



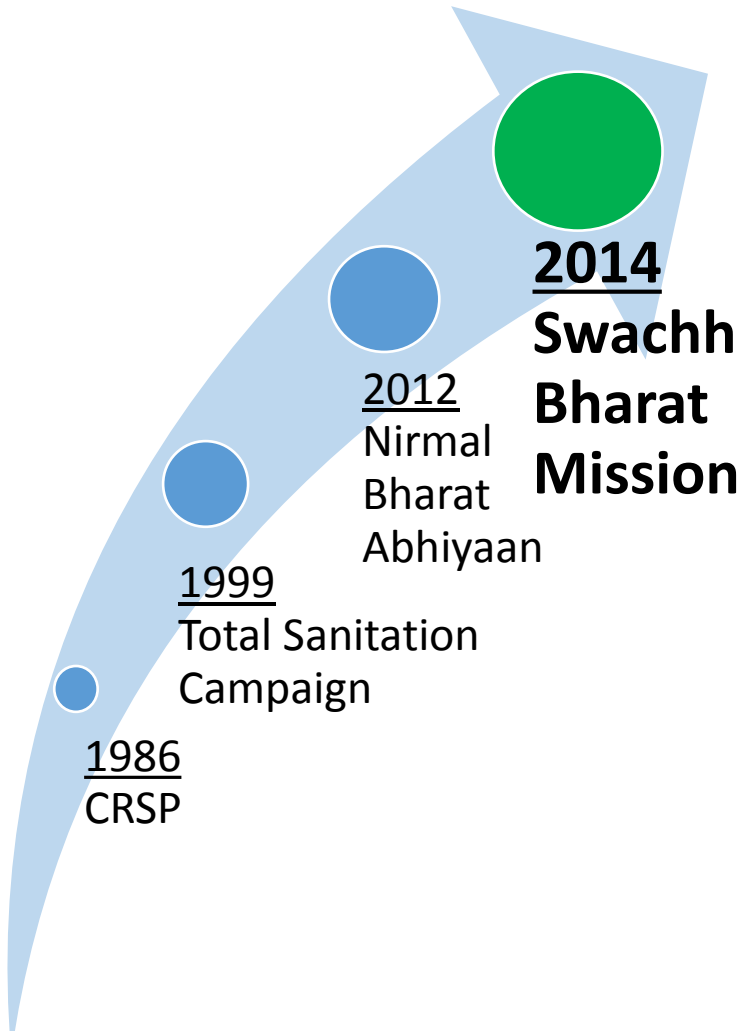
Swachh Bharat Mission (Gramin)

The Clean India Mission

February 20th, 2017



How is Swachh Bharat different

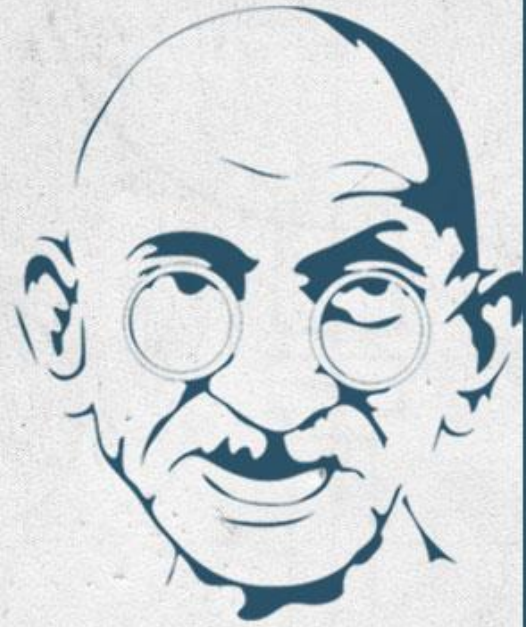


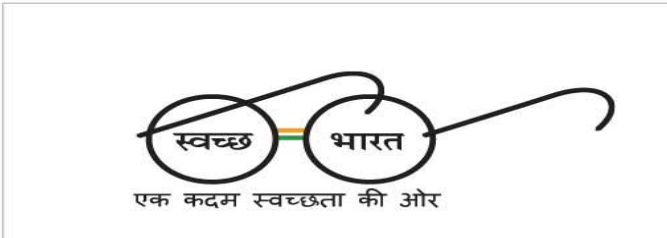
MINISTRY OF DRINKING WATER AND SANITATION



