Swachh Bharat Mission (Gramin)
The Clean India Mission
February 20th, 2017
How is Swachh Bharat different

1. The first time an Indian PM has personally promoted a sanitation programme
2. Sunset clause, October 2, 2019 deadline - the 150th birth anniversary of the Mahatma
3. Focus on behaviour change and emphasis on usage, not construction
4. SBM at the forefront of the national policy agenda
Progress so far

**Launched on 2\textsuperscript{nd} October 2014**
(Sanitation Coverage gone up from 42\% to 61\% since launch, 1.6 lakh villages ODF)

Focus on usage of toilets through behaviour change and community processes

Focus on achieving **ODF+** (ODF + SLWM + General Cleanliness)

Coverage: 61\%
ODF districts: 93
ODF villages: 1.6 lakh
Making Sanitation Everybody’s Business

2019-20
ODF Sustained in 677 districts

2018-19
677 districts

2017-18
300 districts

March 17
130 districts

Today
93 districts

Swachh Bharat

Village Swachhta Index

Ministries of GoI

NGOs, Civil Society

State and district

Development Partners

Faith leaders

Private Sector
Initiatives for learning, monitoring and collaborating

- Dist Swachh Bharat Preraks
- Village Swachhtha Index
- Swachhtha Action Plans (SAP)
- SwachhApp and Dashboard
- Gathering of 6000 women Sarpanches on March 8
- Swachh Sangrah (Knowledge Management Portal)
Large Dense Villages (LDVs) and Census Towns (CTs) are administratively rural, and house 11.72 million households as per the 2011 Census.

CPR projections state that 3100 new LDVs/CTs may come up by 2021.

Less than 15% of the population in LDVs/CTs have Piped Sewerage System, nearly 45% have Septic tanks, and nearly 20% practice Open Defecation.
LDVs are particularly vulnerable

- Small percentage of the population using sanitary twin pit pour flush latrines which are like **individual household treatment plants**
- On-site sanitation dominated by septic tanks
- Inadequate FSM
- Transitional spaces – rural to urban
  - Increasing density with more LDVs coming up
  - Locations of high future demand
  - Risky to leave unaddressed
Strategy for LDVs going forward

• Creating community-wide demand for sanitation service delivery in these LDVs
• Going beyond ODF to ODF+ and open-discharge free communities
• BCC in transitional spaces and LDVs of the future
• Creating a local market for sanitation services – emptying services, transportation, reuse/disposal – and sanitation entrepreneurs in LDVs
• Ensuring the provision of necessary treatment facilities for faecal sludge, septage, and related liquid waste
Research Questions

• Why do LDVs need specific sanitation policy and program attention?
• What is the status of LWM in LDVs?
• How does proximity to urban centres impact access to sanitation services, and overall environmental sanitation status?
• To monitor LWM, what should the framework cover?
• What are the specific policy recommendations for creating open-discharge-free LDVs in India by improving LWM?
Holding up safe organic manure dug from toilet pits in Andhra Pradesh along with Principal Secretaries of sanitation and MDWS officials.