



Swachhata From Idea to Reality

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Arun Jaitley

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Mahatma Gandhi International Sanitation Convention



The President, Shri Ram Nath Kovind releasing the publication at the inauguration of the Mahatma Gandhi International Sanitation Convention, organised by the Ministry of Drinking Water & Sanitation, in New Delhi on September 29, 2018. The Union Minister for Drinking Water & Sanitation, Sushri Uma Bharti, the Minister of State for Housing and Urban Affairs (I/C), Shri Hardeep Singh Puri, the Minister of State for Drinking Water & Sanitation, Shri Ramesh Chandappa Jigajinagi, are also seen.

A four –day international convention on sanitation - the Mahatma Gandhi International Sanitation Convention - was organised by the Ministry of Drinking Water and Sanitation in New Delhi to mark the beginning of the 150th birth anniversary celebrations of Mahatma Gandhi, also coinciding with the fourth anniversary of the launch of Swachh Bharat Mission. More than 160 international representatives from 68 countries were amongst the 350 attendees at the convention of whom were fifty-three international Ministers of sanitation.

The Convention was inaugurated by the President, Shri Ram Nath Govind on 29th September, 2018 . In his inaugural address , the President noted that “an open defecation free India is the best 150th birthday gift we could give Mahatma Gandhi”

Following the opening plenaries, a series of parallel technical sessions examined key sanitation-related topics, including strategic partnerships, urban sanitation and fecal sludge management, gender and inclusivity sustainability of ODF communities sanitation as everyone's business and technology and innovation..

On the second day of the Mahatma Gandhi International Sanitation Convention, 116 foreign delegates including sanitation ministers visited select sites related to the life and work of Mahatma Gandhi on the “Gandhi Trail”. The delegation first visited Punsari village, an example of the success of the Swachh Bharat Mission (SBM). For the 5,100 residents, each home has a functional toilet with a water facility. Since it was declared open defecation free, not a single child has dropped out of school. The delegation showed keen interest in the twin pit toilet technology used in India, which is a low-cost, eco-friendly and easy to use toilet technology, suitable for large parts of rural India.

The visitors viewed the local health facility and took note that the infant and maternal mortality rates are zero. They also visited the school, anganwadi and interacted with villagers about the toilets they had built in their homes. They also undertook tree plantation, visited a micro compost pit and drainage as part of SLWM work in the village. The delegation visited Dandi Kutir at the Mahatma Mandir complex and paid homage to Mahatma Gandhi at the Sabarmati Ashram in Ahmedabad.

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Let noble thoughts come to us from all sides
Rig Veda

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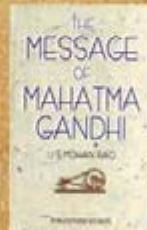
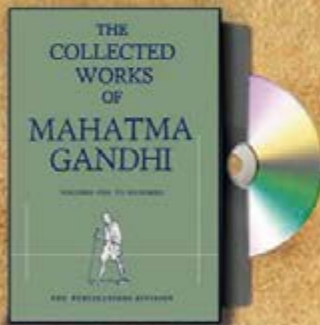
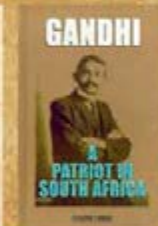
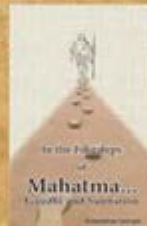
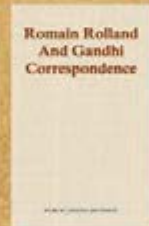
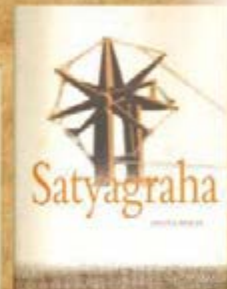
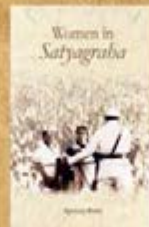
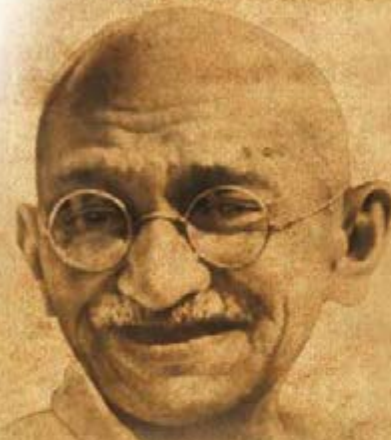
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"Swachhata – A Way of Life"

Swachhata or cleanliness is a concept that touches every one's life. Right from brushing teeth and having a bath to washing hands before and after every meal, cleanliness is an essential part of our daily routine. A clean person, however, is not the one who runs away from dirt but who takes time and effort to tidy up his environment as well. Most people keep their homes clean; but don't hesitate to dirty their surroundings. From throwing one's household waste on the streets to spitting on roads, there is no limit to what an unclean person can do to his surroundings.

This is what the Father of the Nation appealed for, in his call for Swachh Hindustan. 'Cleanliness is next to Godliness' – For Mahatma Gandhi this was not just a thought but a way of life. Gandhiji not only preached cleanliness but also practiced it himself. His concept of cleanliness was not just cleanliness of the body but also of the soul. He wanted to see a Bharat that was not only open defecation free but also had clean body and soul.

India has registered a sustained economic growth in the last few years. But it still faces a huge economic loss due to poor hygiene and sanitation. Inadequate sanitation poses serious issues for economic growth of the country by manifesting itself in the form of poor health, death, losses in education and overall productivity and well being of its people. According to the World Bank, India loses 6.4 per cent of GDP annually because of this particular reason. Perceiving this, Prime Minister Narendra Modi launched Swachh Bharat Mission on 15th August 2014, from the ramparts of the Red Fort and set a target to build a clean and open defecation free India by 2019, the 150th birth anniversary year of Mahatma Gandhi, as a befitting tribute.

While the Ministry of Drinking Water and Sanitation was the core implementing Ministry, the mission components have now become Everyone's Business. Political will, public policy and people's involvement has made Swachh Bharat Abhiyan a people's movement. Swachhata Pakhwadas, rallies, awareness campaigns through village panchayats, large scale construction of toilets, solid waste management, monitoring through swachh survekshan and star ratings for garbage free cities are gradually bringing about behavioral change. Students, swachhagrahis, sarpanchs, district collectors, civil society and media– have carried the message of 'Swachhata hi Seva' to the masses. Swachhata icons like Amitabh Bachchan and Sachin Tendulkar have been roped in to popularize the use of toilets.

