



# SWACHH BHARAT MISSION - GRAMEEN

World's Largest Behaviour Change  
Programme



“ “

The things closest to Mahatma Gandhi's heart were-cleanliness and sanitation. Can we resolve that in 2019, when we celebrate Mahatma Gandhi's 150th birth anniversary, our village, our city, our street, our community, our school, our temple, our hospital, and all areas will be free from dirt and filth? This will not be possible with government policies and programmes alone, but will be with people's participation. And so, we need to undertake this task together.”

- Prime Minister Narendra Modi

15 August 2014, Independence Day at Red Fort



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## **Introduction**

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The Swachh Bharat Mission, post-Independence, emerged as the most popular Jan Andolan programme which changed the picture of rural India and became a revolutionary reform in the development journey of this billion plus population country.

Swachh Bharat Mission is a nation-wide campaign of the Government of India which aimed at mass scale behavior change, construction of household-owned and community owned toilets, their usage and Solid and Liquid waste management (SLWM) thereby establishing an accountable mechanism for achieving ODF Plus India.

Under the Phase 1 of Swachh Bharat Mission, all Villages, States and Union Territories in India declared themselves “open-defecation free” (ODF) by 2nd October 2019, the 150th birth anniversary of Mahatma Gandhi, by constructing over 10 crore toilets in rural India at a projected cost of over Rs1.3 lakh crore.

The Swachhata journey continues today as ODF Plus with the goal of comprehensive cleanliness.

The simple yet real-time dynamic dashboard

helped in tracking and monitoring the progress at village level regularly.



# NEED FOR SWACHH BHARAT MISSION

Sanitation is the basic need of human beings. Safe sanitation is not a borrowed modern concept from the west, rather there are historical evidences in India's ancient civilization (Sindhu valley) regarding scientific methods used in toilets construction and waste management. But hundreds of years of servility took away the important value of Swachhata from India's social system.

Despite the widely accepted fact related to critical importance of sanitation and personal hygiene, the sanitation coverage of India was as low as 39% till 2014. Around 55 Crore people in rural areas were without a toilet facility before 2014. This was severely affecting health and dignity of people in rural areas, especially of women and children.

It was not that sanitation initiatives were not

attempted before. For last many decades, India took steps to improve access to safe sanitation and cleanliness. But still even after 32 years after independence, the sanitation coverage was merely 2% in 1982. Central Rural Sanitation Programme (CRSP) was started in 1986 for rural sanitation. But CRSP focused mainly on toilet construction and related funds allocation, there was no stress on behavior change. As a result, the supply based approach didn't achieve desired results. The sanitation coverage increased slightly to 9%. Seeing the limited impact of this programme. Total Sanitation Campaign (TSC) in 1999 and Nirmal Bharat Abhiyan in 2012 were launched. But lacking strong political will, leadership and behavior change approach, these programmes also failed to make an impact.

It was a matter of national shame that India had the highest number of people defecating in the open at that time. Hon'ble Prime Minister Shri Narendra Modi because of his connect with rural areas had a realization of the problems women and children faced, on account of lack of toilets. Dignity of women has been his top priority. Accordingly, he took up this up hill task of

providing toilets to all households in the country in a time period of 5 years. Going for open defecation even after 67 years of independence of over 55 crore population was such a national shame that Shri Modi was deeply pained. He called on the people of country from ramparts of Red Fort to join the Swachh Bharat Mission and pay their tributes to Mahatma Gandhi on his 150th birth anniversary by dedicating him a Swachh Bharat. Narendra Modi is the first Prime Minister to raise this often ignored subject into a public discussion.

Swachh Bharat and himself led the mass movement on sanitation from front.



Prime Minister Shri Narendra Modi's clarion call to the nation : 15th August 2014

# CHALLENGES

The non-usage of toilet and habit of open defecation has been a centuries-old habit. Implementation of SBM-G was complex and incredibly challenging because there was no obvious demand for toilets. Demand for a toilet had to be stimulated to wean people away from the habit of open defecation and therefore a behaviour change campaign had to be designed and implemented at scale. At the same time, a massive infrastructure programme to construct toilets - close to a 100 million in rural India-had to be rolled out as India alone had the share of 60 crore out of world's 100 crore open defecators. For ensuring success of Swachh Bharat Mission, not only an effective and creative behaviour change model was designed but was also implemented on massive scale. It was an incredible challenge across speed, scale, stigma and sustainability.

