Stages of implementation of Swachh Bharat initiatives: An Evaluation

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Abstract
This paper is an attempt to document the stages of implementation of Swachh Bharat initiatives across states in India. Swachh Bharat Abhiyan was started as an initiative by our Indian Government on 2nd October 2014 as a part of sanitation and cleanliness drive across our country, it tries to provide a comprehensive review of various activities undertaken under the Swachh Bharat initiatives in the rural and urban areas across India. The data used for the paper are collected from official sources of government of India and other documents and reports available at the public domain. This paper also highlights the success cases of Swachh Bharat implementation in India and bringing out the important challenges in operationalization of the programme nationwide.

Introduction
Swachh Bharat Abhiyan an initiative started by the honorable prime minister of India, a step towards sanitation, solid waste treatment and cleanliness to achieve open defecation free country by October 2019. Swachh Bharat Mission (Gramin) and the Swachh Bharat Mission (Urban), which aims to achieve Swachh Bharat by 2019, for the gratitude to the 150th Birth Anniversary of Mahatma Gandhi. Swachh Bharat Abhiyan was implemented on a large scale level in India for both the rural and urban places, generating demands for the toilets, their constructions and further regular use by household members was the major motive behind this. In India, major population in states like west Bengal, Uttarakhand still people don’t have access to toilets so these people go for open defecation which causes several other health problems, since people in this area were not mostly aware about the health problems and serious health issue which they face due to open defecation earlier they were not concerned about the same, also most the population in such states were below poverty line, so it was tough for them to construct toilet by own money, further Indian government took the initiative to provide them funding’s and construct household, public and community toilets, providing better hygiene behavior amongst the population.

Implementation of Swachh Bharat in India
Swachh Bharat Abhiyan Gramin
Swachh Bharat Abhiyan Gramin was implemented with the aim of making rural area in India open defecation free. There were several other activities which were implemented as a part of Swachh Bharat Abhiyan Gramin, these programmes were categorized into inter-ministerial collaboration and inter-sectoral collaboration.
Inter-ministerial collaboration

1. Namami Gange

Objective—Open Defection free in villages near river Ganga and cleanliness of river Ganga.

Namami gange in an initiative of ministry of water resource component of which is implemented by MDWS started in 2014 its main motive was to make villages near ganga open defecation free handling in solid and liquid waste management implemented across 52 states of uttrakhand, Bihar Jharkhand, Uttar Pradesh and West Bengal over 4000 villages on the bank of river Ganges.

2. Swachh Swasth Sarvatra (SSS)

Objective—The empirical ideology of this action is to reinforce community health centers in 708 ODF blocks throughout the country to prepare them to achieve higher level sanitation and hygiene.

Joint initiative between MDWS and the ministry of health and family welfare its aim was to build the achievements of two complementary programme Swachh Bharat Mission and Kayakalp this initiative was to focus on implementation wash parameters in selected hospitals, ODF in all the health care center’s higher sanitation training for doctors and health care employees so that they can educate the common people around them, this programme was basically to provide training for people regarding sanitation programme so that they can be aware of it. Action, aimed to reinforce health centers in open defecation-free blocks. Main objective is to strengthen community health centers in 708 open defecation-free blocks around the country and to empower them to attain higher levels of cleanliness and hygiene, underKayakalp one primary Centrewas opened at each district awarded for maintaining quality standards.

3. Swachhataat Petrol Pumps

Objective—Clean petrol pumps with basic toilet facilities to promote cleanliness and hygiene.

The ministry of natural gas and petroleum developed a mobile app for Swachhata at Mobile this will help to continue the cleanliness at petrol pumps and toilets at petrol pumps, this app can downloaded from app store, also clusters of toilets were constructed at petrol pumps.

4. Rashtriya Swachhata Kendra

Objective—To monitor the progress of the Prime Minister's Swachh Bharat Abhiyan programme.

Rashtriya Swachhata Kendra” is establishedby Ministry of Drinking Water and Sanitation at Gandhi Smriti and Darshan Samiti,Rajghat. Ministry of Drinking Water and Sanitation under the initiative taken by Prime Minister during the centenary year of Champaran Satyagraha and the Ministry of Culture provided space for this purpose.

<table>
<thead>
<tr>
<th>States</th>
<th>No. of villages</th>
<th>ODF free</th>
</tr>
</thead>
<tbody>
<tr>
<td>Uttrakhand</td>
<td>222</td>
<td>222</td>
</tr>
<tr>
<td>Bihar</td>
<td>487</td>
<td>317</td>
</tr>
<tr>
<td>West Bengal</td>
<td>2094</td>
<td>2106</td>
</tr>
<tr>
<td>Jharkhand</td>
<td>2194</td>
<td>2106</td>
</tr>
<tr>
<td>Uttar Pradesh</td>
<td>1627</td>
<td>1252</td>
</tr>
</tbody>
</table>

5. Swachhata pakhwada

Objective—To sensitize and ensure good health and hygiene by providing women and children with awareness on clean and safe environment, personal health, hygiene and good practices including hand washing and cleanliness.

