

# SWACHH BHARAT MISSION

## (GRAMIN) [SBM (G)]



To accelerate the efforts to achieve universal sanitation coverage, the Prime Minister of India launched the flagship program - Swachh Bharat Mission on 2nd October, 2014.

### SWACHH BHARAT MISSION

The Swachh Bharat Mission or SBM is an All India Mission. It has two sub missions.

- Swachh Bharat Mission - Gramin (Ministry of Drinking Water and Sanitation, GOI)
- Swachh Bharat Mission - Urban (Ministry of Housing and Urban Affairs, GOI)

It aims to achieve Swachh Bharat by 2019 as a fitting tribute on the occasion of 150<sup>th</sup> birth anniversary of Mahatma Gandhi.

### SBM - G AT A GLANCE

(since 2nd Oct, 2014)

|   |   |   |  |   |   |
|---|---|---|--|---|---|
| <p>Households with Toilet - <b>13,72,85,461</b></p> | <p>Household Toilets Built till now - approx <b>7,39,42,000</b> as on date (84.95% from 58.70%)</p> | <p>Open Defecation Free Villages - <b>3,83,367</b> (from 47,101 in 2015-2016)</p> | <p>Open Defecation Free Districts - <b>390</b> (from 5 in 2015-2016)</p> | <p>Open Defecation Free States /UTs - <b>17</b></p> | <p>Self Declaration ODF through Photographs Uploaded - <b>75,62,727</b> (81.81% since 2014)</p> |
|---|---|---|--|---|---|

### SWACHH BHARAT MISSION (GRAMIN) = SBM G

SBM - G aims at to bring about an improvement in the general quality of life in the rural areas and to achieve the vision of Swachh Bharat by 2019 with all Gram Panchayats Open Defecation Free.

### OBJECTIVE

- Eliminate Open Defecation completely & Promote cleanliness, hygiene & toilet use
- Accelerate sanitation coverage in rural areas
- Encourage cost effective technologies for ecologically sustainable sanitation
- Improve the levels of cleanliness in rural areas through Scientific Solid and Liquid Waste Management Systems activities
- Motivate communities and Panchayati Raj Institutions to adopt sustainable sanitation practices
- Create significant positive impact on gender and promote social inclusion by improving sanitation especially in marginalized communities

### CHALLENGES IN ACHIEVING ODF STATUS

ODF, as defined by the Ministry, means a) no visible faeces found in the environment and, b) every household as well as public/community institution using safe technology option for disposal of faeces. There are various challenges -

- Socio Cultural Acceptance of the practice of Open Defecation
- The Inadequate Involvement of Local Communities & Self Government
- Lack of Sustained Behavioural Change



| ODF COVERAGE HIGHEST ODF COVERAGE (100%) |                   |
|--|-------------------|
| 1.                                       | A & N Islands     |
| 2.                                       | ARUNACHAL PRADESH |
| 3.                                       | CHANDIGARH        |
| 4.                                       | CHHATTISGARH      |
| 5.                                       | D & N HAVELI      |

  

| LOWEST ODF COVERAGE |                     |
|---------------------|---------------------|
| 1.                  | GOA 0.00 %          |
| 2.                  | TRIPURA 2.80 %      |
| 3.                  | LAKSHADWEEP 11.11 % |
| 4.                  | BIHAR 13.07 %       |
| 5.                  | ODISHA 21.92 %      |

### SBM GUIDELINES

To achieve the objective and meet challenges of ODF, SBM guidelines highlight certain strategies.

### STRATEGY

- Making it a massive **mass movement** that seeks to engage everyone in the task of cleaning homes, work places, villages, cities and surroundings, in a collective quest.
- 'District'** will be considered the base unit of intervention for the purposes of effective planning and implementation of the mission.
- Strengthening the capacities** of implementing agencies to roll out the programme in a time-bound manner.
- Incentivizing** the performance of State level institutions to implement behavioural change activities in communities.
- Encouraging Corporate houses to participate as an essential part of the **Corporate Social Responsibility (CSR)**.
- Setting up a **five-tier implementation mechanism** at the National/ State/ District/ Block/ Village level

Preparing a **road map of activities** at State level covering the three important phases, necessary for the Implementation of the Programme:

- Planning Phase
- Implementation Phase
- Sustainability Phase



### PLANNING

- State Level Planning:** Includes a year-long Project Implementation Plan (PIP) along with five independent Annual Implementation Plans (AIP).
- District Level Planning:** Includes District Swachhta Plan (DSP) at district level with the goal of creating ODF Gram Panchayats and DM/CEOs of Zilla Panchayats are to lead the mission.

