



Review Article

SWACHHBHARAT ABHIYAN-AN OVERVIEW

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ABSTRACT

To accelerate the efforts to achieve universal sanitation coverage and to put focus on sanitation, the Prime Minister of India launched the Swachh Bharat Mission on 2nd October, 2014. The Mission Coordinator was given to be Secretary, Ministry of Drinking Water and Sanitation (MDWS) with two Sub-Missions, the Swachh Bharat Mission (Gramin) and the Swachh Bharat Mission (Urban), which aims 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 sanitised. 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 core objectives of the Swachh Bharat Mission (SBM) are to bring about an improvement in the general quality of life in the rural areas, by promoting cleanliness, hygiene and eliminating open defecation and to accelerate sanitation coverage in rural areas to achieve the vision of Swachh Bharat by 2nd October 2019.

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INTRODUCTION

Government of India initiated the Central Rural Sanitation Programme (CRSP) in 1986 primarily with the objective of improving the quality of life of the rural people and also to provide privacy and dignity to women. From 1999, a "demand driven" approach under the "Total Sanitation Campaign" (TSC) emphasized more on Information, Education and Communication (IEC), Human Resource Development (HRD), Capacity Development activities to increase awareness among the rural masses and generation of demand for sanitary facilities. This enhanced people's capacity to choose appropriate options through alternate delivery mechanisms as per their economic condition. Financial incentives were provided to Below Poverty Line (BPL) households for construction and usage of individual household latrines (IHHL). The "Nirmal Bharat Abhiyan" (NBA) the successor programme of the TSC, was launched w.e.f. 1.4.2012. 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 (NBA) envisaged covering the entire community for saturated outcomes with a view to create Nirmal Gram Panchayats.

Under NBA, the incentives for IHHLs were increased and further focussed support was obtained from MNREGA. However there were implementation difficulties in convergence of NBA with MNREGA as funding from different sources created delays at the implementation mechanism. To accelerate the efforts to achieve universal sanitation coverage and to put focus on sanitation, the Prime Minister of India launched the Swachh Bharat Mission on 2nd October, 2014. The Mission Coordinator was given to be Secretary, Ministry of Drinking Water and Sanitation (MDWS) with two Sub-Missions, the Swachh Bharat Mission (Gramin) and the Swachh Bharat Mission (Urban), which aims 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 sanitised. The Mission shall strive for this by removing the difficulties that were hindering the progress, including partial funding for Individual Household Latrines from MNREGS, and focusing on critical issues affecting outcomes.

The main objectives of the Swachh Bharat Mission (SBM) are

- To bring about an improvement in the general quality of life in the rural areas, by promoting cleanliness, hygiene and eliminating open defecation.

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- To accelerate sanitation coverage in rural areas to achieve the vision of Swachh Bharat by 2nd October 2019.
- 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 & Liquid Waste Management systems for overall cleanliness in the rural areas.

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 100 hours per year—that is two hours 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 citizens 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 100 hours for cleanliness. I am confident that every step I take towards cleanliness will help in making my country clean."—*Narendra Modi, Prime Minister, India.*

Clean India program

This is a national campaign by the Government of India, covering 4,041 statutory cities and towns, to clean the streets, roads and infrastructure of the country (Swachh Bharat Campaign, 2014; PM Reviews, 2014; Clean India Mission, 2014). The campaign was officially launched on 2 October 2014 at Rajghat, New Delhi, by Prime Minister Narendra Modi. It is India's biggest ever cleanliness drive and 3 million government employees and school and college students of India participated in this event (Swachh Bharat Abhiyan, 2014) (As it happened, 2014).

With effect from 1 April 1999, the Government of India restructured the Comprehensive Rural Sanitation Programme and launched the Total Sanitation Campaign (TSC) which was later (on 1 April 2012) renamed *Nirmal Bharat Abhiyan* (NBA). (Time to clean up your act; Nirmal Bharat Abhiyan failed to achieve its desired targets, 2015). On 2 October 2014, Prime Minister of India Narendra Modi launched the Swachh Bharat Mission, which aims to eradicate open defecation by 2019 (India, World Bank sign \$1.5 billion loan pact for Swachh Bharat Mission, 2016) thus restructuring the Nirmal Bharat Abhiyan (Nirmal Bharat Abhiyan failed to achieve its desired targets, 2015). Swachh Bharat Abhiyan is a national campaign, covering 4,041 statutory cities and towns (Budget, 2016).

