



Public Administration Policy Presentation



एक कदम स्वच्छता की ओर

स्वच्छ भारत अभियान

SWACHH BHARAT MISSION

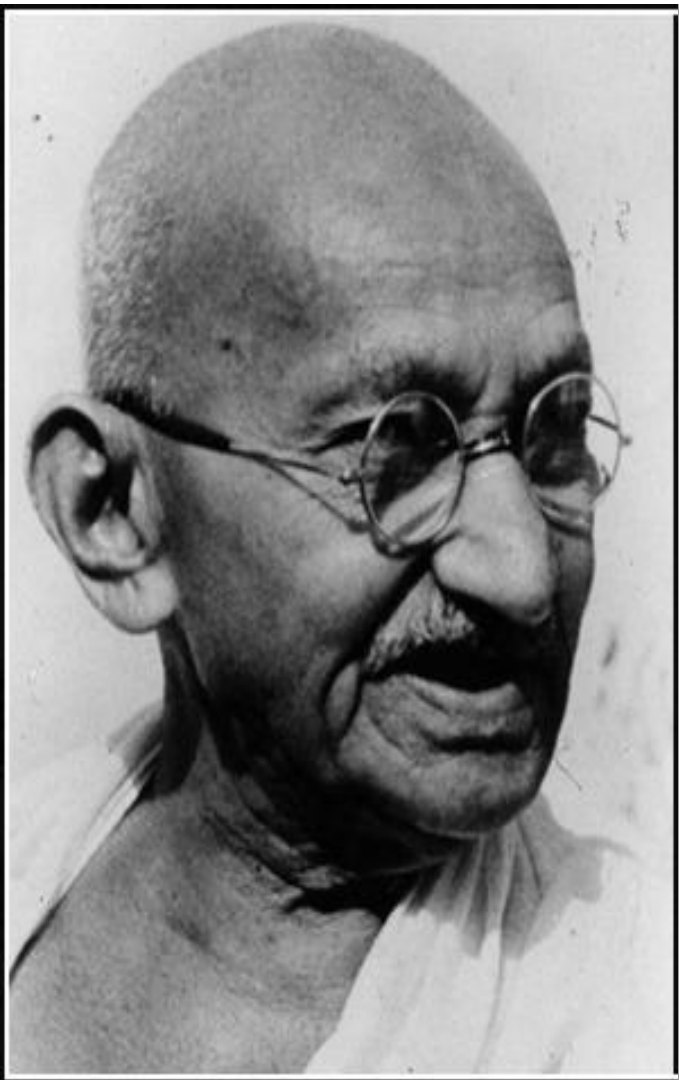


Shashwat Rai (M415)
Tanmaya Santosh Naik (M417)
Shailesh Mishra (M419)