Core ministries like Health and Women and Child Development are making all out efforts to address specific issues within their sectors. Initiatives like Kayakalp, VISHWAS- a village based initiative to synergise health, water and sanitation campaign, Bal Swachhata Mission, construction of toilets, provision of clean drinking water facilities inanganwadis and child care institutions have played a major role in taking this mission forward.

Youth serve as the primary messenger and leader for bringing about change of any kind. Ministry of Human Resource Development, through its educational institutions, has taken upon itself to use this segment to cultivate a culture of cleanliness. On similar lines, other Ministries like Railways, Rural Development, Petroleum, Housing and Urban Affairs, through their large network of trains, railway stations, petrol pumps and smart cities and villages, are working on the entire sanitation value chain of water supply, safe disposal and treatment of waste, and maintenance of infrastructure in mission mode. And this mission is already on its path to make 'Swachhata' a way of life.





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A People's Movement

Arun Jaitley



When the Prime Minister of India, announced the Swachhata campaign in his Independence Day Speech of 2014, some believed that the scheme would be a photo-opportunity with very little progress. In the history of independent India, this is one scheme which the people of India snatched away from the Government and converted into a 'people's movement.'

There has, in the past, been a general distrust of Government schemes. The principal reason for this is that either the benefits don't reach the targeted or that the projected parameters are never achieved. However, there are schemes with a difference. The Swachh Bharat Abhiyan is arguably the most successful one.

Swachh Bharat Abhiyan

When the Prime Minister of India, announced the Swachhata campaign in his Independence Day Speech of 2014, some believed that the scheme would be a photo-opportunity with very little progress. In the history of independent India, this is one scheme which the people of India snatched away from the Government and converted into a 'people's movement.' When the scheme was announced, the rural sanitation coverage of India was 39 per cent. The Prime Minister announced a target that India be made 'open-defecation free' when we celebrate 150th Birth Anniversary of Mahatma Gandhi in 2019. The symbolism was appropriate since

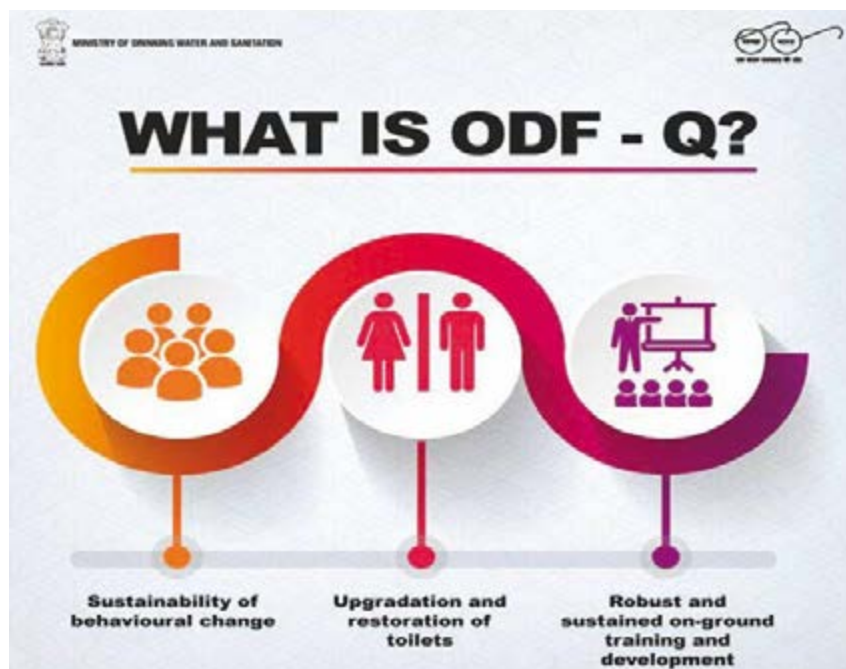
Gandhiji had given a lot of emphasis on Swachhata. As we have completed nearly four years of the scheme, 39 per cent rural sanitation coverage has increased to a phenomenal 92 per cent. This was not an easy goal to achieve. This involved a behavioural change of the people. Many in the rural areas were initially reluctant.

But this 'people's movement' has today transformed into a 'women's movement' with rural women playing a leading role in the programme. We all knew that the dignity of women demanded the privacy of toilet. However, women of India are now stepping beyond their roles as mere beneficiaries of this programme to leaders of it today. For example, construction of toilets has always been a male bastion. In many States, however, thousands of rural women have been trained as masons and, with the assistance of Self-Help Groups, are now becoming the primary force in driving a State to be declared free from open defecation. Women becoming a bread earner through construction of toilets added to the family income.

The hygiene in the utilization of the toilet is also a preventive

The Prime Minister announced a target that India be made 'open-defecation free' when we celebrate 150th Birth Anniversary of Mahatma Gandhi in 2019. The symbolism was appropriate since Gandhiji had given a lot of emphasis on Swachhata.

The author is Union Minister of Finance and Corporate Affairs, Government of India.



past have always refrained from giving benefits to these 2.5 million workers ostensibly on revenue consideration. Notwithstanding the pressure on the Budget, the Government has given almost a 50 per cent hike in the first go to these workers. This will go a long way in addressing the grievance of these workers. □

(E-mail: fmo@nic.dot.in)

Success Story

Punjab to launch a bilingual ODF sustainability mobile App

Punjab is the first State to launch an ODF sustainability App under its 'My Village My Pride' campaign. The sustainability App is one of its kind, to cover all parameters related to sanitation as well as sustainability.

The app has the following features:

- It allows for online submission of complaints regarding open defecation which will help sustain the State's ODF status.
- Thereafter, the complainant can track progress of the complaint.
- Any community member who has been left out of the programme and does not have a toilet for some reason, can access a toilet application form through the App.
- Besides, the App has a social media corner and a sanitation gallery where all IEC materials and creatives can be viewed.