Swachh Bharat Mission: Urban Areas

The mission aims to cover 1.04 crore households, provide 2.5 lakh community toilets, 2.6 lakh 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 locations 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 62,009 crore likely to be spent on the programme, the Centre will pitch in Rs 14,623 crore. Of the Centre's share of Rs 14,623 crore, Rs 7,366 crore will be spent on solid waste management, Rs 4,165 crore on individual household toilets, Rs 1,828 crore on public awareness and Rs 655 crore on community toilets.

Swachh Bharat Mission: Gramin Areas

The Nirmal Bharat Abhiyan has been restructured into the Swachh Bharat Mission (Gramin). The mission aims to make India an open defecation free country in Five Years. 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. Technology will be used on a large scale to convert waste into wealth in rural India in the forms of bio-fertilizer and different forms of energy. The mission is to be executed on war footing with the involvement of every gram panchayat, panchayat samiti and Zila Parishad in the country, besides roping in large sections of rural population and school teachers and students in this endeavour.

BalSwachhta Mission

The Union Minister of Women and Child Development Smt. Maneka Sanjay Gandhi launched the National BalSwachhta Mission in New Delhi on 14.11.2014. The BalSwachhta Mission is a part of the nationwide sanitation initiative of 'Swachh Bharat Mission' launched by the Prime Minister on 2nd October, 2014. Speaking at the launch of BalSwachhta Mission, Smt. Maneka Sanjay Gandhi said that children can play a very important role in achieving a Swachh Bharat. She said that they can become ambassadors of cleanliness and motivate others to keep their homes, schools, and surroundings clean. Cleanliness habits should be imbibed in the children in informal ways like small games, poems, storytelling, conversation with children among others, she added. The Minister praised the message of cleanliness given by the children on the occasion through their innocent performances. The Minister said that the cleanliness drive has to be a nationwide effort and should include sustained measures taken up on a continuous basis.

The nationwide BalSwachhta Mission will have the following six themes:-

- Clean Anganwadis
- Clean Surroundings e.g. Playgrounds
- Clean Self (Personal Hygiene/Child Health)
- Clean Food
- Clean Drinking Water
- Clean Toilets

During the BalSwachhta Week from 14th to 19th November, one of the above themes would be covered at each Anganwadi Centre in the states. The Women and Child Development Departments of various states have been asked to implement the BalSwachhta Mission with the help of Departments of School Education, Urban Development, Drinking Water and Sanitation, and Information and Publicity. The events will be organized at State, District, Block, and Gram Panchayat level.

Present Status of Swachh Bharat

Only about 22% of the rural families had access to toilets in 2001. With the efforts put into the Total Sanitation Campaign/Nirmal Bharat Abhiyan (NBA) this has gone up to 32.70% as per Census 2011. Further as per NSSO 2012, 40.60% rural households have toilets. All rural households are planned to be covered with sanitary facilities by 2019 through Swachh Bharat Abhiyan. Physical achievements made during last 2 years and current year SBM (Gramin) is demand driven scheme hence no annual targets are fixed. Achievements made under SBM (Gramin) during last two years and current year is as under:

Component	2012-13	2013-14	2014-15 (Upto 31.10.2014)
Household toilets	45,59,162	49,76,294	13,70,347
School toilets	76,396	37,696	8,748
Anganwadi toilets	36,677	22,318	3,325

Source: Ministry of Drinking Water and Sanitation, Government of India

Toilets in rural areas

The government decides to achieve an Open Defecation Free (ODF) India by 2 October 2019, the 150th birth anniversary of Mahatma Gandhi, by constructing 12 crore toilets in rural India, at a projected cost of Rs.1.96 lakh crore (US\$29 billion) (MDWS, 2016; Swachh Bharat Abhiyaan, 2015-16). Prime Minister Narendra Modi spoke of the need for toilets in his 2014 Independence Day speech. As of May 2015, 14 companies including Tata Consulting Services, Mahindra Group and Rotary International have pledged to construct 3,195 new toilets. As of the same month, 71 Public Sector Undertakings in India supported the construction of 86,781 new toilets (Saffron Agenda for Green Capitalism, ?). Most of these toilets are a type of pit latrine, mostly the twin pit pour flush type. Between April 2014 and January 2015, 31.83 lakh toilets were built. Karnataka led all States in construction of toilets under the programme (Swachh Bharat Abhiyaan, 2015-16). As of August 2015, 80 lakh toilets have been constructed under the program (PM Modi fulfils promise of 80 lakh toilets, but not many takers in rural India). As of 18 March 2016, 10 districts in India were ODF (MDWS, 2016).