Group - 2

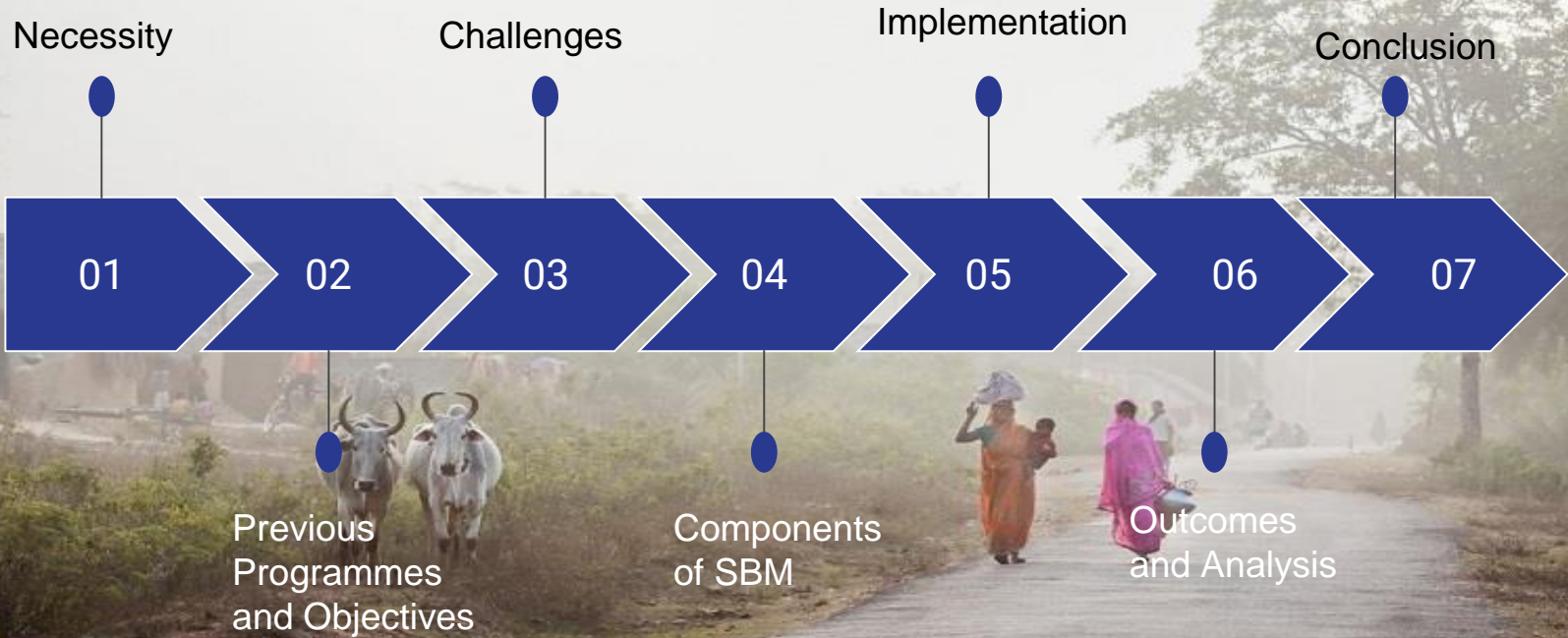
Pranshu Jangid (M421)

Shubham Yadav (M423)
Sudhanshu Suman (M425)
Rupesh Solanki (M427)



*Cleanliness is
next to Godliness*

Mahatma Gandhi



- Launched in 2014 by the **Ministry of Jal Shakti**
- Open defecation, manual scavenging and complete scientific collection and disposal of municipal solid waste.
- All the States have declared themselves ODF as on 2nd October, 2019.



Necessity

Impact On Health

- Diarrhoea, cholera, trachoma, intestinal worms, malaria, ascariasis, etc.
- WHO observed that one gram of feces can contain 10,000,000 viruses, 1,000,000 bacteria, 1,000 parasite cysts and 100 parasite eggs.



Impact on children and women

- Children under age of 5 most affected
- Diarrhoea is second largest killer in developing countries killing 1.5 million children every year.
- When girl students reach adolescence, absence of separate and clean toilet facilities cause discomfort, discourage them to attend school while menstruating and eventually drop out of school.



Impact On Environment

- Untreated sewage discharged into water bodies cause water pollution
- Soil Pollution and Air Pollution



Impact On Economy

- Absence of toilets and conventional sanitation cost India 6.4% of its GDP in 2006 - World Bank
- Economic impact of poor sanitation for India is atleast USD 38.5 billion every year under Health, Education, Access time and tourism.



Previous Programmes

- The first sanitation programme for rural India was introduced in 1954 as a part of the First Five Year Plan of the Government of India. Given that the 1981 Census revealed that rural sanitation coverage was only 1%
- The GOI introduced the Central Rural Sanitation Programme (CRSP) in 1986 with the primary objective of improving the quality of life of rural people and to provide privacy and dignity to women.
- From 1999, a "demand- driven" approach under the "Total Sanitation Campaign" (TSC) was adopted to increase awareness regarding safe sanitation leading to demand generation for sanitary facilities.
- The 'Nirmal Bharat Abhiyan' (NBA), the successor programme of the TSC, was launched from April 1, 2012.

The objective was to accelerate the sanitation coverage in the rural community through renewed strategies. While the above mentioned programmes made some progress for the rural sanitation landscape of the country, in the census of 2011, rural sanitation coverage (households with individual latrines) was found to be only 33%



Objectives

The main objectives of the SBM(G) are as under:

a) Bring about an improvement in the general quality of life in the rural areas, by promoting cleanliness, hygiene and eliminating open defecation

b) Accelerate sanitation coverage in rural areas to achieve the vision of Swachh Bharat by 2nd October 2019



c) Motivate communities and Panchayati Raj Institutions to adopt sustainable sanitation practices and facilities through awareness creation and health education

d) Encourage cost effective and appropriate technologies for ecologically safe and sustainable sanitation

e) Create significant positive impact on gender and promote social inclusion by improving sanitation especially in marginalized communities



f) Develop, wherever required, community managed sanitation systems focusing on scientific Solid & Liquid Waste Management systems for overall cleanliness in the rural areas

