, to decide on their implementation policies and mechanisms. The role of the government would be to complement and support the efforts of the state governments through the use of various programmes which are being given the status of a Mission, which is actually the dire need of the country. The expected cost of the project is around Rs.2 lakhs crore. To boost up the campaign the government has sought some financial and technical support from the World Bank. Above all numerous Corporates and private organizations have joined this movement as their Corporate Social Responsibility (CSR).

It is suggested that Implementation Framework of each state should comprise of a number of activities covering the 3 necessary phases of the Programme:

- (i) Planning Phase                      (ii) Implementation Phase      (iii) Sustainability Phase

**Planning Phase**

1. Annual Implementation Plan
2. Open Defecation Elimination Plan
3. Human Resource Forecasting

**Implementation Phase**

1. Advocacy and Communication
2. Financing
3. Toilet Construction

**Sustainability Phase**

1. Hygiene Promotion
2. Follow – up
3. Monitoring and Evaluation

**Celebrities involved in Swachh Bharat Abhiyan**

Anil Ambani, Chairman of Reliance Group

Shashi Tharoor, Politician

Amitabh Bachchan, Actor

Manisha Koirala, Actress

Ruby Yadav

Baba Ramdev, Spiritual leader

Hrithik Roshan, Actor

Kamal Hassan, Actor

Aamir Khan, Actor

Mridula Sinha, Writer in Hindi Literature and Politician

Priyanka Chopra, Actress

Salman Khan, Actor

Sachin Tendulkar, Former Indian cricketer

Saina Nehwal, Indian Badminton Player

Chanda Kochhar, Managing director of ICICI Bank

Kapil Sharma, Stand-up Comedian

Team of Taarak Mehta Ka Ooltah Chashmah, TV Serial

The "Swachh Bharat Abhiyan" has two major sub missions:

- Swachh Bharat Abhiyan (rural)
- Swachh Bharat Abhiyan (urban).

**Swachh Bharat Abhiyan(rural)**

Under this mission the ministry of rural development has proposed to provide a fund of Rs 20 lakh to each village annually for the coming five years and along with that a sum of Rs 1, 34, 000 crore will be spent by the Ministry of Drinking Water and Sanitation for the above said programme.

**Objectives of Swachh Bharat Mission(Rural/Gramin)**

- To bring an improvement in the general quality of the life in the rural areas.
- Promote the increase the sanitation coverage in rural areas to achieve the vision of Swachh Bharat by 2019 which could be possible when all Gram Panchayats in the country would attain a Nirmal status.
- Encouragement of cost effective and appropriate technologies should be done for the ecologically safety and sustainable sanitation.
- Motivate the various communities and Panchayati Raj Institutions to promote sustainable sanitation facilities through creating awareness and health education among the rural population.
- Development of community managed environmental sanitation systems which will focus on solid & liquid waste management for overall cleanliness in the rural areas.

**Components of Swachh Bharat Mission(Rural/Gramin)**

- Provision of the incentive of Rs. 9000/- and 3000/- for each toilet is given by Central and State Government respectively to the eligible BPL households and Identified Above Poverty Line (APL) households after they construct and use toilets.
- Construction of Community Sanitary Complexes (Upto 2 lakh per Community Sanitary Complex).
- Assistance of upto Rs. 35 lakh per district is provided to the Production Centres of sanitary materials and Rural Sanitary Mats.
- A viable fund for Solid and Liquid Waste Management is provided to satisfy the requirements.
- Provision for Administrative Cost would be expected to be around 2% of the total Project cost, where the cost would be shared in the ratio of 75:25 between Centre and State.

**Swachh Bharat Abhivan (Urban)**

The urban development ministry has announced to allocate Rs 62,000 crore for this project. It majorly aims to provide individual domestic toilets, community and public toilets and also the solid waste management, that will cover 1.04 crore households in all 4,041 statutory towns. It has also been targeted to provide the Public toilet facilities available at common public places like markets, bus stops, railway stations, public leisure places and tourist spots,.

**Objectives of Swachh Bharat Mission(Urban)**

1. Removal of open defecation
2. Elimination of Manual Scavenging completely
3. Modern and Scientific Municipal Solid Waste Management
4. To target the behavioral change regarding healthy sanitation practices
5. Generate awareness about sanitation and its linkage with public health
6. Augmentation for ULB's
7. To create an enabling environment for the participation of private sector for Capex (capital expenditure) and Opex (operation and maintenance)

**Components of Swachh Bharat Mission(Rural/Gramin)**

1. Household toilets, including conversion of insanitary latrines into pour-flush latrines
2. Community toilets
3. Public toilets
4. Solid waste management
5. IEC(Information Education and Communication) & Public Awareness
6. Capacity building and Administrative & Office Expenses (A&OE)

**Key Elements necessary for making The Swachh Bharat Abhivan a huge success**

The campaign needs to be implemented by making use of a very effective multi-pronged strategy that encompasses the following key elements which are very essential to achieve the goal "Clean India" by 2019:

**1) Sustained involvement of multiple stakeholders:** All stakeholders (politicians, bureaucrats, NGOs, private enterprises, funders and communities) have to take a very keen interest and should be sustained to work towards the targeted goal in a concerted fashion. Along with the Government, major organizations like Bill & Melinda Gates Foundation and USAID, need to ensure that all stakeholders should give their best efforts in order to avoid gaps in the implementation of the scheme. For instance, a UNICEF led coalition is working really hard on a vast project of Water, Sanitation & Hygiene in Schools which has targeted to ensure the access to basic services in schools in India.