My Village, My Pride campaign also features various competitions between villages – ODF awareness, Morning Nigrani, cleanliness drive, women mohallas, soak pit awareness, and solid waste segregation. Prizes will be awarded for top performing groups at district, block and state levels.

healthcare scheme. Global experts believe that the SBM will have saved over three lakh lives in the country by the time we become 'open-defecation free' in 2019. Toilets in several parts of India have been named "Izzat Ghar". This is for the first time that the subject matter in the toilet construction campaign has taken central stage of the national agenda. It has become a subject matter of popular discussion. The Government of India has made available all the funds required for making this scheme a success. This scheme will go a long way in improving the quality of life of India's rural population, particularly women.

With rural roads, rural electrification, rural Awas Yojana, toilets and a cooking gas connection with foodgrain provided at a modest cost, the quality of life of India's rural poor will get a quantum jump. Additionally, when the Ayushman Bharat, which provides upto Rs.5 lakhs per family per year as hospitalisation expense, is fully implemented, this will change the quality of life of India's rural population.

Revision of Amount

The Central Government has

announced the decision to enhance the compensation paid to the Anganwadi workers and the Asha workers. The Anganwadi workers are the mainstay of the National Nutrition Mission. There are approximately 12.9 lakh Anganwadi workers and 11.6 lakh Anganwadi helpers in position. These benefits would be available to these 24.9 lakh Anganwadi workers and their families.

The remuneration of the Anganwadi workers has been raised from Rs.3000/- to Rs.4500/- per month; the mini Anganwadi workers from Rs.2250/- has been increased to Rs.3500/-. Remuneration of Anganwadi helpers has been increased from Rs.1500/- to Rs.2250/- per month.

These workers will also get an incentive of Rs.500/- per month and Rs.250/- per month respectively on the basis of the real time monitoring of performance. The Government had earlier made a significant increase in the cost norms for both pregnant and lactating mothers and for severely malnourished children.

This has been a long term demand of the Anganwadi workers and their helpers to give them a reasonable remuneration. Governments in the



SWACHH BHARAT MISSION (GRAMEEN)

एक कदम स्वच्छता की ओर

SBM(G) PROGRESS UPDATE

Rural India has crossed the mark of **90%** sanitation coverage, **8.2** crore toilets having been constructed since the launch of SBM in 2014. **4.2** lakh villages, **434** districts and **19** States/UTs have been declared ODF.

39%
(October 2014)

91%
(August 2018)

Impact of Sanitation



Financial and Economic Impact

In an Open Defecation Free village, each family saves over **Rs. 50,000** per year on account of avoided medical costs, time savings, lives saved.

* UNICEF Study, 2017



Impact by way of lives saved

Over **3 lakh** lives saved by 2019 due to improvement in sanitation under the Swachh Bharat Mission.

* WHO Study 2018



Health Impact

46% higher cases of diarrhoea among children in non-ODF areas

* Sanitation Health Impact Assessment Study 2017 by Bill & Melinda Gates Foundation (BMGF)

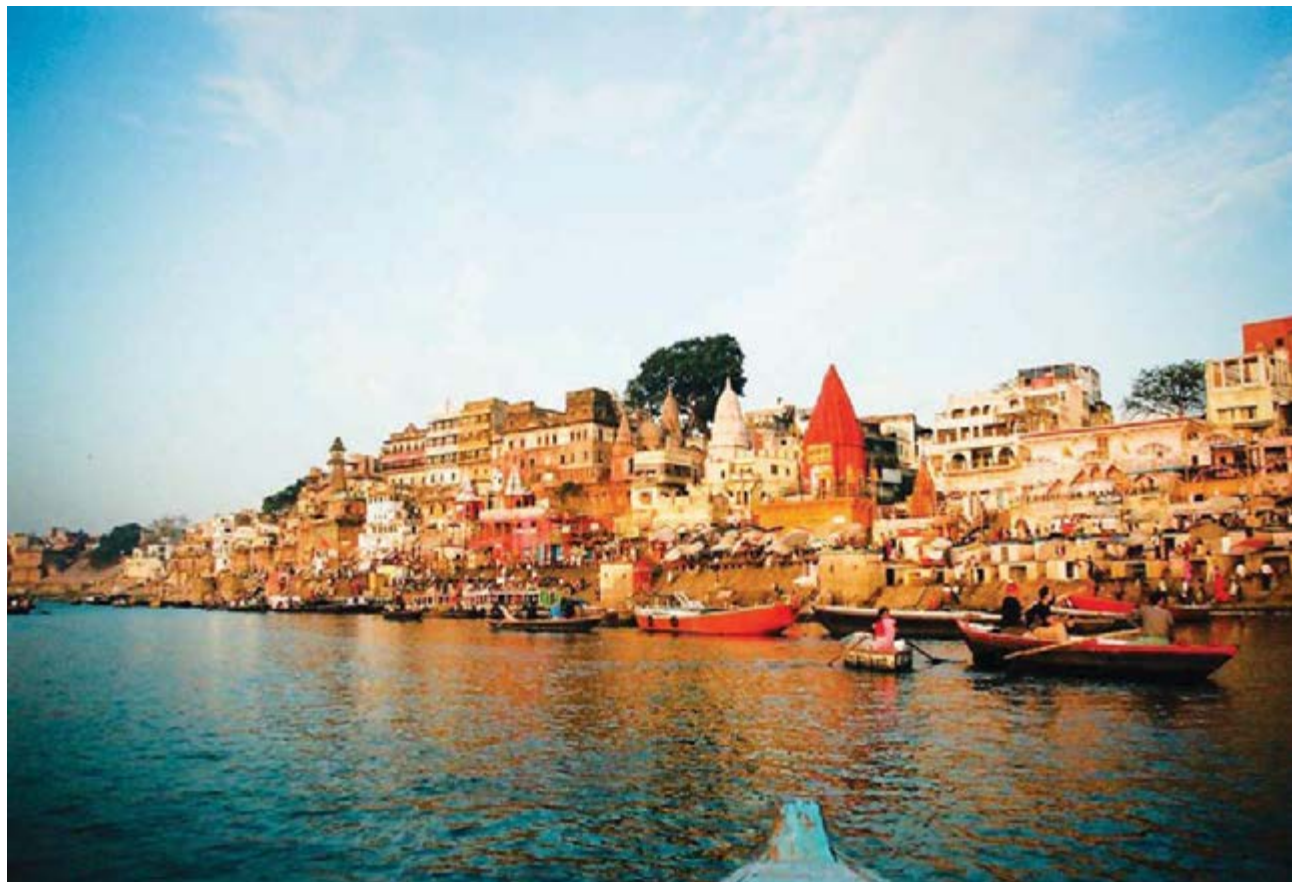


Impact on gender equality

Reports published by the International Monetary Fund (IMF) in 2017 & 2018

- **10%** reduction in time spent by women involved in household and child care
- **1.5%** increase in the proportion of women in the workforce