Key components of Solid and Liquid Waste Management



Challenges

Challenges



1. Mindset of People
2. Quality of Toilet
3. ODF Declaration
4. Untreated Excreta
5. Waste treatment of House
6. Planning Deficiencies
7. Sewer Condition

Components Of SBM

1) Start up Activities



2) Information, Education and Communication



3) Capacity Building



4) Construction of Individual House Latrines



5) Availability of Sanitary Material - through Rural Sanitary Marts, Production Centers, Self Help Groups



6) Micro Financing of Construction of Toilets



7)Community Sanitary Complex



8) Equity and inclusion



9) Solid and Liquid Waste Management



Implementation

- Behaviour Change Communication



- Swachhagrahis







ARE YOU A **SWACHHAGRAHI?**

Here's what you need to know about your role

- Facilitating toilet construction
- Retrofitting and improvisation of assets
- Facilitating sustained behaviour change
- Promoting public health and hygiene
- Supporting rollout of SLWM activities

- National Rural Livelihood Mission



National Rural Livelihood Mission

- Civil Society Organisations
- Adequate Capacities
- Sanitation Technologies

- Incentives



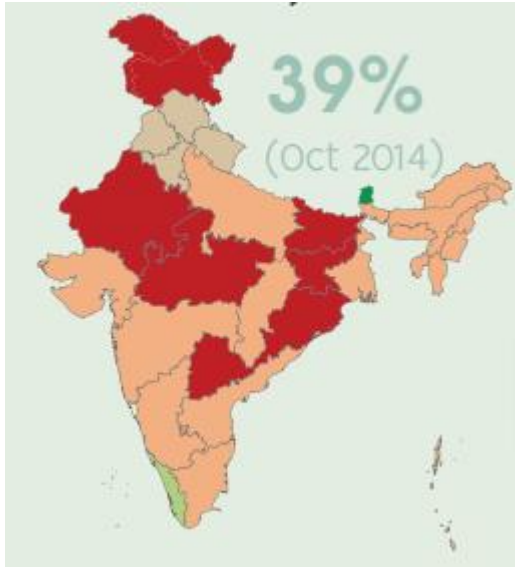
- Flexibility to States
- Learning and Knowledge management