# TIME BOUND GOAL AND VISION

Hon'ble Prime minister had set the fixed five years duration for the programme. The biggest advantage of the mission mode goal was that unlike previous slowly paced sanitation programmes, the Swachh Bharat Mission-Gramin transformed in a programme where not only time bound goals were set in an energetic and committed manner but the goals were achieved within set time duration as well.



## **GRASS ROOT & UNPARALLELED LEADERSHIP:**

### **The Communicator-In-Chief**

For the first time in the Indian history, a Prime Minister brought the subject of sanitation and cleanliness in the context of India social system and gave it central importance. He connected sanitation with human dignity and integrity. To showcase the good swachhta work done by citizens and to inspire others, he often mentioned it is his Mann Ki Baat addresses.

Shri Narendra Modi has always led and prioritized the behavior change initiatives for safe sanitation. Participating in the toilet construction, and personally leading the massive



Prime Minister Shri. Narendra Modi addressing 20,000 swachhagrahis at Champaran, Bihar on April 10, 2018

people's movement/Jan Andolan campaigns for Swachhata, the Prime Minister has not lifted his foot off the sanitation pedal even once. He has, in fact, been the Communicator-in-Chief of the Mission, inspiring the country to make the shift from OD to ODF. The Prime Minister's persistent communications have been the most strategic asset of the Mission.

Prime Minister personally wrote to all 250,000 Gram Pradhans motivating them to take benefit of the SBM-G provisions and help people in their villages achieve sanitation services. This mobilized the Gram Pradhans across the country and village after village started achieving universal sanitation and made their villages open defecation free.

At Prime Minister's insistence, a government programme or reform transformed into a countrywide people's movement or Jan Andolan which led to a Swachhata revolution in India.

## **SWACHHAGRAHIS**

Anybody who volunteered for Swachh Bharat Mission was called Swachhagrahi by Prime Minister. Swachhagahi is symbolic of Gandhi's thoughts and ideals. Swachhagrahis added new



Swachhata Pledge by villagers during Swachhata Hi Seva campaign

energy and enthusiasm to the Satyagraha se Swachhagraha campaign. Over 12 crore school children, 6.25 lakh swachhagrahis, 2.5 lakh sarpanches, millions of citizens and around 50 brand ambassadors were members of this team of Prime Minister. As the campaign's Chief Manager, Prime Minister have said, "In future, whenever there will be a discussion on this campaign, the name of Swachhagrahis will be remembered with the same gratitude like the way freedom fighters are remembered for India".

## **NEW THOUGHT, NEW INITIATIVE**

Swachh Bharat Abhiyan in many ways is distinct from previous programmes. The foremost point

is the strong political leadership. It's his personal commitment for Swachhata which motivated Central ministers, Chief Ministers, MPs, MLAs, local politicians, Panchayat members, and senior political members to spread information on Swachhata in their respective influence areas. As a result, government officials gave it important place in the agenda of their ministries and departments.

The campaign effectively utilized the modern technology for comprehensive monitoring. Each toilet in every village was mapped on Integrated Management Information System (IMIS) for a real time progress report. Every toilet was mandatorily geotagged for ensuring transparency in entire process. This way, SBMG dashboard became a symbol of Action and progress.

Swachh Bharat Abhiyan was not restricted to any state, region or specific achievements. In January 2018, when Aspirational Districts programme was launched, it was found that the achievements of SBM was close to national average in these challenging districts.

Swachh Bharat Mission conducted Annual surveys by independent agencies for measuring

its achievements and assessing the progress.