As on August 27, 2018



On the Road to Swachh Bharat

Nitin Gadkari

When the Prime Minister gave a clarion call for Swachh Bharat on October 2, 2014, he knew the task ahead was daunting. The sanitation infrastructure in the country was grossly inadequate, millions of people defecated in the open, effective waste management was an almost alien concept and maintaining cleanliness occupied little or no priority in society. If providing sanitation infrastructure for 125 crore people was a challenge,

then invoking a sense of cleanliness among them and effecting behavioural changes was even more difficult. But fulfilling Mahatma Gandhi's dream of a clean and hygienic India is a major commitment for the government. It is also an integral part of our Prime Minister's vision for a New India. So, over the past four years, the government has worked consistently in this direction towards creating sanitation infrastructure like toilets and waste management facilities

and running sustained awareness campaigns to motivate people to adopt cleanliness as a way of life.

For me as the Minister of Water Resources, River Development and Ganga Rejuvenation, one of the major *Swachhata* challenges has been the cleaning of River Ganga to restore its *Aviralta* and *Nirmalta*—its continuous and unpolluted flow. This is a problem that has only been compounded over the years despite many programmes by

The author is Union Minister for Road Transport & Highways, Shipping and Water Resources, River Development and Ganga Rejuvenation, Government of India.

“ ...all these above endeavours have shown positive results because of good coordination and support from multiple agencies involved at every step – the central and state agencies, the NGOs, and, most important, the people of the country who are gradually getting motivated by the image of a Swachh Bharat and are willing to work to realise the dream ”

past governments to address it. Ganga has multiple sources of pollution. About 2953 million litres of sewage generated by 97 towns along the banks enter the river untreated everyday. The sewage treatment infrastructure in these towns is inadequate, and in many cases defunct for want of proper maintenance. The problem will only get compounded as population grows in these towns, generating more waste. Then there are untreated effluents from industrial sources, solid waste from the towns and villages along the river banks, agricultural waste, open defecation waste, and polluted tributaries and *nallahs* emptying into the river, all contributing to the load of pollutants. Comprehensive cleaning of the river requires infrastructure, systems and practices that can intercept pollutants from each of these sources regularly, and on a sustained basis. This calls for coordinated and concerted action from multiple agencies – central, state, private as well as the participation of people living along the river.

Cleaning the Ganga

While earlier efforts to clean Ganga have not yielded much result, the recent government initiative, Namami Gange programme launched in 2015 has made good headway in this direction. For the first time a separate ministry was made for Ganga Rejuvenation in 2014 and Namami Gange was approved as a flagship programme with an outlay of Rs 20,000 crore in 2015. The National Mission for Clean Ganga that is responsible for implementing the programme was declared as an Authority under Environment Protection Act 1986, giving it more powers in 2016, and State and District Ganga Committees were established in 2017.

The Rs 20,000 crore allocation for the period 2015-2020 under this programme is the largest provision made in the history of Ganga cleaning so far. 240 projects worth Rs 22,238 crore have already been sanctioned under the programme so far. These

projects include sewage infrastructure, ghats and crematoria, river front development, river surface cleaning, institutional development, biodiversity conservation, afforestation, and rural sanitation. 64 of these projects have been completed and the rest are at various stages of execution. 97 towns have been identified along the mainstream of river Ganga, generating 3603 MLD (estimated for year 2035) of sewage. The existing sewage treatment capacity in these towns is only 1651 MLD, and will be enhanced under the programme. Out of these 97 towns, the ten most polluting towns of Haridwar, Kanpur, Allahabad, Farrukhabad, Varanasi, Patna, Bhagalpur, Kolkata, Howrah and Bally are being covered extensively under STPs.

Innovative Models

We have also brought in some innovative models in the sector like the Hybrid Annuity Mode and One-City One-Operator concept where all new and existing STPs will be under charge of one private operator, ensuring better upkeep and maintenance. The STP project coming up in Mathura is a unique one. It has been awarded on HAM mode under One-City One-Operator Concept. The same private operator will build a new STP of 30 MLD capacity, upgrade three old STPs of 38 MLD capacity and be responsible for running and upkeep of all STPs. The IOCL refinery at Mathura will reuse the waste water, buying it at a rate of Rs 8.70 per litre. This will save 2 crore litres of Yamuna water that was being used by IOCL, and make it available for other usage.

In addition, 16 projects have been taken up on Ganga tributaries, like Yamuna (Sonapat and Panipat in Haryana, Delhi, Mathura and Vrindavan in UP), Ramganga (Moradabad, UP), Saryu (Ayodhya, UP) and Kosi



While earlier efforts to clean Ganga have not yielded much result, the recent government initiative Namami Gange programme launched in 2015 has made good headway in this direction.

Kishan Meghawala @KishanMeghawala · 12 Dec 2017

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Thank you so much @MORTHIndia @nitin_gadkari @mansukhmandviya
@narendramodi
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The National Highways Authority of India is in the process of providing separate ladies and gents toilets on both upside and down side of toll plazas, and all 372 toll plazas across the country will get covered by March 2019.

(Nagachia, Bihar). These projects are for creating 1353 MLD sewage treatment capacity at a cost of Rs 3028 crore. More projects will soon come up in nearly 68 towns on other tributaries of the river.

What works for this 100 per cent centrally funded programme is that it is comprehensive and integrated, allowing collaborative action between state and central agencies, and brings Ganga and its tributaries under one umbrella. It also has a dedicated budget for 5 years and the O&M cost for 15 years is included in the project to ensure its continued maintenance.

Many private companies are also taking up projects to clean Ganga, renovate the ghats and crematoria or do afforestation along the banks under their CSR activities. Many self-motivated individuals are also coming forward for afforestation, ghat cleaning and other such work. Known as Ganga Praharis they motivate other people to help keep the river and its banks clean.

