



## Swachh Bharat Mission: A Sanitation Drive in India

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### Abstract

The Swachh Bharat Mission, also known as the Clean India Mission, is a national campaign launched by the Government of India with the aim of achieving a clean and open defecation-free India. The mission was initiated on October 2, 2014, on the occasion of Mahatma Gandhi's birth anniversary. The primary objectives of the Swachh Bharat Mission are to eliminate open defecation, promote solid and liquid waste management, and bring about a behavioural change in people regarding sanitation practices. The mission has been implemented in several phases, each focusing on specific targets and goals. The first phase focused on building individual household toilets in rural areas and promoting their use, while the second phase emphasized solid and liquid waste management, public awareness campaigns, and the promotion of cleanliness and hygiene practices.

Despite its achievements, the Swachh Bharat Mission still faces challenges. There is a need for continued efforts to sustain the progress. In conclusion, the target of Swachh Bharat Mission is to achieve a clean and open defecation-free India. Under this scheme millions of toilets constructed and awareness increased among the population. However, sustained efforts are required to overcome remaining challenges and achieve the mission's ultimate goal.

**Keywords:** Sanitation, hygiene, environment, government, awareness

### 1.0 Introduction

The Swachh Bharat Mission (SBM) was launched on the occasion of Gandhi Jayanti on October 2, 2014 by the Government of India, to fulfil the vision of a cleaner India by October 2, 2019. The SBM is one of the biggest ever sanitation drives to achieve universal sanitation coverage, eliminate open defecation and improve cleanliness in the country (**Veena 2022**).

Swachh Bharat Mission is a nation-wide campaign of the Government of India for mass scale behaviour change, construction of household owned and community owned toilets, their usage and solid and liquid waste management (SLWM) and make India open defecation free. (**Swachh Bharat Mission- Grameen 2014**).



The mission is implemented in both rural and urban India. In rural areas "SBM - Gramin" is financed and monitored through the Ministry of Drinking Water and Sanitation (since converted to the Department of Drinking Water and Sanitation under the Ministry of Jal Shakti) whereas "SBM- urban" is overseen by the Ministry of Housing and Urban Affairs. The rural division has a five-tier mechanism: central, state, district, block panchayat, and gram panchayat (SBM, 2023).

## 2.0 Historical Context

### 2.1 Historical Perspective on Sanitation in India

India gained freedom under the leadership of Gandhiji, but his dream of a clean India is still unfulfilled. Mahatma Gandhi said "Sanitation is more important than independence". He made cleanliness and sanitation an integral part of the Gandhian way of living. His dream was total sanitation for all. It is essential for everyone to learn about cleanliness, hygiene, sanitation and the various diseases that are caused due to poor hygienic conditions. Mahatma Gandhi said, "I will not let anyone walk through my mind with their dirty feet" (Rathi, 2019).

### 2.2 Journey of Sanitation Programs in India

The government of India in the year 1986 introduced a Central Rural Sanitation Program (CRSP) and later renamed as Total Sanitation Campaign (TSC) in 1999 and the program continue to 2011. After 2011 government of India launch as Nirmal Bharat Abhiyan(NBA) in 2012 to create awareness among the rural population regarding the importance of sanitation. In contemporary status, due to the failure of Nirmal Bharat Abhiyan (NBA), it has been disestablished and renovated with the new scheme "Swachh Bharat Abhiyan (SBM)" (Table 1).

**Table 1: History of Sanitation Programmes in India**

S. No.	Programme Name	Year	Ministry	Objectives	Achievements
1.	Central Rural Sanitation Program (CRSP)	1986-1998	Ministry of Rural Development, Department of Drinking Water Supply	<ul style="list-style-type: none"> <li>• 118 million toilets at the household level</li> <li>• 11.2 million toilets for schools,</li> <li>• 0.4 million toilets for child care centres.</li> <li>• 28,000 community level sanitary complexes</li> <li>• 4,000 rural sanitary marts/production centres.</li> </ul>	<ul style="list-style-type: none"> <li>• Between 1986 to 1997, 43,37,609 toilets were construct.</li> <li>• By 1991 rural sanitation had improved to 9.7%.</li> </ul>
	Total	1999-	Ministry of	• Information, Education	332,05,896 household