### IMPLEMENTATION

- Flexibility to States:** Providing flexibility to State governments, as sanitation is a State subject, to decide on their implementation policy, delivery mechanisms and use of funds and incentives.
- Funding Mechanism -** The centre provides 60% of the mission's funding while the state provides 40%. There is also provision of **Revolving Fund** at the District level.
- IEC/Behaviour Change -** SBM - G is not about constructing toilets but aims at behavior changing of the masses to adopt better sanitation practices. IEC (Information, Education and Communication) and Behaviour Change Communication is its key component.
- Capacities Building -** Training to stakeholders and sanitation workers on various approaches of IEC promoting behavioural change including House to House communication, construction and maintenance of toilets, etc.
- Administrative Charges -** States shall be permitted to utilize funds under this component as per requirement.
- Start-up Activities -** For updating baselines surveys, orientation of key personnel and preparation of plans.
- Experts -** Administrative and technical experts are to be engaged at the State, District and Block levels for IEC and BCC, Technical Supervision, Monitoring and Evaluation etc for strengthening of the implementation mechanism.
- Sanitation Technologies -** To ensure access to safe toilets, safe technology is an important component of SBM - G to meet the user preferences and location-specific needs.
- Construction of Individual Household Latrines -** Order of preference, while selecting eligible households for providing incentive under SBM(G), shall be - BPL followed by SC/ST APL households. The incentive amount provided shall be up to Rs.12,000 for construction of one unit of IHHL.
- Availability of Sanitation Material -** Through Rural Sanitary Mats (RSM), Production Centers (PC), Self Help Groups (SHG) and Community Sanitary Complex (CSC).
- Equity and inclusion -** Providing access to safe toilets to the different categories of people shall be a priority, e.g. people with disabilities (Divyangjan), geographically marginalised populations in remote areas.
- Solid and Liquid Resource Management -** Includes maximum reuse of organic solid waste as manure and maximum reuse of liquid waste for agriculture purposes with scientific techniques.
- Foot soldiers of Swachh Bharat:** A dedicated, trained and properly incentivized sanitation workforce at the village level. Also known as 'Swachhagrahis', or 'Swachhata Doots'. They could be developed and engaged through existing arrangements like -
  - Panchayati Raj Institutions
  - Water Linemen/Pump Operators
  - Anganwadi Workers
  - Community Based Organisations
  - Self-Help Groups
  - Co-operatives
  - Women Groups
  - ASHAs

### SUSTAINABILITY

- Monitoring and Evaluation** e.g. Social Audits, Community based Monitoring, Third Party Evaluations
- Resolution of Self Declaration ODF** and Verification of ODF status
- Campaigns like Darwaz Band Media Campaigns** to encourage behaviour change in men who have toilets but are not using them; a fortnight-long 'Swachhta hi Sewa Campaign' to reinforce jan andolan for sanitation of public and tourist places
- Setting up Rapid Action Learning Unit (RALU)** to study action taken across the country and suggest innovative implementation practices.
- Follow-Up Action** through Handholding Community for Sustainability
- Hygiene Promotion** through Schools, Anganwadis, SHGs etc focusing on collective behaviour change
- Vigilance Committees** to create **peer pressure**.

### CONVERGENCE

The objectives of SBM cannot be achieved in isolation, the SBM guidelines suggests to converge it with other related programmes to succeed in the mission -

- SWACHH SWASTHA SARVATRA** - A joint initiative of Ministry of Health and Family Welfare and MDWS to achieve better health outcomes through sanitation 7 healthy lifestyle.
- National Rural Drinking Water Programme (NRDWP)** - Conjoint programmes of NRDWP and SBM (G) to maximize availability of water in Schools & Anganwadis toilets of villages for sustaining sanitation facilities.
- SWACHH ICONIC PLACES (SIP)** - An initiative of Ministries of Urban Development, Tourism and Culture with MDWS to improve the cleanliness conditions at the places across India identified as "iconic" due to their heritage, religious and/or cultural significance.
- National Rural Livelihood Mission (NRLM):** NRLM Units & Mechanism for utilizing the huge network of SHGs for effective IEC and BCC.
- Department of Women and Child Development** - To provide Toilets and Anganwadi centres.
- Mahatma Gandhi National Rural Employment Guarantee Program (MGNREGA)** - To ensure that the entire village is covered.
- Department of School Education** - Promotion of key Sanitation and Hygiene messages in Schools.
- NAMAMI GANGE:** An initiative of Ministry of Water Resources, River Development and Ganga Rejuvenation (MOWR, RD&GR) to make villages on the bank of River Ganga Open Defecation Free.
- Swachh Shakti, 2018** - In association with UP government launched by MDWS to felicitate women sarpanch and women champions for their contribution towards Swachh Bharat.
- GANGA GRAM PROJECT** - A collaboration with National Mission on Clean Ganga (NMG) for sanitation based integrated development of all 4470 villages along the River Ganga.
- SWACHHTA ACTION PLAN (SAP)** - An initiative from 2017 to bring "Swachhta" as an element in various schemes and activities of all Ministries /dept to achieve the goal of clean India.