**2) Focus on changing behaviours:** The biggest roadblock in achieving the desired goal of clean India is the overall behavior of the people regarding cleanliness and hygiene. Hence changing the behaviour of people at large is a very critical task. As it has been observed that several families still defecate in open and also that there is a large numbers of toilets constructed and are still lying unused or in a dysfunctional state. That is why the involvement of celebrities could prove to be very helpful (for instance Mr Amitabh Bachchan has been the Goodwill Ambassador for polio eradication) and would also be imperative to understand the local cultures, motivations and belief systems. Hygiene education should be made compulsory in the school curriculum. Children are known to be the change agents and thus can play a vital role to make a significant contribution to the success of this campaign by spreading the message of cleanliness among their families and communities.

**3) Going beyond toilet construction:** It is very important to understand that merely constructing a huge number of toilets is not only worthwhile, they should be operational as well. The maintenance needs to be very robust which could not be possible without involving private sector enterprises to take up the maintenance on the basis of a very nominal fee. The availability of water should also be ensured in toilets. Effective solutions for collecting and recycling waste should also be identified and adopted.

**4) Going beyond fund allocation:** The funds are raised and managed by the “Swachh Bharat Kosh” which has been established to monitor appropriate use of the raised fund. Clearly defined roles and responsibilities should be given such that there is clear accountability for the money spent. The Government should also work according to a defined strategy for achieving the target by 2019.

#### **Swachh Bharat Abhiyan: Waste Management and wealth generation**

*Recycling of the solid waste* is a global problem and Swachh Bharat Abhiyan (Clean India Campaign) is trying to give a very sincere attempt to address this issue which is gradually becoming a major challenge for the growth of our country. Another major dimension of sanitation to be resolved is the problem of sewage or wastewater disposal. A report given by CPCB estimated that in 2009, 38 billion liters of sewage was generated per day from 498 tier I cities. The currently installed capacity to treat this giant ocean of wastewater is approximately 12 billion liters which is less than one-third of the current requirement. This clearly proves that the remaining 26 billion liters of water is being dumped into the streams and rivers, making most of them terminally sick. Till the date there are several initiatives which have already been taken up for the waste management across the globe. To accomplish this there is a huge participation of the private ventures which have generated wealth from the waste, created jobs for millions and also addressed the rising pollution and climatic change issues. The solid bio-degradable waste has been proved to be a catalyst for the field of agriculture hence reducing the demand for chemical fertilizers which further leads in the reduction of the carbon footprint, recycling of plastic and metals in a creative manner can also help save forests and protect the greens around us.

#### **Impact of “Swachh Bharat Abhiyan”**

The campaign has already received an overwhelming support from corporate houses as a part of **CSR** as well as a huge number of celebrities is joining in to make it a mass movement. In order to bring out behavior change, extensive awareness generation initiatives have to be taken with regards to the negative healthcare issues related to open defecation. Different stakeholders would need to be a part of the behavior change campaign including students, teachers, principal, parents and panchayat along with the different mediums that can be used for creating awareness like comics, wall painting, audiovisual tools, street play etc.

With regards to enabling the infrastructural facilities, it is important to ensure regular water supply to maintain hygiene and hand washing facilities, which would require pump set and electricity to run it, which is still non-existent in many backward districts in India. Options of solar pump set and Rainwater harvesting facilities could also be explored. With regards to **CSR initiatives**, companies would need to partner with social organizations in ensuring behavior change and maintenance. Every primary and secondary school has a school management committee, which would need to be empowered to ensure sustainability of the initiative and financial support from the panchayat’s sanitation funds that would be helpful in regular maintenance of the toilets.

#### **Decisive roles played by Corporates and CSR**

While launching the biggest ever cleanliness drive in India, Swachh Bharat Abhiyan, on October 2, Prime Minister Narendra Modi has set up the Swachh Bharat Kosh (SBK) so that big and small corporations may provide help to the mission by donating funds in the form of their **Corporate Social Responsibility (CSR)** and also to raise funds from individual volunteers. It has also been observed that many private and public companies have helped the Swachh Bharat Abhiyan and have by now started implementing it. Some of the leading organizations that have supported and contributed to this huge cleanliness drive are given below:

#### **1. Oil and Natural Gas Commission (ONGC)**

The Oil and Natural Gas Corporation (ONGC) has launched a major cleanliness campaign in all its work centers under the Swachh Bharat Abhiyan. As a part of their CSR, the ONGC has promised to construct toilets in 2500 Government schools in 26 districts extended over 13 States, along with other initiatives, during the current financial year. The ONGC has also allocated Rs 100 crore for this programme, which has been named as Swachh Vidyalaya Abhiyan by ONGC officials. It has already signed an MoU with the Archaeological Survey



of India and the Ministry of Tourism for conservation and cleanliness of Taj Mahal, the historical monument of India, at a cost of 20.75 crore.