2.	Sanitation Campaign (TSC)	2011	Drinking Water and Sanitation	<p>and Communication (IEC).</p> <ul style="list-style-type: none"> <li>• Human Resource Development (HRD).</li> <li>• Capacity Development activities.</li> </ul> <p>To increases awareness among the rural people and generation of demand for sanitary facilities.</p> <p>To provide financial incentives to BPL households for the construction and usage of individual household latrines (IHHL).</p>	<p>toilets including 196,13,529 toilets for people living below poverty line.</p> <ul style="list-style-type: none"> <li>• 3,82,683 school toilets,</li> <li>• 1,17,664 Anganwadi toilets,</li> <li>• 10276 community complexes,</li> <li>• 7057 production canters/ rural sanitary marts (RSMs)</li> </ul>
3.	Nirmal Bharat Abhiyan (NBA)	2012-2014	Ministry of Drinking Water and Sanitation	<ul style="list-style-type: none"> <li>• To create quality life of living for the people who are living in the rural area.</li> <li>• To motivate public and various educational Institutes to get use of proper sustainable sanitation facilities.</li> <li>• To develop the awareness of cleanliness and to guide rural people on proper disposal of solid and liquid waste with proper waste management process.</li> </ul>	<ul style="list-style-type: none"> <li>• Only 2.07 crore toilets were constructed between 2009-10 to 2013-14. The numbers would be even less if we take into account the two years of Nirmal Bharat Abhiyan's.</li> </ul>
4.	Swachh Bharat Mission (SBM) (phase I)	2014-2019	Ministry of Drinking Water and Sanitation (Jal Shakti)	<ul style="list-style-type: none"> <li>• Construction of Individual Household Latrines (IHHL)</li> <li>• Construction of Community Sanitary Complexes (CSCs).</li> <li>• Solid Liquid Waste Management (SLWM) activities.</li> </ul>	<ul style="list-style-type: none"> <li>• More than 10 crore individual toilets have been constructed since the launch of the mission, as a result, rural areas in all the States have declared themselves ODF as on 2nd</li> </ul>



				<ul style="list-style-type: none"> <li>• Information, Education and Communication (IEC)</li> <li>• Human Resource Development (HRD) activities.</li> </ul>	October, 2019
5.	Swachh Bharat Mission (SBM) (phase II)	2019-2024	Ministry of Drinking Water and Sanitation (Jal Shakti)	<ul style="list-style-type: none"> <li>• Sustaining investment on ODF,</li> <li>• Faecal sludge management dedicated program, which will ensure that each district will have FSTP (faecal sludge treatment plant),</li> <li>• Plastic waste management by creating a material recovery facility and plastic treatment and management facility in each gram panchayat,</li> <li>• Solid and liquid waste management support to villages for safe disposal of solid and liquid waste.</li> </ul>	• To be continued in 2024

#### 4.0 Key Achievement and Milestone of SBM

- Swachh Bharat Mission has improved quality of life in the rural and urban areas by promoting cleanliness, hygiene, and eliminating open defecation.
- Under Swachh Bharat Mission (Gramin) over 10.28 crore toilets were constructed across 36 states/UTs. During five years, 603,175 villages were declared ODF.
- Over 55 crore people changed their behaviour and started using toilets.
- Water and Sanitation related disease reduced substantially after the first phase of Swachh Bharat Gramin. Women in rural areas no more had to wait for darkness to go out for defecation.
- After becoming Open Defecation Free (ODF), several villages have witnessed a reduction in deaths due to diarrhoea, malaria especially in children, still births and newborns thereby improved child health and nutrition.



- Schools in India have access to separate functional toilets for boys and girls.

## 5.0 Behavioural Change and Awareness (BCA)

Swachh Bharat Mission has promoted behaviour change through the use of information, education and communication (IEC) activities. These activities have brought attention to the importance of hygiene and sanitation and also provided guidance on such practices. IEC materials such as posters, pamphlets or videos has effectively change behaviour of individuals' and encourage a culture of cleanliness and hygiene throughout India,

The most important IEC activity under SBM is the Community Approach to Sanitation (CAS) training of grass root level workers comprising mainly watermen, ASHA and Anganwadi workers. Training provided at the Block or Gram Panchayat level.