In addition, the Information, Education and Communication (IEC) division of Swachh Bharat Mission added new energy and dimension to the government dialogue. The iconic campaigns like '*Darwaza Band*', '*Saaf nahi to Maaf nahi*' mobilized and connected citizens across rural India. The campaign has its own dedicated blog. There are millions of followers on social media platforms like Twitter and Facebook of SBMG. The platforms like YouTube and WhatsApp are used extensively for disseminating the success stories and innovations with community regularly. The impact of IEC campaign is such that the glimpse of SBM spectacle logo inspires everyone on working for Swachhata. There is no such village, city or region where Swachhata messages have not reached.



To create swachhata awareness among people, thousands of Swachhata Raths travelled across the rural landscape



Iconic mass media campaigns like Darwaza Band popularized regular usage of toilets

“ “ Friends, the way the Swachh Bharat Mission reached every nook and corner of the country in the form of a Jan Andolan is a case study for many prestigious universities across the world. I think that in the 21st century, this kind of movement for behavioural change has not happened in any other country until now. India is certainly changing. Behaviours and habits are changing.”

- Prime Minister Narendra Modi

at Motihari, Bihar, 10th April 2018

In this age, just as cleanliness is related to health, connecting cleanliness to a revenue model is also necessary. ‘Waste to wealth’ should be one of its components. It is, therefore, imperative for us to move towards ‘Waste to Compost’ under the Cleanliness Mission.

- Prime Minister Narendra Modi

Mann ki Baat, 25th September, 2016

The Swachh Bharat Mission is a people's movement for cleanliness. The biggest beneficiaries of this movement are the poorest of the poor. I request all of you to actively participate in the movement and ensure an open defecation free society and a clean environment.

- Prime Minister Narendra Modi

During Inauguration of various development projects Shillong,

27 May 2016

# PROGRAMME IMPLEMENTATION

Communicating this important reform was important to achieve Swachh Bharat. Plans were made at the central, state, district and Gram Panchayat levels for the same goal, goals were set, and every unit was inspired with extensive field visits and monitoring. Swachhagrahis regularly mobilized community members for toilet construction and its usage. All ministries and departments of government joined the programme enthusiastically. Prime Minister equated Swachhata with Service and launched ‘Swachhata Hi Seva’ campaign which transformed into a Jan Andolan connecting political workers, youths, religious groups, celebrities, SHGs, and community members.



Prime Minister Narendra Modi participating in toilet construction

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Today, the cleanliness campaign has become this country's common man's own dream. The success of this campaign doesn't belong to the Government of India or to the State governments; the success belongs to the Swachhagrahi citizens of India.

- Prime Minister Narendra Modi

Swachh Bharat Diwas 2017, Gandhi Jayanti, New Delhi, 2nd October, 2017

# **EVERYONE'S PARTICIPATION**

## **Empowered Women Participation and Leadership**

Women played a significant role in this mission. Lakhs of champion women contributed in success of this programme who played roles of swachhagrahi, sarpanch, Rani Mistri, artist, motivator and others leading the campaign adding swachhata energy to it. Alone more than 70,000 Rani Mistris in Jharkhand led the construction of toilets.

SBM-G became a great employment opportunity for lakhs of rural women who not only took the role of masons but also worked as “Swachhagrahis.”

Clean India Mission has boosted the self-confidence of women. It has become one of the reasons for their liberation from great pain.

**- Prime Minister Narendra Modi**

Lok Sabha, 7 February, 2018



Door to door campaign by women Swachhagrahis to convince people for construction and usage of toilet



Rani Mistris breaking age old traditions

## **Role of youths**

Be it millions of children who contributed in achievement of Swachh Sankalp Se Swachh Siddhi, associatsed with NCC, NSS, Yuva Kendra members, police, armed forces; everyone participated in this campaign with full enthusiasm and gave full energy.

## **Power of Faith**

Swachh Bharat Abhiyan united communities across caste and religions. Whether it is faith organizations or social organizations, they mobilized community with knowledge, inspiration and equipments for achieving ODF status.

## **Role of Children**

Be it Vanar Sena or Dabba Dal, children played a crucial role in the monitoring committees of this programme. More than 5 crore school children made paintings and essays on Swachhata in a single fortnight in 2017. In Kabirdham district of Chhattisgarh, over 1.38 lakh children of around 1700 schools wrote letters to their parents for toilet construction at their homes. The impact of children initiative motivated district to become ODF in a very short span.