Swachhata pakhwada was started in April 2016 with an aim of focusing on issues and practices of Swachhata by involving GOI ministers, department in their administration an annual calendar was distributed around to assist them for planing better for pakhwada activities, the ministers monitoring pakhwada are observed keenly using online tool, all the action plans, images and videos related to swachhata were uploaded, after observation achievements are announced through press conference and media tools.

6. Swachhata Action plan

Objective—to highlight the major contribution of 76 ministers and department of government towards Swachh Bharat.
SAP was implemented on 1st April, SAP was started with a mission that Swachhata is everyone’s business, he directed all union ministers to perform for the same in a more important manner with the fund allotted, during the fiscal year department of ministers has committed fund worth 5247.13 crore for SAP. To analyse the implementation web based portal www.swachhataactionplan.com was created. The object behind this portal http://swachhataactionplan.com was to highlight the contribution by 76 Ministries/Departments of Govt. of India. Progress in implementation of Swachhata Action Plan can be tracked and monitored by MDWS, the Committee of Secretaries, Cabinet Secretary and the Prime Minister's Office. Presently the portal is being accessed by all 76 Ministries/Departments to upload their SAP with budget, activities, photographs, reports.

7. School Sanitation

Objective-To promote 'Learning by doing' and also to develop the quality of sanitation system and hygiene education in school and community level.

Swachh Vidyalaya is the nationwidedrive ‘Clean India: Clean Schools’. Its main motive is to make sure that every school in India will have well maintained water, sanitation and hygiene facilities. Water for drinking, washing hands, toilet and soap facilities in the school premises are the main components for practice by children and teachers, which will help to maintain their health as well as hygiene practices, of their families and the communities also, it also improves the teaching methods through sanitation and water supply. Hygiene initiatives in school creates a healthy school environment and avoid children from diseases and health problems. Mostly Girls drop out of school, because of unavailability of toilets and washing facilities, which is actually not safe or simply not available. Basic facilities that comprises of good hygiene and privacy, along with sensitive health promotion help girls to stay in school and complete their education.

8. Anganwadi Sanitation

Objectives-To provide some basic sanitation education for anganwadi to promote health and hygiene facilities.

Over 24 lakh employees were employed in 12 lakh Anganwadis across India to assure the Swachh Bharat Abhiyan a great achievement, Anganwadi workers are the key representatives from villages, they provide sanitation and cleanliness information to the district administrator and villages. They act as an intermediary between villagers and the government to help make the village clean and adopt hygiene habits. Role of anganwadi workers in Swachh Bharat Campaign is to Teach and supervise young to practice personal hygiene; check the children's cleanliness in the morning, Educate the mothers about the Importance and benefits of sanitation and encourage them to practice it there daily life. Explain to mothers the benefits of using a latrine and having one at home, encourage mothers to contact the Block Level Engineer, Sanitary Inspector or the Block Development Officer (BDO) for advice.

9. Railway Sanitation(Swachh rail Swachh Bharat)

Objective-The core objective of Indian Railways is to make sure clean and hygienic toilets, maintenance and cleanliness at stations, trains etc.

Indian railways is one of the largest railway network of India, it plays a vital role in development and growth of India. Swachh Rail Swachh Bharat Mission”, emphasis on regular events towards cleanliness are planned to be organize Railways and station premises. The target of Indian Railways is to make sure clean and hygienic toilets, maintenance of cleanliness at stations, trains etc., tree plantation, and removal of encroachments, maintaining drainage, awareness campaign and constant monitoring of the mission. Disposal of garbage is done by Municipal Authorities, through in cremation, dumping in identified landfill sites and composting pit etc. Hazardous waste is also disposed of as per extant statutory guidelines. There are series of activities which have been undertaken under Railway sanitation.
• Improving flooring of platform to enable mechanized cleaning.
• Providing blur green dustbins for different type of waste.
• Providing dustbins in non ac coaches
• Employing cctv camera to maintain the cleanliness practices
• Development of better complaint portal for customers.

In India there are 10000 railway stations these stations were divided into 7 categories A1,A,B,C,D,E,F according to the revenue generated by the these stations.

<table>
<thead>
<tr>
<th>Category</th>
<th>Annual Passenger Revenue (in crores)</th>
</tr>
</thead>
<tbody>
<tr>
<td>A1</td>
<td>&gt;50</td>
</tr>
<tr>
<td>A</td>
<td>6-50</td>
</tr>
<tr>
<td>B</td>
<td>3-6</td>
</tr>
<tr>
<td>C</td>
<td>All Suburban Stations</td>
</tr>
<tr>
<td>D</td>
<td>1-3</td>
</tr>
<tr>
<td>E</td>
<td>&lt;1</td>
</tr>
<tr>
<td>F</td>
<td>Halts</td>
</tr>
</tbody>
</table>

Table: 1.2

Assessors were allotted in different areas to observe the frequencies of different cleanliness activities. Four part survey was designed to access the activities.