Given all the work that has been done so far or is in the pipeline, we can claim that Ganga will be 70-80 per cent clean by March 2019 and fully clean by the end of 2020.

Swachhata in the Roads

Swachhata is also a major priority in my two other ministries –Road Transport and Highways and Shipping. We are promoting the use of waterways as a cheaper and more environment friendly mode of transport. Around 111 waterways have been declared as National Waterways and will be developed for transport. Work is already on for developing 10 of these waterways including Ganga and Brahmaputra. In addition to this, I am also trying to promote the use of cleaner fuel like Ethanol, Methanol, Bio-Diesel, Bio CNG and electricity in the transport sector as alternatives to petrol and diesel.

The National Highways Authority of India is in the process of providing separate ladies and gents toilets on both

upside and down side of toll plazas, and all 372 toll plazas across the country will get covered by March 2019. Litterbins and hoardings carrying the Swachhata message along with the message of discouraging littering at these sites are also being put up. Road Ministry is also trying for generation of less waste during road building and using waste material like flyash, plastic, oil slag and municipal waste for construction of highways.

The Shipping Ministry and all organisations under it took up a twenty two point agenda for renovation of rooms and toilets, cleaning of wharfs and sheds, auction and disposal of all unserviceable items and unclaimed goods, beautification and cleaning of parks etc. Regular training is also being imparted to staff to generate awareness about cleanliness.

Green Ports

The Ministry of Shipping has also focussed on the setting up of 'Green Ports' for sustainable, environment -friendly and long term development of ports. Recently Visakhapatnam Port Trust was adjudged as the winner in the category of Outstanding Renewable Energy User in the service sector in India by the Indian Federation of Green Energy. The port consumes 1.2 MU of power per year and 100 per cent of its power consumption is being met from green energy.

I must point out that all these above endeavours have shown positive results because of good coordination and support from multiple agencies involved at every step – the central and state agencies, the NGOs, and, most important, the people of the country who are gradually getting motivated by the image of a Swachh Bharat and are willing to work to realise the dream. Cleaning up India was a difficult mission that we started in 2014. But four years down the line, we, as a country, can take collective pride in claiming that we have covered significant ground in this direction and positive results are coming in. ■

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PM receives UNEP Champions of the Earth Award

The Prime Minister was awarded the 'UNEP Champions of the Earth' award, the United Nations' highest environmental honour. The Award was presented by UN Secretary General Antonio Guterres at a special ceremony in Pravasi Bharatiya Kendra, New Delhi on October 3. The award was announced on 26th September, on the sidelines of 73rd UN General Assembly at New York City,

The Prime Minister has been selected in the leadership category for his pioneering work in championing the International Solar Alliance and for his unprecedented pledge to eliminate all single-use plastic in India by 2022.

The annual 'Champions of the Earth' prize is awarded to outstanding leaders from government, civil society and the private sector whose actions have had a positive impact on the environment.



The Prime Minister, Shri Narendra Modi being presented the "Champions of The Earth" award by the Secretary General of the United Nations, Mr. Antonio Guterres, at a function, in New Delhi on October 03, 2018. The Union Minister for Science & Technology, Earth Sciences and Environment, Forest & Climate Change, Dr. Harsh Vardhan is also seen.

PM interacts with Mission Gange Delegation

A group of about 40 enthusiasts with experience in mountaineering, who are embarking on an expedition to raise awareness on cleaning the River Ganga, called on the Prime Minister recently. The group includes 8 mountaineers who have successfully climbed Mount Everest, and is led by Ms. Bachendri Pal, the first Indian woman to reach the summit of Mount Everest.

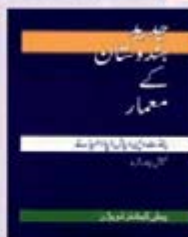
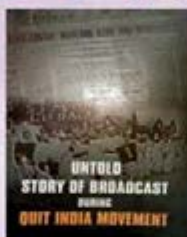
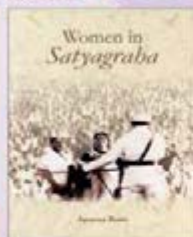
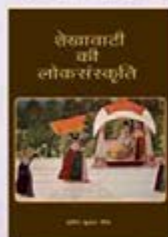
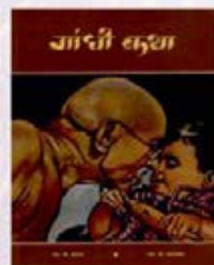
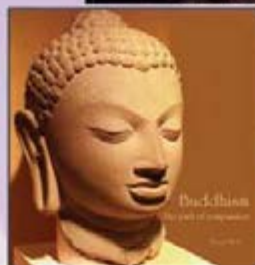
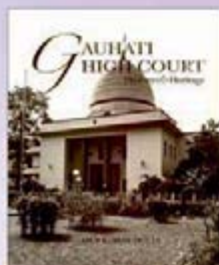
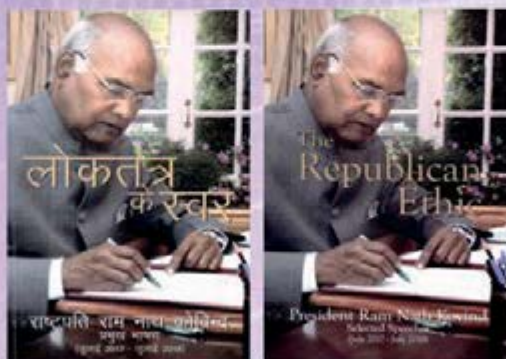
The expedition, which has been inspired by the Union Government's "Namami Gange" campaign, has been named "Mission Gange." The month long rafting expedition, will see the group travel through the river from Haridwar to Patna, with halts at Bijnor, Narora, Farrukhabad, Kanpur, Allahabad, Varanasi, and Buxar. At each of these nine cities, the group will raise awareness about keeping the Ganga clean, and also undertake cleaning activities.

Interacting with the group, the Prime Minister appreciated the group members for undertaking this initiative. He underlined the importance of a clean and vibrant River Ganga. He particularly urged the group to reach out to school children as part of their awareness activities in the cities they are transiting through.



