

## Swachh Bharat in India—An Analysis

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Date of Submission: 19-06-2020

Date of Acceptance: 05-07-2020

### ABSTRACT

According to the data and analysis in India, only few percentage of total population have access to the toilets. To accelerate the efforts to achieve universal sanitation coverage and to put focus on sanitation, the Prime Minister of India launched the Swachh Bharat Abhiyan (SBA) on 2nd October, 2014 to secure people Below poverty and to avoid environmental pollution. SBA aims to achieve Swachh Bharat by 2019, as a fitting tribute to the 150<sup>th</sup> Birth Anniversary of Mahatma Gandhi. A

n Analysis was made with regard to what an organization can and cannot do, as well as its potential opportunities and threats and what obstacles must be overcome or minimized to achieve desired results. So the situational analysis was done by reviewing the available literature on subject. Its main strengths were funding provisions, technological innovations and flexibility to states in implementation of program. The main weaknesses were toilet construction without demand generation, caste system, the political system, misspending of the fund, instead of compulsory and less focus on other aspects of sanitation. There are some opportunities in the form of waste management through biogas/Domestic biogas plants and providing scientific and visual proof of disease transmission. Changes in administration, recycling solid waste, blue print, sustainability of interest and finally to change the mindsets of the people are the potential threats.

### I. INTRODUCTION

In India before Swachh Bharat Mission (SBM) many other missions came into existence but couldn't exist due some reasons where as Swachh Bharat Mission (SBM) has been implemented but not up to the mark.

**Swachh Bharat Mission (SBM) or Clean India Mission** in English is a campaign in India that aims to clean up the streets, roads and infrastructure of India's cities, smaller towns, and rural areas. The objectives of Swachh Bharat include jettisoning open defecation through the construction of household-owned and community-owned toilets and establishing an accountable mechanism of monitoring toilet use run by the Government of India, the mission aims to

achieve an Open-Defecation Free (ODF) India by 2 October 2019, the 150th anniversary of the birth of Mahatma Gandhi. It was Launched by Prime Minister Narendra Modi on October 02, 2014 with an estimated cost of around Rs 62,009 crore, Swachh Bharat Mission aims to cover 1.04 crore households, provide 2.5 lakhs seats of community toilets, 2.6 lakhs seats of public toilets and solid waste management facility for all towns.

The mission contains two sub-missions: Swachh Bharat Abhiyan ("Gramin" or rural), which operates under the Ministry of Drinking Water and Sanitation; and Swachh Bharat Abhiyan (Urban), which operates under the Ministry of Housing and Urban Affairs.

### Hypothesis

The hypothesis of the present study is set forth as follows

1. Swachh Bharat in India has to go a long way

### Objectives of the study

1. To analyse the Swachh Bharat programme in India
2. To suggest remedies to the problems

### II. METHODOLOGY

The study is purely based on secondary data, hence it is a macro analysis

### Limitations of the study

Since the study is macro analysis the results may differ with regard to the micro analysis or with regard to the case studies.

### III. REVIEW OF LITERATURE

Kaliski (2015) concluded through her study that reforms in sanitation are not supposed to be limited to simply construction of toilets, or supply of educational components or welfare programs to create demand. She suggested that there is a need to focus more on proper data collection and monitoring.

Rao and Subbarao (2015) studied the issues and concerns of Swachh Bharat Abhiyan. The study also focused on Gandhian concept of

sanitation. The study concluded that it is the opportunity and responsibility of the citizens, media, social media, civil society, organizations, professionals, youths, students, and teachers to declare their ownership of the campaign by simply reporting the instances of manual scavenging.

Tiwari (2014) studied the objective of Swachh Bharat Mission. The study also focused on awareness level of this National Mission on Swachh Bharat: Swachh Vidyalaya in the middle school students of public and private schools

UNICEF, Food and Agriculture Organization, and South Asia Consortium for Interdisciplinary Water Resources Studies' (2013) article titled "Water in India: Situation and Prospects" states that according to Indian water policy, resource allocation is to be done by considering the domestic requirements of water first. In practice, however, this is rarely followed provided that many parts of urban and rural India continue to be "un-served" by formal water supply systems.

#### **Historical Development Swachh Bharat The Nirmal Bharat Abhiyan (NBA)**

1. The Government of India launched the Nirmal Gram Puraskarin 2003(NGP) to recognise contributions in this field. NGP became a success which prompted the Government to rename Common Service Corporation as the Nirmal Bharat Abhiyan (NBA). Its objective was to accelerate the sanitation coverage in the rural areas. This scheme was handled by the Ministry of Rural Development.

2. Under Nirmal Bharat Abhiyan, the government adopted the community-centric strategies. The demand driven approach continued highlighting awareness creation and demand generation for sanitary facilities in houses, schools. It also emphasized on a cleaner environment.