**Inter-sectorial collaboration**

1. **Swachh Iconic Places (SIP)**

**Objective:** Clean all the heritage places in India.

This was done under, Swachh Bharat Abhiyan, government of India decided to clean 100 iconic places across India, these being a part of heritage religious and cultural belief, the goal is to improve the cleanliness condition the action is in partnership with ministries of urban development tourism and cultural at the initial stage these iconic places are taken up in 2 phase.

1. **Corporate Partnership**

**Objective:** Creating and sustaining socially beneficial projects towards the society.

Every profit earning central public sector Enterprise are mandate to choose CSR activities and commence them in a project mode and are prescribed to assign a budget allocation compulsorily towards these activities. Corporate Social Responsibility through a Board Resolution are asked to spend some amount of past year’s net profit

Following is the allocation of corporates towards CSR activities.

<table>
<thead>
<tr>
<th>PAT of CPSE in the previous year</th>
<th>Range of Budgetary allocation CSR and Sustainability activities (as % of PAT in previous year)</th>
</tr>
</thead>
<tbody>
<tr>
<td>&gt; Rs. 100 Crore</td>
<td>3% - 5%</td>
</tr>
<tr>
<td>Rs. 100 Crore – Rs. 500 Crore</td>
<td>2% - 3%</td>
</tr>
<tr>
<td>Rs. 500 Crore &lt;</td>
<td>1% - 2%</td>
</tr>
</tbody>
</table>

Table: 1.5

**Types of activities undertaken under Corporate Partnership are-**

Construction of Community Toilets along with availability of water connection and disposal pits (leach pits tanks, septic tanks etc.), well-constructed and maintained toilets seats for both men and women, bathing spaces, ramp for physically challenged people, child friendly toilets, nappie changing room, crèche, space for washing clothes etc. will be constructed.

2. **Inter-faith cooperation**

**Objective:** Different religious leaders coming together to promote Swachh Bharat Abhiyan.

Different spiritual leaders from all the religions participated in the Inter-faith cooperation. Faith-based organization’s (FBO) worked with local communities encourage people to play a key role in main people to use toilets and accept hygiene factors. During the 2016 Simhastha Kumbh Mela in Madhya Pradesh Sanitation and Hygiene was taken up as a major social cause to be promoted. The mass awareness campaign showed prototypes of toilet technologies, information kiosks and exhibitions, as well as puppet shows was organized on
sanitation issues. This initiative was to break misconceptions that toilets are mainly constructed only for women and children.

3. **Media Engagement**

**Objective:** Spreading awareness amongst people using media.

Media played a major contribution in our Swachh Bharat Abhiyan campaign as the fourth pillar of Democracy, different media houses participated in Swachh Bharat mission to promote cleanliness and hygiene in India. They came out to clean the filth on the roads. They devoted their advertisement slots to this initiative, they have made people aware about the programme. The new apps is a clear evidence that technology and social media can be effectively used to spread awareness and help people to implement a campaign at the enormous scale of Swachh Bharat. Different adds and information was passed through media and channels which created a huge impact on leading this mission towards the success.

4. **NGO Relations**

NGO are playing a very important role in Swachh Bharat Abhiyan, NGO from every state tied up together to work for Swachh Bharat Abhiyan, They have been given access to the Swachh Bharat city local circles to share community initiatives with citizens and mobilize citizens to help where necessary NGOs have taken up the task of educating the people of rural India about keeping their surroundings clean, they are doing third party quality checks of infrastructure being created under SBM and also do sample verification on a pre-determined check list.

**Swachh Bharat-Urban**

India’s urban population is 377 million, which can be increased to 600 million by 2031. Close to eight million houses have no access to toilets, main objective of the Swachh Bharat Abhiyan is to overcome this problem, Eradication of Manual Scavenging, Modern and Scientific Municipal Solid Waste Management will also be considered, To develop behavioral change for healthy sanitation practices, Generate awareness about sanitation and usage of public health, All rightful towns will be covered under the Mission.

**Components of Swachh Bharat Mission Urban**

1. **Household toilets, and conversion of insanitary latrines into pour-flush latrines**

**Objective:** Making toilets available to each and every citizen in Urban.

Almost 80% of urban households still are involved in open defection practices, its main aim is to have all households with insanitary latrines, Households will be constructed under SBM(Urban) which will have two main components– the toilet superstructure which includes pan and water closet, and the substructure should have either an on-site treatment system, or a connection to existing underground sewerage system. All household toilets being constructed under SBM will be implemented with proper water supply, Central government will provide Rs4000 for household toilet for each identified beneficiary household, beneficiary households will get the financial contribution directly deposited in to their account. Accounts were opened under the Pradhan Mantri Jan Dhan Yojana to transfer the amount. States will contribute a minimum of 40% funds towards individual toilets and 60% share will be contributed by the central.