India's first mass movement for a Clean nation – Swachh Bharat Mission

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





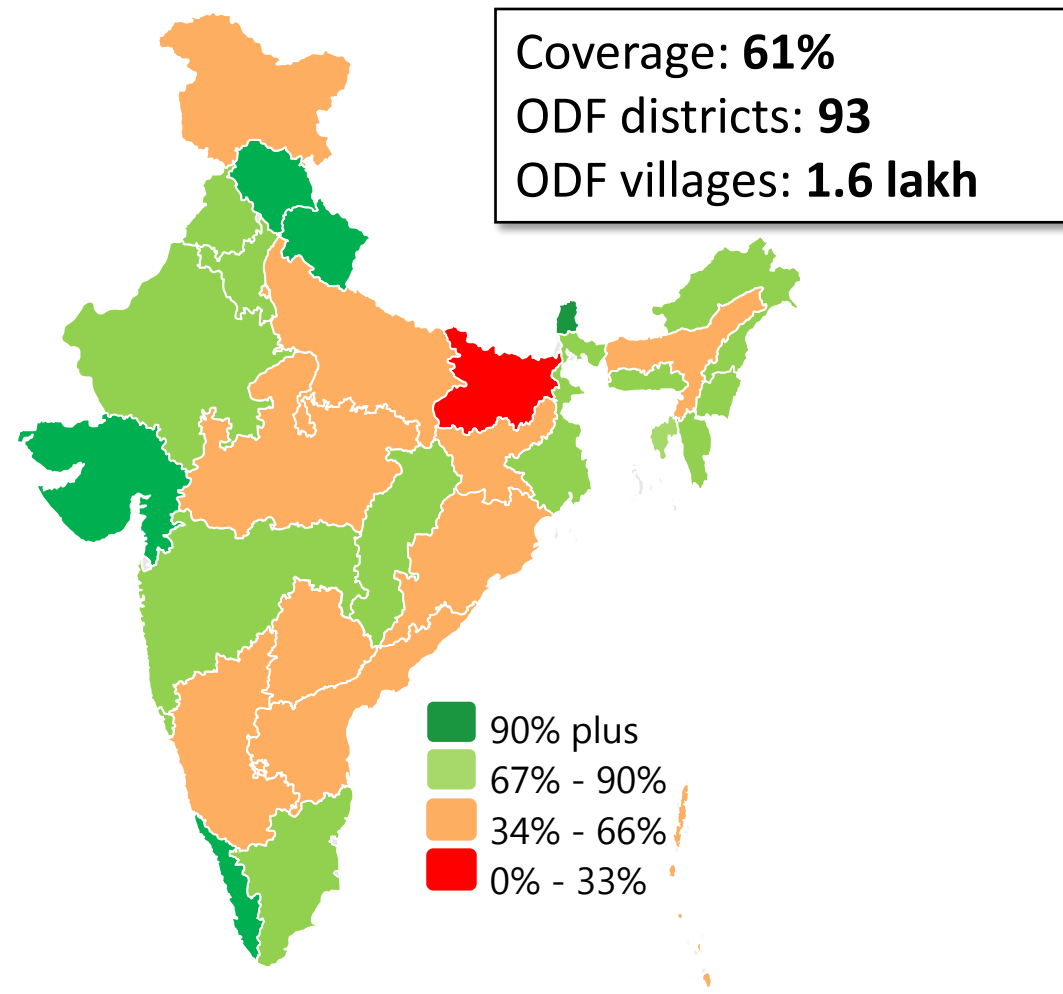
Progress so far

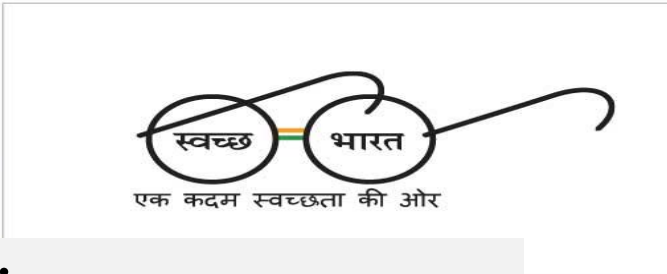
Launched on 2nd October 2014

(Sanitation Coverage gone up from 42% to 61% since launch, 1.6 lakh villages ODF)

