

Punchayti Raj and Swachh Bharat Mission

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Swachh Bharat Abhiyan (SBA) (or 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 eliminating 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, by constructing 90 million toilets in rural India at a projected cost of ₹1.96 lakh crore (US\$30 billion). The mission will also contribute to India reaching Sustainable Development Goal Number 6 .

The campaign was officially launched on 2 October 2014 at Rajghat, New Delhi by Prime Minister Narendra Modi. It is India's largest cleanliness drive to date with 3 million government employees, school students, and college students from all parts of India participating in 4,041 statutory cities, towns and associated rural areas.

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.

The mission includes ambassadors and activities such as national real-time monitoring and updates from non-governmental organizations (NGOs) such as The Ugly Indian, Waste Warriors and SWACHH Pune (Solid Waste Collection and Handling) that are working towards its ideas of Swachh Bharat.

Previous sanitation campaigns

On 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" by then Prime Minister Manmohan Singh. A limited randomized study of eighty villages in rural (Madhya Pradesh) showed that the TSC programme did modestly increase the number of households with latrines, and had a small effect in reducing open defecation. However, there was no improvement in the health of children.

The earlier "Nirmal Bharat Abhiyan" rural sanitation program was hampered by the unrealistic approach. Consequently, Nirmal Bharat Abhiyan was restructured by Cabinet approval on 24 September 2014 as Swachh Bharat Abhiyan.

The Government of India has launched "Swachh Bharat Mission (Urban)" on 2nd October, 2014 with the following objectives:-

- (i) Eliminate open defecation.
- (ii) Conversion of insanitary toilets to pour flush toilets.
- (iii) Eradication of manual scavenging.
- (iv) 100% collection and scientific processing/disposal reuse/recycle of Municipal Solid Waste.
- (v) To bring about a behavioral change in people regarding healthy sanitation practices.
- (vi) Generate awareness among the citizens about sanitation and its linkages with public health
- (vii) Strengthening of urban local bodies to design, execute and operate systems.

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- (viii) To create enabling environment for private sector participation in Capital Expenditure and Operation & Maintenance (O&M) costs.

Activities

Planned initiatives

The Government appointed PWD with the responsibility to dispose off waste from Government offices. The Ministry of Railways planned to have the facility of cleaning on demand, clean bed-rolls from automatic laundries, bio-toilets, dustbins in all non-AC coaches. The Centre will use its Digital India project in conjunction with the Swachh Bharat Abhiyan to have solar-powered trash cans, which send alerts to sanitation crew once they are full. The Swachh Bharat Swachh Vidyalaya campaign was launched by Smriti Irani, of the Minister of Human Resource Development, Government of India by participating in the cleanliness drive along with the school's teachers and students.

The Mission has following components:-

- (i) Construction of Household Toilets.
- (ii) Community and Public Toilets.
- (iii) Solid Waste Management.
- (iv) Information, Education & Communication (IEC) and Public Awareness.
- (v) Capacity Building and Administrative & Office Expenses (A&OE).

Structure

Finance

Swachh Bharat Abhiyan is expected to cost over ₹620 billion (US\$9.5 billion). The government provides an incentive of ₹15,000 (US\$230) for each toilet constructed by a BPL family. An amount of ₹90 billion (US\$1.4 billion) was allocated for the mission in the 2016 Union budget of India. International Monetary Fund provided a US\$1.5 billion loan and \$25 million in technical assistance in 2016 for the Swachh Bharat Mission to support India's universal sanitation initiation. 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 Madhyamik Shiksha Abhiyan schemes.

The total cost estimate for the Mission is Rs. 62,009 crore, out of which the Central Government's contribution amounts to Rs.14,623 crore. The funding pattern between the Central Government and the State Government/ Urban Local Bodies (ULBs) is 75%:25% (90%:10% for North Eastern and special category states). The gap in financing of the aforesaid components could be met by the beneficiary contribution, private funding, funds with private companies under Corporate Social Responsibility (CSR) and the Swachh Bharat Kosh of the Ministry of Finance. Various awareness campaigns have already been initiated at all levels to create awareness and people's participation in the Mission. State Government/Urban Local Bodies (ULBs) will undertake infrastructure work as per mission guidelines. The guidelines are being finalized. No funds have been released so far, under the Swachh Bharat Mission (Urban).

Panchayati Raj Institutions (PRIs) also play a strategic role in creating awareness and imparting hygiene education among the local population. Initiatives under Information, Education and Communication (IEC) which have been taken up to improve rural participation in the SBM (Gramin) include enhancing the budget for IEC activities, implementation of Sanitation and Hygiene Advocacy and Communication Strategy Framework (2012-17), which provides a framework to States to develop State-specific Action Plans for rolling out of advocacy and communication activities related to the Programme; involvement of Non-Governmental Organizations (NGOs), Village Level Motivators

(Swachhata Doots/Sanitation Managers), field functionaries like Accredited Social Health Activists (ASHA), Anganwadi Workers, School Teachers, and Bharat Nirman Volunteers to carry out field level activities. SBM (G) also has a provision for 'Social Audit' for continuous and comprehensive public vigilance of the programme.

Ministry of Drinking water and Sanitation

The main objectives of the SBM(G) are: Bring about an improvement in the general quality of life in the rural areas, by promoting cleanliness, hygiene and eliminating open defecation; Accelerate sanitation coverage in rural areas to achieve the vision of Swachh Bharat by 2nd October 2019; Motivate Communities and Panchayati Raj Institutions to adopt sustainable sanitation practices and facilities through awareness creation and health education; Encourage cost effective and appropriate technologies for ecologically safe and sustainable sanitation; and Develop where required, Community managed sanitation systems focusing on scientific Solid & Liquid Waste Management systems for overall cleanliness in the rural areas.

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