Prime Minister Shri. Narendra Modi led the Mission: Here he is interacting with young minds of India on importance of Swachhata

## **Everyone's Responsibility**

Prime Minister Modi believed that a large scale impact is not the responsibility of couple of departments. The Indian government ensured that all ministries and departments work together for achieving the goal of Swachhata. On the advice of Prime Minister, various initiatives like Swachhata Pakhwada, Swachhata Action Plan (SAP), Swachh Iconic Places (SIP) were jointly implemented by ministries and departments.

Under Swachhata Action Plan (SAP), around 72

ministries and departments have contributed over Rs/- Eighty thousand crore towards Swachhata activities. The Railway Ministry installed Bio-toilets by replacing open toilets in train coaches; separate toilets for boys and girls were constructed in all schools. More than 80,000 community toilets have constructed in public places across the country.

### **Celebrities, Sportspersons and Folk Artists**

Be it cricketer, hockey player, or cinema and folk artists, everyone has contributed to this programme their energy and creativity. Under *Swachh Sunder Shauchalaya* campaign, over 1.3 crore toilets were decorated with beautiful paintings and messages in a month. Films inspired by sanitation like *Toilet: Ek Prem Katha, Gutur Gutur Gun, Halka, and Mere Priya Pradhanmantri* were made to promote the importance of toilets.

### **Private Sector**

Private sector increased their share of CSR expenses on sanitation as earlier it was very less. Many companies came forward to work in the area of Solid and Liquid Waste Management (SLWM) and toilets construction. Tata Trusts

contributed by providing around 515 talented young professionals for two years.

## **Role of Media**

Media played a crucial role in generating mass awareness with sanitation messages. Media widely covered and disseminated sanitation issues, government schemes, events and goals which contributed in transform Swachh Bharat Mission in a Jan Andolan.

Whether it was launch of Swachh Bharat Mission-Gramin or prioritizing it for India by mobilizing citizens, both print and electronic media contributed immensely. Media motivated community by highlighting inspiring success stories of individuals and organizations for sustainability. It also provided a platform for seeking inputs of readers by showcasing impact and results of the programme.





**PMO India** @PMOIndia - Sep 15, 2018

स्वच्छता एक आदत है जिसको नित्य के अनुभव में शामिल करना पड़ता है। ये स्वभाव में परिवर्तन का यज्ञ है जिसमें देश का जन-जन, आप सभी अपनी तरह से योगदान दे रहे हैं।  
PM @narendramodi #SHS18

...

Swachhata in Sachet! #SwachhBharat



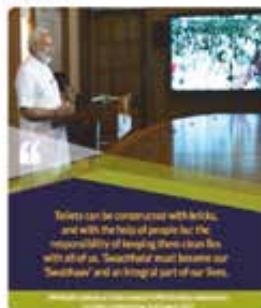
Narendra Modi @narendramodi

Swachhata Hi Seva Movement aims at fulfilling Bejo's dream of a Clean India. Watch, #SHS18



Pm's wife @PMWife

Swachhata has to also become Swabhav. #MyObservation



PMO India @PMOIndia

Success of Swachh Bharat Mission is not due to governments, it is due to people: PM @narendramodi

Narendra Modi @narendramodi

Sharing some glimpses from the newly inaugurated Rashtriya Swachhata Kendra.



Narendra Modi @narendramodi

Let us strengthen the Swachh Bharat Mission.

joined the 'Swachhata Hi Seva Movement' at the Baba Saheb Ambedkar Secondary School in Paharganj, Delhi. This school's campus was brought by the venerable Dr. Ambedkar to ensure children from poor families get quality education. #SHS18



Pm's wife @PMWife

'Swachhata Hi Seva' launch. PM @narendramodi joins a camp in Delhi's Paharganj. #MyObservation