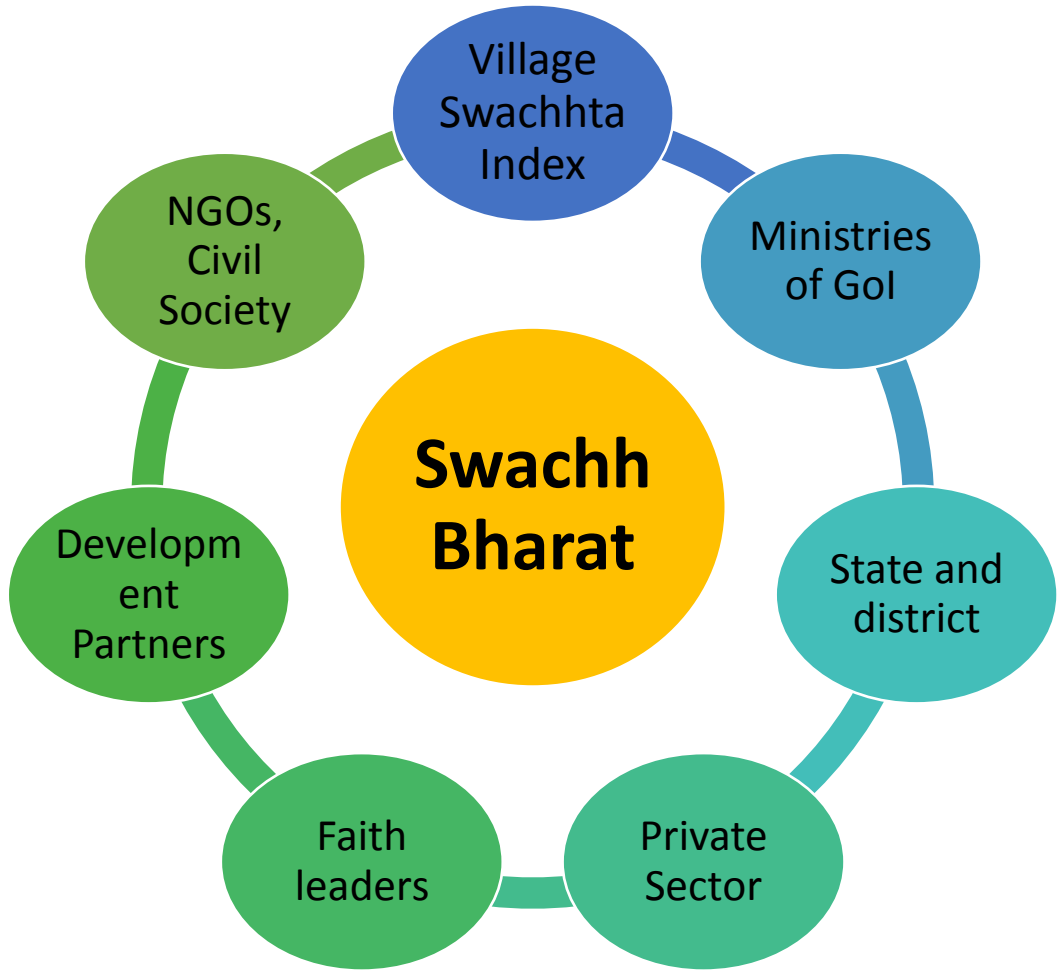
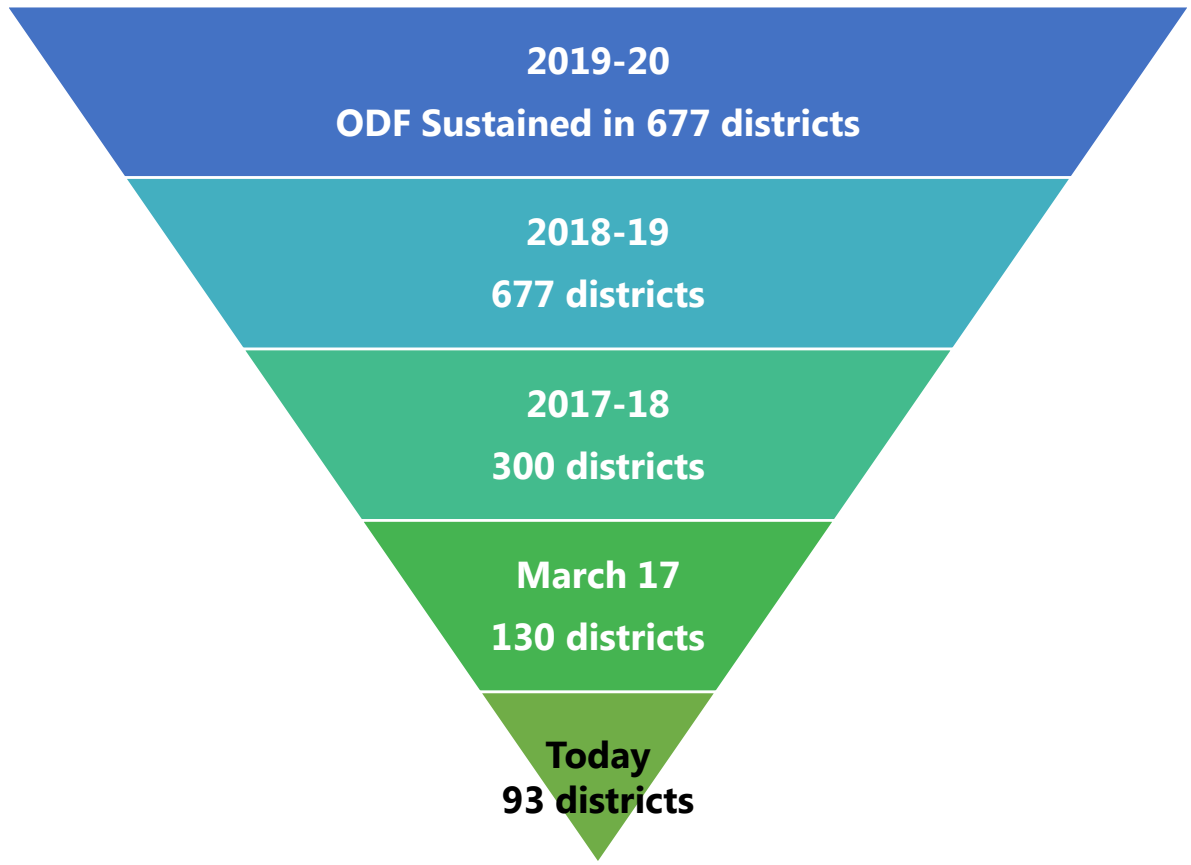
Focus on **usage** of toilets through **behaviour change** and **community processes**