<table>
<thead>
<tr>
<th>No. of toilets</th>
<th>Household Toilets</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total Built</td>
</tr>
<tr>
<td>Less than 1000</td>
<td>4335</td>
</tr>
<tr>
<td>Between 1000-10000</td>
<td>36692</td>
</tr>
<tr>
<td>Between 10000-100000</td>
<td>178609</td>
</tr>
<tr>
<td>Between 100000-500000</td>
<td>2710559</td>
</tr>
<tr>
<td>Above 500000</td>
<td>1156225</td>
</tr>
</tbody>
</table>

Table: 1.6

1. **Community toilets**

**Objective:** Constructing community toilets to solve the problem of land and space constraints.

20% of the urban houses in cities are still engaged in open defection, community toilets as a solution to their problem of land and space constraints, people who are not able to construct individual household latrine can overcome the problem with the construction of Community toilet. This will be a big relief and will
create a huge impact for the groups of households in urban areas whose members practice open defecation due to lack of individual toilets. 40% will be contributed by the state and 60% share will be contributed by central.

<table>
<thead>
<tr>
<th>No. of toilets</th>
<th>Community Toilets</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total Built</td>
</tr>
<tr>
<td>Less than 1000</td>
<td>3426</td>
</tr>
<tr>
<td>Between 1000-10000</td>
<td>49502</td>
</tr>
<tr>
<td>Between 10000-100000</td>
<td>87718</td>
</tr>
<tr>
<td>Between 100000-500000</td>
<td>0</td>
</tr>
<tr>
<td>Above 500000</td>
<td>0</td>
</tr>
</tbody>
</table>

Table: 1.7

2. **Public toilets and urinals**

**Objective:** Making toilets available in every public places for the convenience of people.

Under SBM (Urban), States will ensure that a certain number of public toilets and Urinals should be built in each city. All major/important places within the city will have attention seeking floating public toilets and urinals with proper water supply arrangements States will 40% funds 60% share will be contributed by the Central. These Public Toilets and urinals will have 5 year maintenance contract. For the convenience of people it should be built at, at every public place, there should be at least one public toilet accessible, and the facility should be kept open for public use.

<table>
<thead>
<tr>
<th>No. of toilets</th>
<th>Public Toilets</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total Built</td>
</tr>
<tr>
<td>Less than 1000</td>
<td>5675</td>
</tr>
<tr>
<td>Between 1000-10000</td>
<td>33871</td>
</tr>
<tr>
<td>Between 10000-100000</td>
<td>53969</td>
</tr>
<tr>
<td>Between 100000-500000</td>
<td>0</td>
</tr>
<tr>
<td>Above 500000</td>
<td>0</td>
</tr>
</tbody>
</table>

Table: 1.8

3. **Solid waste management**

**Objective:** Procurement and management of waste

Municipal Solid Waste Management (MSWM) is performing several steps for waste management, primary collection, secondary storage, transportation, secondary segregation, resource recovery, processing, treatment, and disposal of solid waste. Manual for Municipal Solid Waste Management mainly implemented for Solid waste management of their city with the help of state governments. States will be contributing a minimum of 40% funds for SWM projects and 60% of the share will be contributed by Central.

4. **IEC & Public Awareness**

**Objective:** Spreading awareness amongst people regarding sanitation and hygiene practices.

Main strategy under SBM (Urban) is communication to make sure that sanitation is an issue which must be highlighted to the general public at each and every required places along with the issues of open defecation, hygiene practices, proper use of toilet facilities (household, community or otherwise), etc. and how it is related to health and environmental consequences.

**Capacity building and Administrative & Office Expenses (A&OE)**

**Objective:** Capacity building

Under this mission aggregate 3% of the Central Government support under the mission will be utilized for limit building, managerial and office costs of States and ULBs. 75% of
the aggregate Central Government reserves for the mission will be utilized for limit building, assembling national, territorial workshops, different honors and best practice acknowledgment, program look into, universal collaboration for limit building and innovation improvement, ULBs involves (both senior level authorities and field level functionaries) in this activity. It will be the duty of the State Mission Director to ensure that recognized authorities ought to experience sufficient limit building/preparing to guarantee the accomplishment of SBM (Urban). States will contribute at least 25% assets towards Capacity Building and Administrative and Office Expenses (A&OE) to match and Central will contribute 75% Share.

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UNICEF. (n.d.). Anganwadi Sanitation. UNICEF.