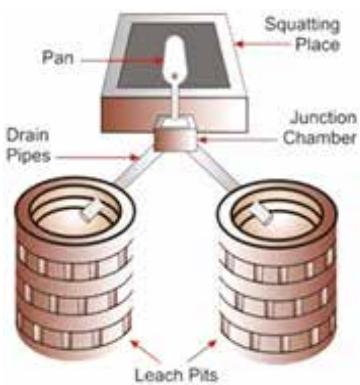
via Astro-Ast



# **TWIN PIT TOILET TECHNOLOGY**



PM Shri Narendra Modi at Kurukshetra SwachhShakti, 12 February 2019



For rural areas, the twin pit toilet is an easy, available and economic toilet option. In this technology, two pits are dug close to the toilet. These pits are used alternatively when

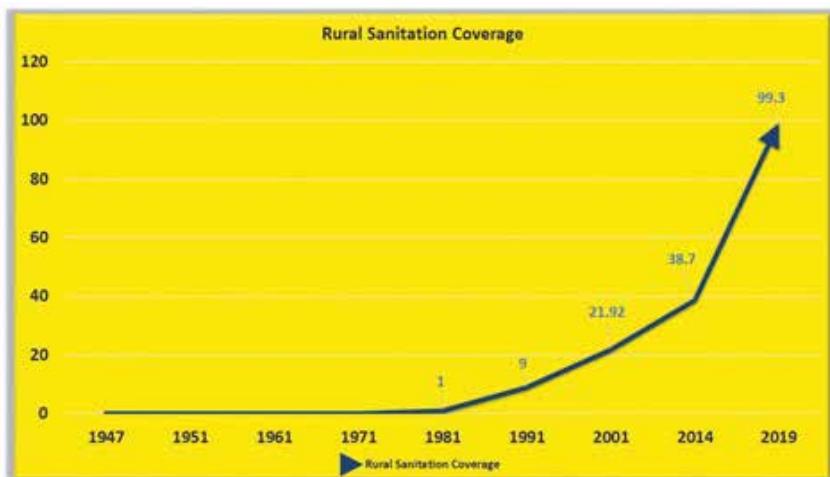
it gets filled. Under the system, there are two pits which are used alternately. Both pits are connected with a junction chamber at one end. Pit walls have a honeycomb structure. The bottom of the pit is not plastered and is earthen. Depending on the number of users of toilet, size of the pit varies. Capacity of each pit is normally kept for three years. First pit, after it gets filled up in about three years, is blocked at the junction chamber and second pit is put in operation. The watery part of excreta percolates in soil through the honey comb structure. After two years of blockage of the first pit, its contents degrade completely and turn to solid, odourless, pathogen free manure. It is dug out by beneficiaries and used for agriculture and horticulture purposes. After the second pit is filled, it is similarly blocked and the first pit is put in use again.

# **FINANCIAL RESOURCES**

Considering the financial condition of the majority of households (poor, underprivileged and marginalized etc.), the government made the provision of Rs. 12,000 per toilet as financial incentive for promoting the toilet construction and its usage. Over the five years of SBM-G, government allocated over Rs 1.3 lakh crore (US\$20 billion) and ensured no scarcity of funds.

# ACHIEVEMENT OF SDGS

The Mission's achievements make each and every Indian proud. Nowhere in the world has such a large population been mobilized to bring about such massive behavior change in such a short span of time. India has now become the global leader of the war against open defecation. Several countries wanting to learn from our experience and implement similar programmes in their countries.



Rural sanitation coverage of India (Source- SBM- Integrated Management Information System 2019)

Achieving an ODF India in record time also meant that India attained Sustainable Development Goal (SDG) 6.2–Sanitation for all a whopping eleven years before the UN’s SDG target of 31st December 2030.



“Today, I am proud that 125 crore Indians have transformed the Clean India Campaign into the world’s biggest people’s movement by following the path shown by Mahatma.

- Prime Minister Narendra Modi  
Mahatma Gandhi International Sanitation Conference,  
New Delhi, 2 October 2018

# RESULTS AND IMPACT

**Output:** Under Swachh Bharat Mission (Gramin), over 10.28 crore toilets were constructed across 36 states/UTs. During five years, 603,175 villages were declared ODF. More than 30 crore people participated in the behavior change campaigns under the world's largest behavior largest programme. Around 5.4 crore school children participated in the 'Swachh Sankalp Se Swachh Siddhi' under Swachhata Pakhwada. For spreading awareness on sanitation and disseminating the inspiration journey of Swachh Bharat Mission (Grameen), a permanent Audio-Visual Experiential centre, Rashtriya Swachhata Kendra (RSK) has been set up in New Delhi which was inaugurated on 8th August, 2020 by Hon'ble Prime Minister, Shri Narendra Modi.