After training, grassroot level motivators' visits villages to undertake two important IEC activities, viz., "triggering" and "*Nigrani*". A "triggering" exercise typically includes the use of a Participatory Rural Appraisal (PRA) technique to take stock of the situation of sanitation in the village or locality. This will be followed by a discussion with the community on the status of sanitation, problems and the way forward. "*Nigrani*" (pro-active watch), which includes an early morning visit to common open defecation (OD) spots in a village, is a follow-up activity to triggering. The main purpose of "*Nigrani*" is to reinforce the message or conclusions emerging from triggering. According to the guidelines, Triggering and *Nigrani* are to be conducted by Grassroot motivators trained in CAS.

A cadre of grassroot motivators selected and well-trained in CAS and other modes of communication for behaviour change. The number of *Swachhgrahis*, which should be at least one per village, may vary depending on the volume of work. IEC materials such as flipbooks, pamphlets, posters, etc., need to be provided to grassroot motivators to equip them to communicate better.

Local artists, singers, *naatakamandalis* and performers from the third gender are also engaged in song, dance and drama performances to encourage people to build and use toilets. It is aimed to ensure that messages "stick" and have an impact on the viewer or listener. Messages to include elements of surprise, humour, emotive appeals, positive reinforcements through celebrating Swachhata champions within the community and narrative formats so that the likelihood of retention of the message is increased.

Outdoor publicity creates a buzz around the Swachh Bharat Mission implementation underway in the district and can be used to celebrate milestones, and to keep the spirit of Swachhata alive in the populace as well as officials. Mobisodes (short AV clips) were developed and share the same over mobile phones. Social Media campaigns may also be explored at the State Level. Mobile exhibition vans developed per district and it is like a travelling exhibition (**D Rajasekhar and R Manjula 2023**).



## 6.0 Challenges of SBM

World Bank reports, the annual economic loss to India's GDP due to poor hygiene and sanitation stands at nearly 6.4 per cent in the year 2014. SBM is necessary in India due to social aspects as well as its effect on the economy and business. Cleanliness is directly related to the health and hygiene but also directly affects the economics and GDP of the country. The loopholes identified is the lack on the emphasis on the post process of waste collected from the clean-up. It is necessary to define a precise supply chain and the awareness of waste handling after cleaning. There is a need to disseminate certain defined examples and information on what steps should be taken to deal with waste generated from the cleaning of the sites. The issue of sanitation, where the main emphasis is on building sewage and water treatment facilities but there is a need to maintain them in terms of maintenance as well as technical expertise, also plays an important role. There may be an increase in hygiene problems unless proper technical support is provided for the construction of toilets which does not comply with sewage treatment guidelines. There is a need to increase the emphasis on waste to energy initiatives (**Sadhan Kumar Ghosh 2016**).

Infrastructure for the toilet is of great importance, but it cannot be a prerequisite to an interruption in faecal transmission of pathogens without other preconditions. Lack of water supply is a key issue in rural areas, with only 42.5 % of households having access to water for toilet use and this increases the number of toilets not used. In order to increase the use of toilets, but also to help maintain the ODF status that ultimately benefits the population's health, important considerations such as appropriate and sustainable technologies, full participation in the sanitation programme, social norms and individual attitudes towards toilet use, sanitation related behaviour, awareness raising and various social movements are needed (**Manas Ranjan Behera (2021)**).

## 9.0 Conclusion

The Swachh Bharat Mission has made significant progress in improving sanitation and cleanliness across India. The mission has successfully raised awareness about the importance of proper waste management, hygiene and cleanliness. It has led to the construction of millions of toilets, reducing open defecation and improving public health. The mission has also brought about a change in mindset, with more people actively participating in cleanliness drives and taking responsibility for their surroundings. However, there is still work to be done in sustaining these efforts and ensuring long-term success. It includes 4P Political Leadership, public Partnership, Public Funding and People Participation to make this mission successful. Overall, the Swachh Bharat Mission has made a positive impact on the country's sanitation and hygiene practices.

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