Financial assistance

The programme has also obtained funding and technical support from the World Bank, corporations as part of corporate social responsibility initiatives, and by state governments under the Sarva Shiksha Abhiyan and Rashtriya Madhyamik Shiksha Abhiyanschemes (Swachh Bharat Abhiyaan, 2015-16). Swachh Bharat Abhiyan is expected to cost over Rs. 620 billion (US\$9.2 billion) (Swachh Bharat, 2014; PM Modi's). The government provides an incentive of Rs12, 000 (US\$180) for each toilet constructed by a BPL family (MDWS, 2016). Total fund mobilised under *Swachh Bharat Kosh* (SBK) as on 31

January 2016 stood at Rs 3.69 billion (US\$55 million) (Modi government mobilises Rs 370 crore under Swachh Bharat Kosh, 2016). An amount of Rs 90 billion (US\$1.3 billion) was allocated for the mission in 2016 Union budget of India (Budget, 2016). Government and the World Bank signed a US\$1.5 billion loan agreement on 30 March 2016 for the *Swachh Bharat Mission* to support India's universal sanitation initiative. The World Bank will also provide a parallel \$25 million technical assistance to build the capacity of select states in implementing community led behavioural change programmes targeting social norms to help ensure widespread usage of toilets by rural households (India, World Bank sign \$1.5 billion loan pact for Swachh Bharat Mission, 2016).

Ambassadors

Hon'ble Prime Minister Narendra Modi selected 9 public figures to propagate this campaign (PM Modi's Swachh Bharat Abhiyan, 2014; PM launches Swachh Bharat Abhiyaan, 2014). They are: Sachin Tendulkar, Priyanka Chopra, Anil Ambani, Baba Ramdev, Salman Khan, Shashi Tharoor, Team of Tarak Mehta Ka Oolta Chasma, Nridula Sinha, Kamal Hassan, Virat Kohli, M.S. Dhoni. Urban Development Minister 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 (Venkaiah, 2014; <http://Venkaiah>).

Brand ambassadors

Venkaiah Naidu listed brand ambassadors in various fields: (18 Telugu icons named ambassadors for Swachh Bharat, 2016; 18 Telugu People as Swachh Bharat Ambassadors, 2015) Rajyogini Brahmakumari Dadi Jankiji, Pawan Kalyan, S. P. Balasubrahmanyam, Amala (actress), K. Kavitha, Gunupati Venkata Krishna Reddy, Suddala Ashok Teja, Pullela Gopichand, Humpy Koneru., Galla Jayadev, Nithin, V. V. S. Laxman, J. Rameshwar Rao, Shivalal Yadav, B. V. R. Mohan Reddy, Lakshmi Manchu. On 2 October 2014, Prime Minister Modi nominated nine people, including: Comedian Kapil Sharma, Former captain of Indian cricket team Sourav Ganguly, Sonal Mansingh, classical dancer, Ramoji Rao of Eenu group, Former IPS officer Kiran Bedi for taking forward his 'Swachh Bharat Abhiyaan', Aroon Purie of the India Today Group, Padmanabha Acharya, Nagaland Governor. He also nominated some organisations, including the Institute of Chartered Accountants of India, Eenu and *India Today* besides *dabbawala* of Mumbai, who deliver homemade food to lakhs of people in the city. On 8 November 2014, Modi carried the message to Uttar Pradesh and nominated another set of nine people for the state (PM India, 2014; Press Information Bureau, 2014) which includes Akhilesh Yadav, Deviprasad Dwivedi Raju Srivastava, Suresh Raina, Kailash Kher, Swami Rambhadracharya, Manoj Tiwari, Mohammad Kaif, Deviprasad Dwivedi.

Swachh Survekshan -2016 – ranks of 73 cities

Government of India released a "Cleanliness Ranking" for 73 cities on 15 February 2016 (Cleanliness ranking for 73 cities is out. Mysuru cleanest, Modi's Varanasi among dirtiest, 2016; Chandigarh Declared Second Cleanest City of India, 2016). 1. Mysore, 2. Chandigarh, 3. Tiruchirapalli, 4. New Delhi

Municipal Council, 5.Visakhapatnam , 6. Surat, 7.Rajkot, 8.Gangtok, 9.Pimprichinchwad, 10.Greater Mumbai.

