



SWACHHA BHARAT – CHALLENGES & WAY FORWARD

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ABSTRACT

After Prime Minister Mr. Narendra Modi announced the making of 'Swachha Bharat' into a mass movement and linking it to economic activity to ensure greater participation, mission Swachha Bharat (Clean India) has been launched. 'Mission Swachh Bharat' (Clean India) launched October 2, with Mahatma Gandhi as the the inspiration, to create a clean India of his dreams by 2019, his 150th birth anniversary. The Prime Minister has said that the pursuit of cleanliness can be an economic activity, contributing to GDP growth, reduction in healthcare costs, and a source of emploument.

INTRODUCTION:

Linking cleanliness to tourism and global interest in India, the Prime Minister has said world calss levels of hygiene and cleanliness are required in India's top 50 tourist destinations, to bring about a paradigm shift in the country global perception.

The Swachh Bharat Abhiyan (SBA), plan to make India Open Defecation Free (ODF) India by 2019 by construction of individual, cluster & community toilets; and villages will be kept clean, including through solid and liquid waste management trough Gram Panchayats. Water pipelines have to be laid to all villages enabling tap connection into households on demand by 2019. This is to be achieved through co-operation and convergence of all Ministries, Central & State schemes, CSR & bilateral/multilateral assistance as well as new & innovative ways of funding such interventions.

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CHALLENGES :

Mindest: About 590 Million persons in rural areas dedecate in the open. The mindset of a major portion of the population habituated to open defecation needs to be changed. Many of them already have a toilet but prefer to defecate in the open. The biggest challenge therefore is triggering behaviour change in vast section of rural population regarding need to use toilets.

Other problems like problems of convergence between MNREGA and NBA, need for availability of water for use of toilets, how to deal with toilets already constructed which have become defunct/ dysfunctional, inadequate dedicated staff at the field level for implementation of rural sanitation have also to be dealt with.

WAY FORWARD

- ☛ Changing mindset is very important, Since most of the IEC funds are with States, the State Governments will have to focus on Inter Personal Communication (IPC) through students, ASHA workers, Anganwadi, Doctors, teachers, Block Coordinators etc., including house to house visits. Also, distribution of information through short film CDs, use of TV, Radio, Digital Cinema, pamphlets will be carried out. Local & National Sports/ Cinema icons are required to be engaged by States of prepare AV messages to spread the message of safe sanitation practices to change mindsets.
- ☛ Conjoint approach through District Level conjoint DPRs for piped water supply and Household latrines will be done water and sanitation simultaneously, for approval by the State Level Scheme Sanctioning Committees (SLSSC). Such toilets can also be reconstructed, as also non-entitled APL toilets through microfinance and under priority sector lending window of banks. Strengthening of administrative infrastructure at state level is proposed through merging of drinking water supply and sanitation departments to avoid the unnecessary duplication and confusion at present. Block coordinators and Swachata Doots are being now engaged on contractual basis.
- ☛ Inter Persona; Communication through NGOs, SHGs, School children, local women's group etc for dissemination of information and for motivation of the people would also be explored.
- ☛ A SPV is proposed to be set up within the Mission as Company under the Companies Act. It will source out Govt. and non-Govt. funds, including CSR funds and interalia also implement CSRprojects. It will also act as a specialized PMC for water & sanitation jobs entrusted to it by the Centre and States. Also it will process PPP cases having revenue streams, say community water treatment plants etc. The PMC would also take on jobs if required by States for preparation of district DPRs, for water and



sanitation and for multi-village pipeline projects covering several districts and will also undertake IEC/IPC activities as PMC on payment basis by Centre/States.

TARGETS :

- ☛ Under the Swachh Bharat/NBA Yojana 8.84 crore HHs have to be covered with individual toilets in next 5 years till 2019. The present growth in number of toilets is 3% of the households which will be triped to 10% to achieve Swachh Bharat by 2019. From present construction of 14000 toilets daily, this Action Plan proposes to increase the the construction to 48000 toilets daily.
- ☛ A further 2.27 crore toilets (fallingin non-entitled APL plus defunct toilet categories) are to be covered by persuasion, peer pressure plus using trigeer mechanism, Information, Education and Communication (IEC) and Inter Personal Communication (IPC) methods, as also with help of NABARD/SIDBI who could arrange loans, microfinance & priority sector lending to construct these toilets. There is Jan Bhagidari contribution of Rs. 900 per beneficiary, which will continue. The beneficiary can always contribute more than this to obtain a superior toilet.

DELIVERY MECHANISM :

To strengthen the Delivery mechanism in sanitation in rural areas the following shall be carried out.

- a. There shall be a Memorandum of Understanding with States, on water and sanitation in which states will commit to a Swachh Bharat by 2019, as also to creating by 2015 an unfied structure at structure as State level for implementation of both water and sanitation, with interchange ability of funds between water and sanitation.
- b. Releases to States with 'Just in time' concept be adopted by Centre to avoid extra cost fo funds to GOI.
- c. Funds to be released on projectised basis, on basis of FR/DPR of a district as a whole both for Water and sanitation.
- d. At the Central level and SPV, (to be set up) acting as a e.g. Community toilets, Water purification etc. The SPV will also effectively carry out IEC/IPC activities.
- e. Enable a system of small loans through egencies like NABARD, SIDBI (or Banks through priority sector lending without co-lateral) to those households for the construction of toilets which are either not eligible for Incentives or need funds to construct better toilets maybe with bathing space.



- f. Developing a Block Level cadre of Sanitation Coordinators who shall be the main support to GPs in disseminating information and strengthening capacity sanitation activities.
- g. Identifying a Swachhata Doot for each GP in the country, equipping him with skills on sanitation and giving him Performance linked incentives.
- h. Intensive Monitoring at the HH level shall be taken up through the MIS of the Ministry. Besides senior officers of Centre & State should directly talk to the Sarpanches to get feedback.
- i. Annual Sanitation Survey will be taken up with focus on capturing data on actual usage of built toilets.

The Nirmal Gram Puraskar will be discontinued and a Swachh Bharat Puraskar launched with widened focus of awarding PRIs (GPs, BPs and ZPs) and also to Institutions, Individuals, officials, best practices, NGOs etc.

REFERENCES

- 1) Kurushetra Feb. 2018
- 2) Yojna Aug. 2017
- 3) Yojna Oct. 2013