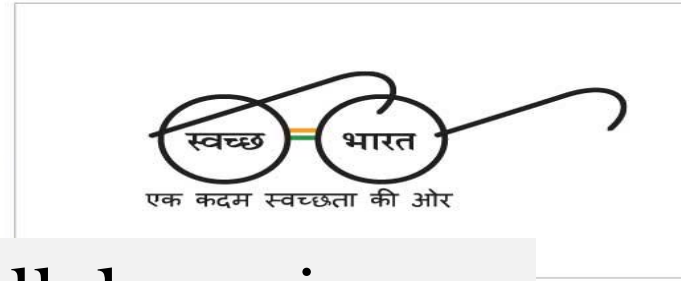
Focus on achieving **ODF+** (ODF + SLWM + General Cleanliness)





Making Sanitation Everybody's Business





Initiatives for learning, monitoring and collaborating

Dist Swachh Bharat
Preraks

**Village Swachhta
Index**

Swachhta Action
Plans (SAP)

SwachhApp and
Dashboard

Gathering of 6000
women
Sarpanches on
March 8

Swachh Sangrah
(Knowledge
Management
Portal)

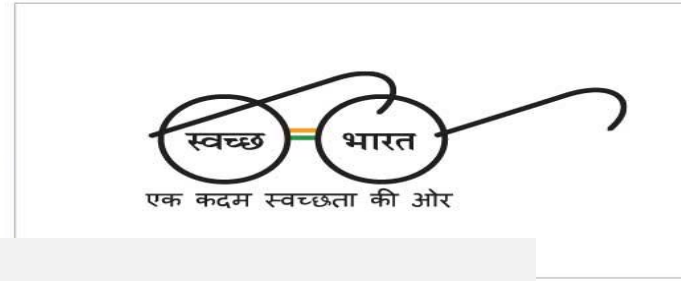


Growing importance of LWM in “Rurban” India

Large Dense Villages (LDVs) and Census Towns (CTs) are administratively rural, and house 11.72 million households as per the 2011 Census

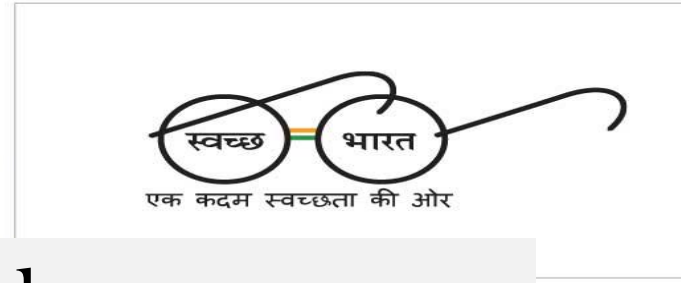
CPR projections state that 3100 new LDVs/CTs may come up by 2021

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



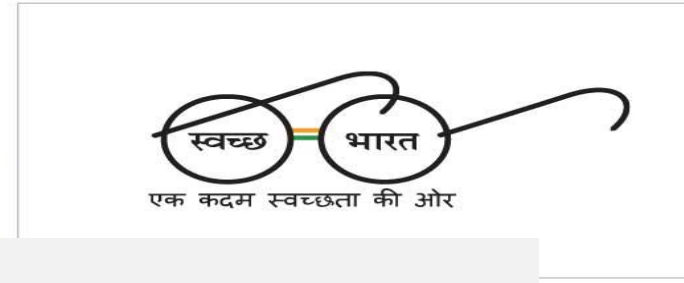
LDVs are particularly vulnerable

- 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

Thank you