Mysuru tops the list ;Dhanbad at the bottom

15 Leaders, 20 Aspiring Leaders, 18 cities needing acceleration, 20 Slow Movers identified

15 cities who scored more than 70% of the total marks of 2000 were categorized as Leaders, 20 cities with scores in the range of 60%-70% are Aspiring Leaders, those with scores in the range of 50%-60% are the cities who need to accelerate their efforts and cities who scored below 50% are named Slow Movers who need to work harder to improve sanitation.

Leaders

Rank City

1. Mysuru
2. Chadigarh
3. Tiruchirappalli
4. New Delhi Municipal council
5. Visakhapatnam
6. Surat
7. Rajkot
8. Gangtok
9. Pimprichindwad
10. Greater Mumbai
11. Pune
12. NaviMumabi
13. Vadodara
14. Ahmedabad
15. Imphal Aspiring

Leaders

Rank City

16. Panaji
17. Thane
18. Coimattore
19. Hyderabad
20. Nagpur
21. Bhopal
22. Allahabad
23. Vijayawada
24. Bhubaneswar
25. Indore
26. Madurai
27. Shimla
28. Lucknow
29. Jaipur
30. Gwalior
31. Nashik
32. Warangal
33. Agartala
34. Ludhiana
35. Vasai-Virar

Acceleration required

Rank city

36. Chennai

37. Gurgaon
38. Bengaluru
39. SouthMunicipal Corporation of Delhi
40. Thiruvananthapuram
41. Aizawl
42. Gandhinagar
43. North MCD
44. Kozhikode
45. Kanpur
46. Durg
47. Agra
48. Srinagar
49. Amritsar
50. Guwahati
51. Faridabad
52. East MCD
53. Shillong

Slow Movers

Rank City

54. Hubballi-Dharwad (Karnataka)
55. Kochi
56. Aurangabad
57. Jodhpur
58. Kota
59. Cuttack
60. Kohima
61. Dehradun
62. Ranchi
63. Jabalpur
64. KalyanDombivili (Maharashtra)
65. Varanasi
66. Jamshedpur
67. Ghaziabad
68. Raipur
69. Meerut
70. Patna
71. Itanagar
72. Asansol
73. Dhanbad.

Source: Press Information Bureau, Government of India, Ministry of Urban Development.

Swachh Bharat Run

A Swachh Bharat Run was organized at the RashtrapatiBhavan on 2 October 2014. According to a statement from the RashtrapatiBhavan around 1500 people participated and the event was flagged off by President Pranab Mukherjee. Participants in the run included officers and their families (Swachh Bharat Run organized at RashtrapatiBhavan). The Times of India published an article on how "Desi companies beat Facebook in 'Swachh' apps race"(Desi companies beat Facebook in 'Swachh' apps race).

Realtime monitoring

The government will be launching a nationwide realtime monitoring system for toilets constructed under the Swachh Bharat Abhiyan. For this the government of India is bringing awareness among the people through advertisements.

With this system, the government aims to attain a fully open defecation free India by 2019 (Swachh Bharat goes hitech, govt to track toilet use with iPads). The Indo Nepal Doctors Association has launched Swachh Bharat Nepal on 3 January 2015 after getting inspired from the Prime Minister of India. Swasth Bharat Nepal Abhiyan was launched at the Indo-Nepali border region of Sunauli-Belihiya, which is the entry to the birthplace of the Buddha, Lumbini, Nepal.

Appropriate Sewage and Garbage disposal system

It is important to note that unsafe disposal of the human excreta is a significant threat to public health and environmental cost particularly in urban areas. A study has shown that it costs around 60 per cent of the country's GDP. As indicated in the National Urban Sanitation Policy, impacts of poor sanitation are especially significant for the urban poor (22 percent of the total urban population), women, children and the elderly. It is also observed that inadequate discharge of untreated domestic/municipal wastewater has resulted in contamination of 75 per cent of all surface water across India.