#### **Emergence of the Swachh Bharat Abhiyan**

However, programmes like the total sanitation campaign and the Nirmal Bharat Abhiyan failed to achieve the desired targets due to planning weaknesses, wastages, and irregularities. According to the CAG estimation, more than 30 percent of individual household latrines were defunct/non-functional for reasons like poor quality of construction, incomplete structure, and no-maintenance. It states that though the conceptual framework keeps changing from supply driven to demand driven and finally to 'saturation and convergence' approach, the lessons learned and experimentations do not seem to have made much

impact on the sanitation status in the country. We need to learn from the previous mistakes.

With the introduction of the Swachh Bharat Abhiyan in 2014, the Government restructured the Nirmal Bharat Abhiyan (NBA) with two sub-Missions: Swachh Bharat Mission (Rural) and Swachh Bharat Mission (Urban). The focus now is to achieve a clean, defecation-free India by the year 2019.

The programme has also received funds 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 Madhyami K Shiksha Abhiyan schemes, and amount was allocated for the mission in the 2016 Union budget of India. International Monetary Fund provided US\$1.5 billion loan and \$25 million in technical assistance in 2016 for the Swachh Bharat Mission.

Some states received award for Swachh Bharat are-

1. Mysore (Karnataka)
2. Chandigarh
3. Tiruchirappalli (Tamil Nadu)
4. New Delhi
5. Visakhapatnam (Andhra Pradesh)
6. Surat (Gujarat)
7. Rajkot (Gujarat)
8. Gangtok (Sikkim)
9. Pimpri-Chinchwad (Maharashtra)
10. Greater Mumbai (Maharashtra)

#### **Role of Government**

Government data accessed through a Right to Information application shows that India has spent close to Rs 530 crore on promoting the Swachh Bharat (Clean India) Mission in the media since the programme was announced in 2014. The campaign attracts the highest Central government advertising expenditure, almost 15 times more than the much puffed up Beti Bachao Beti Padhao Scheme.

#### **Injudicious Expenditure On Swachh Bharat**

Swachh Bharat's main thrust so far has been in the area of building toilets. According to the data and website Swachh Bharat Gramin, has built 5.3 crore toilets and Swachh Bharat Urban has constructed around 34 lakh toilets. However, an investigation by *The Caravan* magazine found that many of these newly built toilets are poorly maintained or have been vandalised.

### Estimation of Swachh Bharat Mission

According to a study by the Centre for Science and Environment, as of October last year, the government had a target of building 8.2 crore more toilets by 2019 – that is, around 23 lakh toilets a month or 56 every minute. Despite the emphasis on constructing toilets, the goal of ending open defecation is still some way from being achieved. In rural India, only 272,235 villages, or 45% of the total, have been declared open defecation-free. The “State of the World’s Toilets 2017” report released by a non-governmental agency called WaterAid, more than 732 million Indians still defecate in the open or in unsafe and unhygienic toilets.

Researchers from the Centre for Policy Research’s Accountability Initiative said there was a lack of coordination between the Centre and states in planning and evaluating the mission. Among its accomplishments, the Swachh Bharat campaign claims to have achieved 100% door-to-door waste collection in 44,650 wards out of a targeted 82,725 in urban areas.

### IV. FINDINGS

1. This programme has helped in improving social harmony through mutual understanding of duties to the society.
2. It is pertinent to mention here that there is a decline in conflict among the community members.
3. Community approach towards the SBA Project was found positive.
4. There is increasing trend in health and hygiene awareness with improvement in sanitation coverage.

### V. SUGGESTIONS

- a) Advertisement through media should be speeded up.
- b) It should be implemented as Compulsory subject in the school curriculum.
- c) Expenditure amount on Swachh Bharat should be given through banks, so that there is transparency in spending.
- d) Government NGOs and corporate bodies should train rural people about Swachh Bharat.
- e) Training should also include regarding use of biogas, Gobar gas and recycling.
- f) Producing film based on Swachh Bharat Mission (SBM). (eg. Toileteakpremkatha)
- g) Extensive use of social media like Facebook, Twitter and WhatsApp for the campaign.

- h) Target should be fixed with regard to construction of toilets and also the maintenance.

### VI. CONCLUSION

It is concluded that Swachh Bharat Abhiyan, a nice mission to clean up the India and make green India 2019. If it is followed by the people of India in effective manner it will be supporting lamp for globalisation and healthy country, healthy society, healthy citizens in India. To be healthy mere launching a program is not enough, results matter. It is not only the Government which can make it a success, people's participation is of utmost importance. A detailed blue print should be prepared for implementing the programme. India will definitely be a clean country in coming years provided the Government and the people participate in this Swachh Bharat Mission in a holistic manner. A step towards Environmental protection.

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**International Journal of Advances in  
Engineering and Management**  
**ISSN: 2395-5252**



# IJAEM

**Volume: 02**

**Issue: 01**

**DOI: 10.35629/5252**

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