The Prime Minister, Shri Narendra Modi with the participants of 'Mission Gange', in New Delhi on October 04, 2018. The Director, TSAF, Ms. Bachendri Pal is also seen.

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The government is making all out efforts to bring about large scale development in the villages and cleanliness is the most important component of this effort. If the villages are not clean then the development of the villages will remain incomplete

Towards Clean and Healthy Villages

Narendra Singh Tomar

Our country lives in her villages and only when the villages are developed the holistic and inclusive development of the country is possible.

Under the leadership of the Prime Minister, the Government is committed to all round development of rural areas. But this dream of development would remain unfulfilled without making rural India clean. The government is making all out efforts to bring about large scale development in the villages and cleanliness is the most important component of this effort. If the villages are not clean then the development of the villages will remain incomplete. Many innovative efforts are being made which have transformed or are in the process of transforming the lives of the crores of people living in rural areas. An initiative that has made marked

contribution in changing the quality of life of rural people is the Swachh Bharat Mission.

The objective of Swachh Bharat Mission, launched by Minister on October 2, 2014, is to make human life cleaner, healthier and dignified. Cleanliness is not only a life-force but also the cornerstone of human development. No community and society can be successful till it is clean. The goals related to education, health, poverty alleviation, human development etc. cannot be achieved in the absence of cleanliness.

Cleanliness also contributes significantly in the economic development of the nation. The Prime Minister had given a clarion call for building Clean India in his first Independence Day address from the ramparts of Red Fort. He accorded

national priority to cleanliness. While launching Swachh Bharat in New Delhi, the Prime Minister had said that it is our social obligation as the citizens of India to fulfil Gandhiji's vision of Clean India in the year 2019 on the occasion of his 150th birth anniversary. Today the whole nation is in unison with that call. The people of different sections of the society have promoted this peoples' movement of cleanliness and it still continues in full zest. Every day, crores of Indians are joining the India clean-up initiative. Today 22 states, 468 districts and more than 4 lakh 68 thousand villages in the country have become open defecation free (ODF). Since October 2, 2014, more than 8.59 lakh individual household toilets have been constructed. On October 2, 2014, the sanitation coverage was 38.70 percent and currently it is 93.90 percent. Such a huge progress has not

The author is Union Minister of Rural Development, Panchayati Raj and Mines, Government of India.



been seen anywhere in the world in the field of hygiene and cleanliness. This great effort of India has presented a unique example before the world about how the nation can be enthused and inspired on the issue of social concern. Today, inspired from this program of India, many countries of the world are planning on this pattern to improve their sanitation conditions.

Transforming the Destiny of our Villages

Swachh Bharat has transformed the face and destiny of the village today. Studies have revealed that in every house of an Open Defecation Free village, about Rs. 50000 are being saved because the family is saving on the expenditure otherwise being incurred on treatment of various diseases. The rural families are utilizing this savings to acquire new amenities and facilities, to provide better education to the children, and to improve their standard of living. People's health related expenses have come down and they are able to work for more days. According to a study by the World Health Organization, with the implementation of Swachh Bharat Mission, every year we have successfully prevented a large number of children from becoming victims of deadly diseases in rural areas and the situation is continuously improving.

Unique Initiatives

Swachh Bharat has also led to certain unique initiatives in rural areas that have never been seen before. Women associated with Self Help

Groups have made commendable contribution in the cleanliness movement. They have invested their savings in cleanliness related works and thus played an important role in making the environment and surroundings beautiful and clean. Women members of Self Help Groups have extended financial help to many families who were trapped in the financial crisis. Self Help Groups have also helped in strengthening social harmony through many efforts of mutual cooperation. Our Panchayat representatives have also shown commendable interest in Swachh Bharat Mission. They drew up effective schemes to make their Panchayats ODF, implemented them enthusiastically and efficiently and made significant contribution to their sustenance. The Panchayats have made sincere efforts to not only connect the masses with this program and with the cooperation of all made the village panchayats ODF, but they have also promoted environment related cleanliness by undertaking activities related to solid and liquid waste management.

Swachh Bharat Mission has now acquired the form of a mass movement and with the aim to take it forward, the Rural Development Ministry has taken a number of measures through its ambitious scheme Mahatma Gandhi National Rural Employment Guarantee Act- MGNREGA. This includes awareness promotion among the village panchayats towards cleanliness in the rural areas and encouraging and training villagers to take up activities related to livelihood creation .The

Ministry is engaged in construction of individual household toilets and soakage pits, solid waste management (Vermi / NADEP compost pits), works related to solid and liquid waste management (drainage channel, liquid bio-compost, recharge pits, toilets in schools and Aanganwadis, soakage channels, village drains, construction of water stabilization ponds and water conservation works to make used grey water (dirty water) useful. It is being emphasized that every village Panchayat becomes a clean Panchayat.

Managing Waste Water

Management of the waste water is a big challenge for the whole world today. Whether it is rural area or urban, the lack of planning and infrastructure for waste water management leads to unclean life situations. It causes spread of diseases and infections. In this connection, we are happy to inform that for waste water management in Telangana state soakage pits are being constructed through MGNREGA at family and community level. In the same way, in Nanded district of Maharashtra MGNREGA funds were utilized for making soakage pits which has helped to get rid of mosquitoes in the villages. The scheme was implemented in about 30 villages. Together they ensured that by constructing soakage pits, breeding of mosquitoes would be controlled so that the people of the villages sleep peacefully and protected from diseases caused by mosquitoes. Construction of



Lingpui water tank of Tlengnam R G Block in Aizawl district of Mizoram was started as an innovative experiment under MGNREGA. This water tank is built in the shape of an airplane along the road leading to the airport in Aizawl district. There are also public taps in the tank premises which provide safe drinking water. Toilets have been constructed in tank premises which can be used on payment basis. With these facilities and arrangements in place, this tank has become a multipurpose asset. It is also earning income for Gram Panchayat.

Haryana Government has developed a five pond system in rural areas for stabilization of waste water under MGNREGA. The main objective is to ensure proper disposal of waste water in rural areas and to clean the environment of the village by ensuring better living conditions. Ariad Gram Panchayat in Matilakam block of Thrissur district of Kerala has started a project to produce construction material. The cement-concrete blocks fabricated under this project were used for MGNREGA works like construction of individual household toilets. Under MGNREGA scheme vermicomposting units are also being constructed.