**Transformative
change under the
Swachh Bharat Mission**

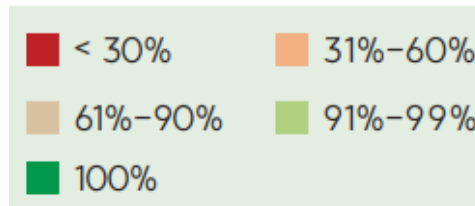


Outcomes and Analysis

OUTCOMES: India's unprecedented progress in rural sanitation



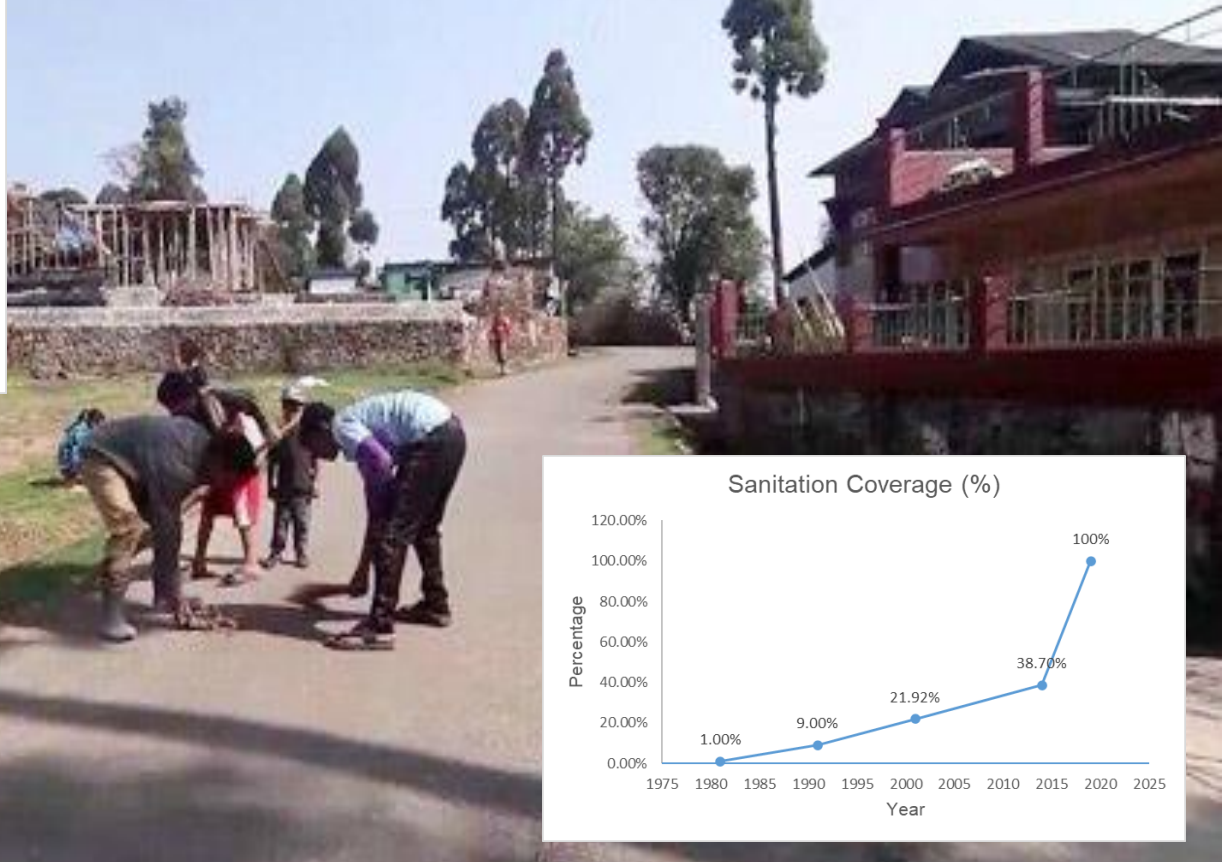
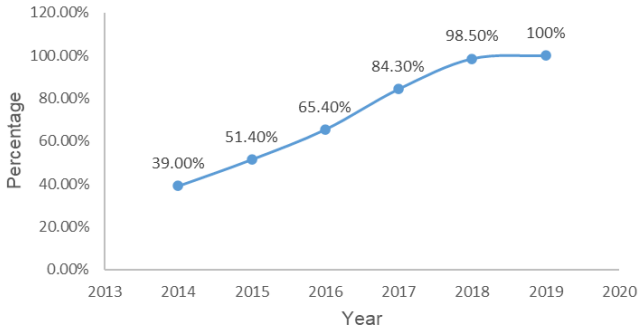
Households with access to
Toilets



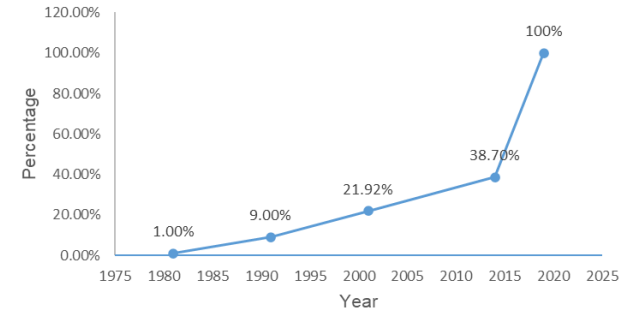
OUTCOMES: India's unprecedented progress in rural sanitation



Sanitation Coverage (%)



Sanitation Coverage (%)

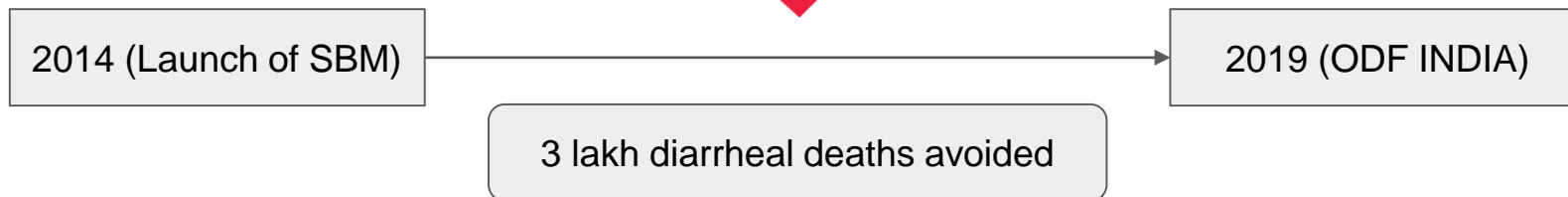


OUTCOMES : Numbers at a Glance (2014-2019)