Construction of Individual Household Latrines

A duly completed household sanitary latrine shall comprise of a Toilet Unit including a substructure which is sanitary (that safely confines human faeces and eliminates the need of human handling before it is fully decomposed), a super structure, with water facility and hand wash unit for cleaning and handwashing. The Mission aims to ensure that all rural families have access to toilets. There are various models of toilets available based on safe sanitation technologies like the Twin Pit, Septic tank, Bio toilets amongst others. Incentive as provided under the Mission for the construction of Individual Household Latrines (IHHL) shall be available for all Below Poverty Line (BPL) Households and Above Poverty Line (APL) Households restricted to SCs/STs, small and marginal farmers, landless labourers with homestead, physically handicapped and women headed households. The Incentive amount provided under SBM (G) to Below Poverty Line (BPL) / identified APL households shall be up to Rs.12,000 for construction of one unit of IHHL and provide for water availability, including for storing for hand-washing and cleaning of the toilet. Central Share of this Incentive for IHHLs shall be Rs.9,000/- (75%) from Swachh Bharat Mission (Gramin). The State share will be Rs.3,000/- (25%). For North Eastern State, and Special category States, the Central share will be 10,800/- and the State share Rs.1,200/- (90%: 10%).

Community Sanitary Complex

Community Sanitary Complexes comprising an appropriate number of toilet seats, bathing cubicles, washing platforms, Wash basins etc, can be set up in a place in the village acceptable and accessible to all. Ordinarily such Complexes shall be constructed only when there is lack of space in the village for construction of household toilets and the Community/GP owns up the responsibility of their operation and maintenance and gives a specific demand for the same. Such Complexes can be made at Public places, markets, bus stands etc., where large scale congregation of people takes place. The maximum support per unit prescribed for a

Community Sanitary Complex is Rs.2 lakh. Sharing pattern amongst Central Government, State Government and the Community shall be in the ratio of 60:30:10.

Solid and Liquid Waste Management

The objective of SBM (G) is to bring about improvement in the cleanliness, hygiene and the general quality of life in rural areas. Solid and Liquid Waste Management (SLWM) is one of the key components of the programme. To create clean villages, it is essential that the IEC interventions focus on Solid and Liquid Waste Management so as to create a felt need for these activities amongst the population. This must lead to the setting up of systems for the scientific disposal of waste in such a way that has a tangible impact on the population. The Community /Gram panchayat has to be motivated to come forward and demand for such a system, which they have to subsequently operate and maintain. Once the demand is created, to ensure that the resources are used efficiently, SLWM is to be taken up in project mode for each Gram Panchayat (GP) with financial assistance capped for a GP on number of household basis to enable all GPs to implement sustainable SLWM projects. The total assistance under SBM(G) for SLWM projects shall be worked out on the basis of total number of households in each GP, subject to a maximum of Rs.7 lakh for a GP having up to 150 households, Rs.12 lakh up to 300 households, Rs.15 lakh up to 500 households and Rs.20 lakh for GPs having more than 500 households. Funding for SLWM project under SBM(G) is provided by the Central and State Government in the ratio of 75:25. Any additional cost requirement is to be met with funds from the State/GP, and from other sources like Finance Commission funding, CSR, Swachh Bharat Khosh and through the PPP model.

For Solid Waste Management: States are to decide the technologies suitable to their areas. Technologies identified by the Committee on Technologies may also be considered for implementation. Collection, segregation and safe disposal of household garbage, decentralised systems like household composting and biogas plants shall be permitted. Activities related to maximum reuse of organic solid wastes as manure should be adopted. Such technologies may include vermi-composting, NADEP composting, or any other composting method, individual and community biogas plants. Funds allocated for Solid and Liquid Waste Management may be used to implement safe disposal solutions for menstrual waste (used sanitary cloths and pads) and setting up incinerators in Schools, Women's Community Sanitary Complexes, Primary Health Centre, or in any other suitable place in village and collection mechanisms etc can be taken up. Technologies may include appropriate options that are socially acceptable and environmentally safe.

For 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:

- Waste Stabilization Pond (WSP) technology- Waste stabilization ponds (WSPs)
- Duckweed based waste water treatment.
- Phytoremediation Technology (developed by NEERI)
- Anaerobic decentralized waste water treatment.