## **2. Public Sector Undertakings ( PSUs)**

The Public Sector Undertakings (PSUs) underneath the Ministries of Power, Coal and New & Renewable Energy, have announced the construction of 50,000 toilets in schools by 2015 next year August; the work on 1001 toilets has already started. Many PSUs have also earmarked 50% of the CSR for the construction of these toilets during the financial years 2014-15 and 2015-16. The main PSUs concerned in this programme and the States they are covering with the number of toilets to build in schools are as under:

- NTPC: Chhattisgarh, Jharkhand, Bihar, MP, Odisha, Rajasthan, UP and West Bengal – 240 toilets
- Power Finance Corporation (PFC) Rajasthan - 72 toilets
- SJVN Limited: Himachal Pradesh, 21 toilets
- POWERGRID: Arunachal Pradesh, Assam, Bihar, Chhattisgarh, MP, Odisha and Telegana – 90 toilets
- National Hydroelectric Power Corporation (NHPC) Assam: WB, J&K, HP, Uttarakhand, Arunachal Pradesh, Manipur and West Bengal – 56 toilets
- Rural Electrification Corporation Limited (REC): UP – 90 toilets
- Neyveli Lignite Corporation Ltd (NLC): Tamil Nadu- 25 toilets
- THDC India Limited ( THDCIL) Uttarakhand: – 5 toilets
- Indian Renewable Energy Development Agency (IREDA) Chhattisgarh: – 4 toilets
- North Eastern Electric Power Corporation (NEEPCO) Assam :- 6 toilets
- Coal India Limited ( CIL): Jharkhand, West Bengal, Odisha, MP, Chhattisgarh, UP, Assam – 400 toilets

## **3. L&T**

Larsen & Toubro announced that it will build 5000 toilets in different parts of the country under the Swachh Bharat Abhiyan. L&T Public Charitable Trust will build 2,000 toilets in the primary phase and will also invest in other initiatives like water supply, healthcare and skill training institutes.

## **4. Dabur**

Dabur has joined in the campaign by launching Swachh Toilet, in which the company will provide germ-free public toilets crosswise the country. It has also announced that it will contribute one Sani Fresh Toilet Cleaner from the sale of each pack of this cleaner, to maintain clean toilets in the country.

## **5. Confederation of Indian Industry (CII)**

The Confederation of Indian Industry (CII) has also actively participated in Clean India movement and has promised to give sanitation conveniences in schools. It has promised to construction of 10,000 toilets by 2015-16 through its CSR.

## **6. Gail**

Gail has announced that as it will build 1,021 toilets crossways India, with separate toilet facilities for schools girls. This will help in reducing dropouts and help in increasing female literacy. The PSU is committed to improve sanitation facilities for girls at schools.

## **7. Tata Consultancy Services**

TCS has also promised to give Rs 100 crore for constructing toilets and providing sanitation facilities for girls in 10,000 schools.

## **8. Vedanta**

Vedanta group pledged that it will build 10,000 toilets more. It has already been involved in construction of 30,000 toilets in a partnership with the Government of Rajasthan.

## **9. Corporation Bank, Mangalore**

The bank launched Swachh Vidyalaya Scheme under which 100 toilets will be constructed crosswise the country in the schools which do not have toilet amenities. The bank will construct five toilets in the schools in Udupi region of the bank.

#### **10. Hotels and Real Estate Developers**

Prominent hotels like Radisson and Park Inn, run by Global hotel chain Carlson Rezidor will construct toilets in the Delhi-NCR area for girls in schools. Employees of Lemon Tree Hotels also pledged that they will spend 100 hours a year to clean areas just about their premises in the country.

Unitech, a prominent real estate developer strategy to take residents and further stakeholders energetic participation in a drive to clean up areas around the projects it has launched across the country. The group has also announced that it will tie up with a number of schools and get in students to spread awareness and also influence the customers' mind when they come to the malls.

#### **Conclusion**

Responding to Modi's call to take part in Swachh Bharat Abhiyan, it is really very awesome to see so many public and private companies sustaining the mission and causative towards its success. Each of these has already drawn up plans to fulfill their promise to construct toilets, provide sanitation and clean up their surroundings, and support the mission. It is not only the Government who can make it a success, people's participation is of utmost importance. Also, a detailed prototype of the model should be equipped for implementing the programme. India will certainly be a hygienic nation in upcoming years provided the Government and the people contribute in this Swachh Bharat Mission in a holistic approach.

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