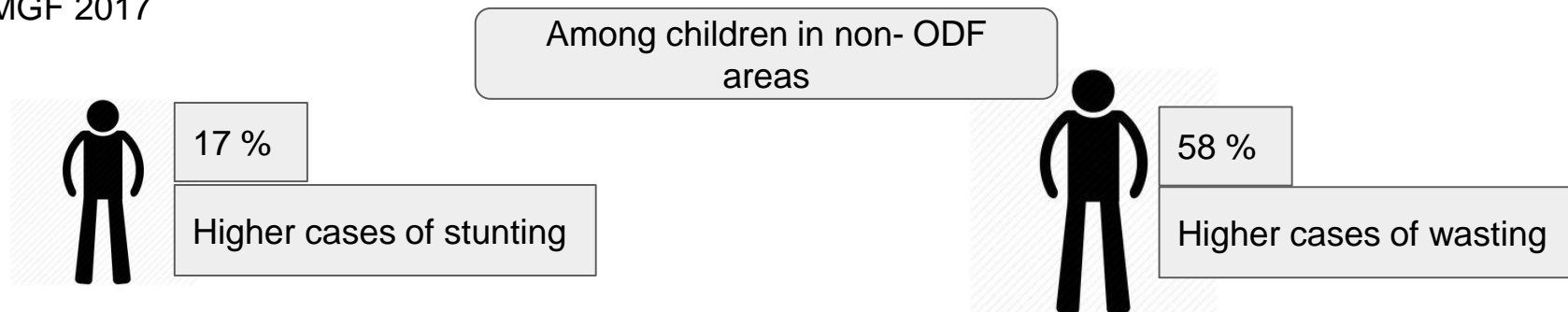
S No	Reach	Achievement
1	Number of people who have changed their behaviours	60 crore
2	Number of household latrines construction since 2 nd October, 2014	10 crore
3	Swachhagrahis (grassroots motivators)	6.5 lakh
4	Incentive funding released to beneficiaries (INR 12,000 per household) by central and state governments.	INR 100,000 crores

ANALYSIS : Impact of the SBM(G)

WHO 2018



BMGF 2017



ANALYSIS : Impact of the SBM(G)

UNICEF 2017 : Women Security



96 %

Women feel safer after getting a toilet at home

UNICEF 2019 : Environment



12.70 times

Less likelihood of groundwater contamination traceable to human in ODF Villages

ANALYSIS : Impact of the SBM(G)

UNICEF 2017 : Increase Saving



INR 50,000

Saved each year on average by a household in an ODF village as health costs avoided

BMGF 2019 : Massive Investment



\$ 3.7 billion

Investment leveraged in SBM communication across stakeholders

ANALYSIS : Four pillars of India's behavioural transformation



Political leadership

PM Narendra Modi's top national agenda



Partnership

Union ministries, development partners, media, prominent influencers, etc.



Public financing

Govt allocated a sanitation budget in excess of INR One lakh crores from 2014 to 2019.



People's participation

Transformed to a national movement- of the people, by the people and for the people.

ANALYSIS : Why SBM is different to Other Policy ?



Scale

Leveraged the power of 1.3 billion people.



Stigma

Targeted age-old beliefs through extensive communication



Speed

Built a Sense of urgency



Sustainability

Ensures people don't slip back into old habits.

Recommendation and Conclusion

Shortcomings



Recommendation and Conclusion

1. *Creating demand*
2. *Ground-level verification and Evaluation*
3. *Disposal of feces*
4. *Sewage Treatment*
5. *Manual scavenging*

Recommendation and Conclusion

Cleanliness campaign is a journey, which will go on continuously. After getting rid of open defecation, the responsibility has increased now. After ODF, the country is now working on the goal of ODF plus. Now we have to improve the management of waste, be it in a city or a village. We have to speed up the work of making wealth out of waste.

- Prime Minister Narendra Modi
RSK Inauguration, New Delhi, 8 August 2020

Thank You.