Individual Sanitation

Substantial amount of MGNREGA funds are being spent on the activities related to rural cleanliness and the results have come out as anticipated. During the financial year 2014-15, Rs. 92435 lakhs have been spent on the construction of individual household toilets through this scheme. During the last financial year, the expenditure was more than Rs.13, 935 lakhs. On the construction of Soakage pits, the expenditure was more than Rs. 15598 lakhs during the last financial year as compared to Rs. 2938 lakhs for the financial year 2014-15. During the financial year 2014-15 Rs. 1676 lakh rupees were spent on solid waste management by way of constructing vermi/NADEP compost pits while more than Rs. 54853 lakh were spent last year on these works. During the financial year 2014-15, Rs. 49512



lakh were spent on solid and liquid waste management works like drainage channels, liquid bio fertilizer, recharge pits, school and aanganwadi toilets, soakage channels, village drains and stabilization ponds. As compared to this, in financial year 2017-18 more than Rs. 85221 lakh were spent on these works. About Rs. 471230 lakh were spent on water conservation works in financial year 2014-15. However, as compared to this amount Rs. 692216 lakh were spent in financial year 2017-18. In all works related to cleanliness Rs. 617792 lakh were spent in financial year 2014-15, Rs. 698357 lakh in 2015-16 and Rs. 987822 lakh in 2017-18. During the current financial year also about Rs. 593070 lakh have been spent till now on all works related to cleanliness. This way a substantial amount of MGNREGA funds have been spent or are being spent in activities related to overall cleanliness of rural areas.

Physical Achievements

If we look at the physical achievements in the area of rural cleanliness through MGNREGA we find that during the financial year 2014-15, 13.88 lakh individual household toilets have been constructed using MGNREGA fund. About 7 lakh toilets


have been constructed during the financial year 2015-16, about 7.5 lakh toilets in financial year 2016-17 and about 9 lakh toilets in financial year 2017-18 by using MGNREGA funds. In the financial year 2016-17, rapid construction of soakage pits was witnessed. As compared to construction of 37000 soakage pits in financial year 2015-16, the number has markedly increased to 421553 in financial year 2016-17. In the financial year 2017-18 also more than 219000 soakage pits were constructed. Solid waste management through constructing vermi/NADEP compost pits has also shown significant progress. Works related to this has increased from 5000 in 2014-15 to 182000 in 2016-17 and 254000 in 2017-18. Solid and liquid waste management through works like drainage channels, liquid bio fertilizer, recharge pits, school and aanganwadi toilets, soakage channels, village drains and stabilization ponds has also shown significant progress. In the financial year 2015-16, 82564 such works were completed. The number of such works increased to 382725 in financial year 2016-17. During the financial year 2017-18, also more than 183000 such works have been completed. MGNREGA funds are being utilized efficiently in water conservation works

which have also shown good progress. Under infrastructure development related to water conservation about 276000 works were completed during the financial year 2014-15, 277000 in the financial year 2015-16, 600000 in the financial year 2016-17 and about 384000 in the financial year 2017-18.

Meeting Challenges

All these facts and data clearly indicate that the government is focussed on the development of rural areas and making the villages clean in every respect. For the development of the villages, country's lifeline, in true sense Ministry of Rural Development is making concerted efforts to ensure overall cleanliness in the rural areas. This is an aspect which cannot be ignored. MGNREGA, the country's most ambitious scheme being implemented by the Ministry of Rural Development, has understood its importance and thousands of its success stories have proved that the citizens of our country have become aware of the importance of cleanliness in the village and they are resolving to make rural India clean and maintain cleanliness in the villages.

The village panchayats are not only focusing on cleanliness through individual household toilets now but also taking steps to clear waste through vermicomposting pits. Panchayats are playing a critical role in the maintenance of clean environment by taking up activities like drainage channels, liquid bio fertilizer, recharge pits, school and aanganwadi toilets, soakage channels, village drains and stabilization ponds under the implementation of MGNREGA. However, considering the diversity of the villages in the country it should be kept in mind that no one model of sanitation can be adopted for all 238617 Gram Panchayats in India. Yes, we have to focus on developing such measures which are easy to adopt, economical and have minimum technical limitations. MGNREGA's revolutionary initiative to make rural India clean and its effective implementation by the present government has started to show constructive results.

In fact, this innovative initiative of the Rural Development Ministry is improving ecological balance and helping immensely in taking the country's rural population towards a clean and healthy environment. Our Prime Minister has launched the 'Swachhata Hi Sewa' programme from September 15, 2018 to October 2, 2018. The enthusiasm of people participating in this program is very commendable. In this regard, I would like to request to all the dear villagers of our country that they do not to limit it to October only and make it an integral part of their daily life, make it a habit and work on regular basis to clean their villages, streets, environment and surroundings, thereby contributing to the prosperity of rural life. Indeed, this will be their unique contribution to building of a new India. 

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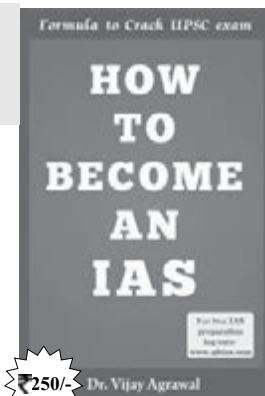
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Swachhata: Juggernaut of Change

Dharmendra Pradhan



Both MoP&NG and MoSD&E have passionately supported this mission and mobilized all resources towards fulfilling the vision of a Swachh and Swasth Bharat. Landmark policy changes and resolute initiatives have laid the foundation stones for a clean, green and healthy India

When the Prime Minister of India launched the Swachh Bharat Abhiyan at the occasion of Gandhi Jayanti on October 2, 2014, he perhaps began one of the greatest social missions in recorded history. Never before have over 1 billion people aspired and worked together for a common objective in such a short span of time. Four years have passed since and the Swachh Bharat Abhiyan has moved from a vision into a juggernaut of change. While we still haven't summited the task of universal Swachhata, there has been an unprecedented improvement across the country. Sanitation coverage in India has increased from 38 per cent in 2014 to 90 per cent in 2018. Over 9 crore toilets have been constructed and more than 4.5 lakh villages have been declared Open Defecation Free (ODF). Millions of people today have access to Swachhata through toilet facilities, clean drinking water and a cleaner environment leading to better health. The World Health Organization recently reported that the Swachh Bharat Mission will result in averting more than 300,000 deaths between 2014 and October 2019. Most importantly, Swachhata has moved from being an individual construct to a catalyst for behavioral change in India.