Swachh Vidyalaya

Swachh Vidyalaya is the national campaign driving 'Clean India: Clean Schools'. A key feature of the campaign is to ensure that every school in India has a set of functioning and well maintained water, sanitation and hygiene facilities. 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 technical components include drinking water, handwashing, toilet and soap facilities in the school compound for use by children and teachers. The human development components are the activities that promote conditions within the school and the practices of children that help to prevent water, hygiene and sanitation related diseases. School sanitation and hygiene depend on a process of capacity enhancement of teachers, community members, SMCs, Non-Governmental Organisations (NGOs) and Community Based Organisations (CBOs) and education administrators. Water, sanitation and hygiene in school aims to make a visible impact on the health and hygiene of children through improvement in their health and hygiene practices, and those of their families and the communities. It also aims to improve the curriculum and teaching methods while promoting hygiene practices and community ownership of water and sanitation facilities within schools. It improves children's health, school enrolment, attendance and retention and paves the way for new generation of healthy children. It is the role of policymakers, government representatives, citizens and parents to make sure that every child attends a school that has access to safe drinking water, proper sanitation and hygiene facilities. This is every child's right. Till date 4 lakhs toilets have been prepared in 2 lakhs school.

Need for mass awareness

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 grassroot level. For ensuring an effective sanitation policy, the following also need to be considered:

- Need for mass awareness
- Social and occupational aspects of sanitation;
- Coordination among administrative bodies/institutions;
- Comprehensive approach;
- Optimum use of technology;
- Reaching the unreached;
- Bridging the demand-supply gap.

Convergence

Convergence is useful to make such a nation-wide programme successful.

Through convergence with MNREGS, MPLADS and other schemes, the following steps should be taken up: i) Construction of toilets in households, schools, anganwadis, SLWM and community sanitary complexes. ii) Construction of individual household toilets based on a community approach, under the MPLAD scheme and one time grant for operation and maintenance of the community toilets. iii) Adopting convergence of TSC with other Centrally Sponsored Schemes like PURA, IAY, NRHM, Adarsh Gram Yojana and other schemes and Departments/Ministries.

Comprehensive approach

There should be no piecemeal approach for improving sanitation in our country. Investment in sanitation, as suggested under National Urban Sanitation Policy, should take into account, the full cycle of safe confinement, treatment and safe disposal. Sanitation programmes would also have to use a menu of different approaches, such as financing at the household level and a range of affordable sanitation options for potential consumers. This may need working with a range of new partners, including public health officials, grass-root organizations and private sectors.

Optimum use of technology

Various cost effective tools and techniques for water supply and sanitation have been evolved by many agencies and organization at national and international level. In this regard, it may be suggested that various cost effective measures and techniques demonstrated by institutions like Sulabh International should be applied widely.

Sensitization

It is also necessary to sensitize the political leadership at national, state and district levels on the principles of demand driven approaches to total sanitation and to enable high level political support for sanitation. The political support is also required for providing adequate funding to this sector. State governments may be encouraged to introduce regulation making it obligatory to PRIs to ensure that all households in the GP have access to sanitation facilities. The school children would work as crucial change agents in making this mission a success. They would not only apply the basic approaches to cleanliness in their own lives, but they would also carry the message all around in the society. With this perspective, focus has to be laid on ensuring mandatory provisions of toilet facilities in all the schools across the country. In a recently organized "My School- My Voice - Open Parliament for Children" in New Delhi, it is observed that negative effect on health due to poor sanitation and lack of toilets in the schools emerged as one of the main reasons for the drop out. In the said programme, it was pointed out that many children had school due to lack of cleanliness in their school. Some children had stopped going to school as their parents did not send them to school fearing they would fall ill. The concept of Bal Panchayat evolved in Sikkim needs to be replicated in other parts of the country too. These Bal Panchayats helped to have and persuade their friends to attend the school. Besides the sports meet and cultural programmes, they have also taken up cleanliness drive which earlier used to be directly undertaken by their teachers.

This concert of providing the labour component in participatory mode along with teachers, community, panchayat and block officials for construction drive of the toilets by Sikkim children this needs to be followed in other parts of the country as well. To make Swachh Bharat Abhiyan campaigns successful, inclusive approach needs to be emphasized. The other important role is that of the women in both rural and urban areas. The household arrangement and its cleanliness is mainly under the controlled domain of the women household members. Hence, focus needs to be given on sensitizing the women force about the significance of their lead role in Swachh Bharat Abhiyan where not only they will apply various practices on their own, but would also ensure its strict adherence by their children as well as elder members in the family. Though, it has been emphasized that toilets were more important than temples in a country where 70 percent of rural households do not have a toilet (as per 2011 Census), it is ironic to note that a substantial portion of households with access to toilets are not using them.

A survey conducted by Research Institute for Compassionate Economics (RICE) has indicated that 40 per cent of surveyed households in the States of Haryana, Rajasthan, Uttar Pradesh, Madhya Pradesh and Bihar had a latrine, still at least 1 person in such household was still defecating in the open. This study confirms the notion that just building toilets without focusing on behavior change is not going to be enough. The people need to make the association between good health and use of toilets.