**Outcome:** As a result of accessibility of sanitation facilities for every households and their regular usage, almost 100% rural sanitation coverage was achieved. On the occasion of 150th anniversary of Mahatma Gandhi, all states/UTs

and districts declared themselves ODF. In this way, the nation gave the befitting tribute to the Father of Nation and realized the commitment of Hon'ble Prime Minister.



## Impact

Over 55 crore people changed their behavior and started using toilets. Households saved substantial amount because of saving on medical costs. Water and Sanitation related disease reduced substantially after achievement of Swachh Bharat Gramin has resulted in annual benefits to the tune of more than Rs 50,000 per

household in rural India. Women in rural areas no more had to wait for darkness to go out for defecation.

After becoming Open Defecation Free (ODF), several villages have witnessed a reduction in deaths due to diarrhoea, malaria especially in children, still births and newborns thereby improved child health and nutrition. SBM has brought about an irreversible improvement in the general quality of life in the rural and urban areas, by promoting cleanliness, hygiene, and eliminating open defecation. In 2014, Government of India launched ‘Swachh Bharat Swachh Vidyalaya’ (SBSV) initiative to ensure that all schools in India have access to separate functional toilets for boys and girls.

# Swachhata – The Eternal Journey



Waste to wealth: The Prime Minister taking part in waste segregation at Mathura, 11 September 2019

## Towards ODF plus

With same vigour and dedication, Swachh Bharat Mission in its Phase 2 is marching on towards “ODF Plus that Includes overall cleanliness in villages, and solid and liquid waste management in rural India.

The Government of India, in February 2020,

approved Phase-II of the SBM(G) with a total outlay of Rs. 1,40,881 crores to focus on the sustainability of ODF status and Solid and Liquid waste Management (SLWM). SBM(G) convergence between different verticals of financing and various schemes of Central and State Governments. Apart from budgetary allocation from Department of Drinking Water and Sanitation and the corresponding State share, remaining funds will be dovetailed from 15th Finance Commission grants to Rural Local Bodies, MGNREGS, CSR funds, and revenue generation models, etc., particularly for SLWM.

### **Initiative for Waste to Wealth**

The DDWS is working in close coordination with Principal Scientific Advisor to PMO for identifying new decentralized and cost effective technology solutions to support in: cleaning and rejuvenating water bodies in rural areas, grey water faecal sludge management, single use plastic waste management, animal waste management towards realizing the concept of Waste to Wealth.

### **GOBARDhan**

GOBARDhan was launched by Government of

India in April, 2018 as a part of Biodegradable Waste Management component under Swachh Bharat Mission (Grameen) with the aim to positively impact village cleanliness and generate wealth and energy from cattle and organic waste. The main focus of GOBARDhan is keeping villages clean, increasing the income of rural households, and generation of energy and organic manure from cattle waste.

Department of Drinking Water and Sanitation is coordinating the efforts of various Ministries as the National Coordinator of the programme and will provide technical and financial assistance to States/UTs for implementation of GOBARDhan. Unified portal of GOBARDhan has been developed and launched on 3rd February 2021 (<http://sbm.gov.in/gbdw20>).

The portal will monitor the progress/achievements of all stakeholder Ministries/Departments under the unified approach and will also capture the details of Biogas and CBG plants installed/supported since 2018 under GOBARDhan Scheme of Department of Drinking Water and Sanitation, Sustainable Alternative Towards Affordable Transportation (SATAT) of

Ministry of Petroleum and Natural Gas and Waste to Energy Programme of Ministry of New and Renewable Energy.

**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



Prime Minister Shri Narendra Modi with the Secretary-General of the United Nations and Sanitation Ministers of the different country's at the Mahatma Gandhi International Sanitation Convention. October 2, 2018, New Delhi.



Ministry of Information and Broadcasting  
Government of India