Capacity Building

Capacity building is essential for effective implementation of the programme. There should be a tie up with International institutions of repute for mandatory training of Centre/State officials engaged in the sanitation sector. It is desirable that a national level institute on water and sanitation on the lines of National Institute of Rural Development is to be set up by the Ministry for capacity building at various levels. This suggestion has also been made by the Working Group on Rural Domestic Water and Sanitation for the 12th Plan 2012-17. Government of India along with the State Governments has been endeavouring for achievement of sanitation goals and also for promoting partnership with public, private and non-governmental agencies for improved provisions, maintenance and management of sanitation facilities. To achieve the target of total sanitation by the year 2019, government needs additional support from all sections of society. It is imperative that the Indian corporate sector takes this challenge within the ambit of Corporate Social Responsibility (CSR).

If sufficient manpower/material support could be generated through the funds available under CSR in addition to government efforts, it may help in translating the goal of Swachh Bharat by 2019 into a reality. 3% of the total Central Government allocation under the mission will be earmarked for capacity building, administrative and office expenses of States and ULBs. 2% of the total Central Government allocation under the mission will be utilized at MoUD level for capacity building, convening national and regional workshops, various awards and best practice recognition, programme research, studies, international cooperation for capacity building and technology development, A&OE and various eligible purposes in consultation with the Integrated Finance Division (IFD) of the M/o UD.

States shall propose extensive capacity building activities to be implemented in a mission-mode manner, which will enable the progressive achievement of objectives of SBM (Urban) in a time-bound manner. These will be specified in the comprehensive annual action plan prepared by each state. This will be approved by State Level High Power Committee after sharing and considering suggestions from MoUD. At least 50% of this fund, in each annual plan, as approved by State HPC, must go to the ULB's for activities at the ULB level.

Conclusion

Moreover, Prime Minister of India's target of complete sanitation in the next five years is aiming to change situation and behavioural pattern of India. A significant investment in cleanliness, hygiene training, maintenance and human resource linked to Swachh Bharat Abhiyan will certainly aid in the Incredible India Campaign. Besides, it can be a direct influence on the medical tourism, increasing its scope even further. The days are not too far when we will send off tourists with fond memories of a cleaner and welcoming India, adorned with cultural heritage, aesthetic artefacts, rich flora & fauna and natural scenic beauties. The PM has rightly asserted that Swachh Bharat Abhiyan should be a combined approach of both the Government as well as the people. Everybody is in the hope that the Swachh Bharat Mission does not repeat another Nirmal Bharat Abhiyan started by the previous Government in 1999 with the same mission but was far from a success. Trash is closely connected to every environmental problem that we come across today, from climate change and habitat destruction to water pollution and chemical exposure. It's also intensely personal and impacts every decision in our daily lives, including everything from how much money we invest to how much weight we gain. The storage, collection, transportation, processing, recovery, and disposal of solid waste results into very difficult task for solid waste management.

Only collection and transportation includes \$6 billion a year. Most solid waste is transported to dumps and landfills; the rest is incinerated. In 1970, studies on solid waste indicate, as many as 90 percent of the dumps and 75 percent of the municipal incinerators were considered inadequate, and were major polluters of air, land, and water. After looking at this shocking and horrible truth about waste I have concluded that to change the country's trash addiction, we first have to address own trash problems. The best and amazing parts of following cleanliness lifestyle are really life changing and motivating for an individual. It gives you simple and quality life, saves money, supports local business, eat healthier, preserve planet for future generations, more self-efficient, sustainability etc. As an individual, I would suggest everyone to follow the pollution prevention strategies and practice to stay as high as possible in that mode. The best thing which can do and contribute towards reduction of solid waste is to reduce it first at its source which we can easily start from our home by following some zero waste technique. Everyone should contribute to national and global pollution which cannot be solved by governments alone. For their policies to work effectively the actions of the individual are very much essential. The collective action by individuals would reduce solid waste generation, water use, and energy use and results into whole reduction in pollution around the globe. There is no doubt about the fact that change begins at home.

Every citizen of the country should take it upon himself to make this campaign a success rather than waiting and depending on the government to do. Let us also hope that this can change the attitude of the people towards hygiene and be the change everyone wants to see by Swachh Bharat Mission.

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