I, in my personal capacity, and

as the Union Minister of Petroleum & Natural Gas (MoP&NG) and Skill Development and Entrepreneurship (MoSD&E), am wholeheartedly committed towards fulfilling the objectives of Swachh Bharat Abhiyan. Both MoP&NG and MoSD&E have passionately supported this mission and mobilized all resources towards fulfilling the vision of a Swachh and Swasth Bharat. Landmark policy changes and resolute initiatives have laid the foundation stones for a clean, green and healthy India. Under the Swachhata Action Plan, an inter-ministerial action plan for the Swachh Bharat Abhiyan, MoP&NG allocated the 4th highest budget among all Government of India (GoI) ministries, at Rs. 335.68 crore for 2017-18 and recorded a 120 per cent achievement with an expenditure of Rs. 402 crores.

The Oil & Gas Central Public Sector Enterprises (CPSEs) and their Joint-Ventures (JV), which are among the largest corporations in India, have not only undertaken multifaceted projects around their core business offerings and Corporate Social Responsibility to build infrastructure that supports sanitation, but also spiritedly participated in this social movement towards attaining the goals of Swachh Bharat Abhiyan. It is my pleasure to share with you how far we have progressed in our endeavor since October 2014. This is an ode to the will, innovation and

The author is Minister of Petroleum and Natural Gas and Skill Development and Entrepreneurship, Government of India.

grit displayed by men and women of team MoP&NG and MoSD&E towards fulfilling the dream of a Swachh and Swasth Bharat.

Amenities in Petrol Pumps

Petrol pumps of nationalized Oil Marketing Companies (OMC) form one of the densest retail networks in the country. Every day, countless Indians fuel their vehicles at these pumps and so, sanitation amenities at petrol pumps would benefit hundreds and thousands of commuters. Thus, a mission-mode plan to provide clean toilets, clean drinking water and waste disposal facilities across all OMC petrol pumps was launched under the Swachh Bharat Abhiyan. At the time of writing, over 55,784 out of 56,601 OMC petrol pumps have toilet facilities. Underpinning MoP&NG's commitment towards women's safety and dignity, as of September 2018, separate toilets for men and women are available in nearly 90 per cent of the feasible petrol pumps on National Highways and State Highways. The Swachhata@petrolpump app leverages technology putting consumers at the forefront to monitor, report and ensure cleanliness of the toilets at outlets across India on real time basis. Making available user-friendly and well-maintained separate toilets for men and women in every OMC petrol pump across



India is an ongoing task and we are determined to achieve it.

Making Cooking Women Friendly

Since millennia, women of India have been choking helplessly over the kitchen choolha. Exposure to the smoke produced by a firewood/coal/cow-dung burning choolha, apart from causing alarming household pollution and deforestation, also adversely affects the health of women and children causing several respiratory disorders. This debilitating choolha also chains women to the chore of cooking depriving them of an opportunity to earn a livelihood and paralyzing their

social equity. The Prime Minister empathized with the suffering of these millions of underprivileged women and families in India, who could not afford clean cooking fuel like LPG and set out to bring a Blue Flame Revolution. Since the launch of the Pradhan Mantri Ujjwala Yojana (PMUY) on 01.05.2016, more than 5.51 crore LPG connections have been released for women from underprivileged and SC/ST communities in India. Bolstered by the stories of transformation in the lives of these families, the Prime Minister has set a new PMUY target of 8 crore LPG connections by 2020. To assess its impact on the environment, consider that LPG penetration in India from Independence till 2014 was about 54 per cent. The LPG penetration at the time of writing in 2018 is 88 per cent.

Improving Fuel Efficiency

As India accelerates its economic development, the increasing consumption of petroleum transport fuels is directly linked with atmospheric pollution. In line with India's climate change commitments at COP21 in Paris, the Central Government has taken several policy measures and interventions to reduce vehicular emissions and improve fuel efficiency. India has





followed the regulatory pathway for fuel quality and vehicle emissions standards termed as Bharat Stage (BS) and successfully implemented BS IV norms at petrol pumps all across the country in April 2017. Further, the Government has taken a bold decision to leapfrog from BS IV to BS VI fuel norms directly. BS VI standard fuel is significantly less polluting than BS IV, and comparable to global standards such as Euro VI. BS VI has been proactively launched at petrol pumps in Delhi from April 2018 and will be rolled-out pan India by April 2020.

Biofuel Policy

Pertinent to India's challenge of balancing climate change with rapid economic growth, biofuels hold great promise. While we have progressed beyond an agrarian economy, agriculture is still inextricably linked with the lives of millions who depend on their fields for a livelihood. Most readers in the northern parts of the country would be familiar with the intense smog over the skies during winter due to burning of agricultural residues by farmers. With an objective of addressing both the environmental

pollution from burning of agricultural waste and generating additional income for Indian farmers, the government approved the landmark National Policy on Biofuels in 2018. Plans are afoot to set up twelve 2nd generation bio-refineries which will be capable of generating bio-ethanol from agricultural residue. So far we have already achieved 4 per cent ethanol blending in petrol leading to a 7.8 million MT reduction in green house gas emissions and forex savings of \$1520 million from fuel imports, and our target is to reach 10 per cent ethanol blending in petrol. Great potential also lies in the employment of used cooking oil as a potential feedstock for biodiesel which will not only augment fuel production, but also prevent diversion of used cooking oil in the food industry. MoP&NG has also driven an aggressive capacity expansion in its solar and wind energy projects since 2014. The installed wind energy projects by oil & gas CPSEs has increased from 299.60 MW in 2010-14 to 369.80 MW in 2014-18. The installed solar energy projects by oil & gas CPSEs has gone up from

15.63 MW in 2010-14 to 70.87 MW in 2014-18.

The oil & gas CPSEs are among India's most profitable corporations with a commitment to spend 33 per cent of their CSR funds on Swachh Bharat activities. They have undertaken a wide gamut of activities under Swachh Bharat Abhiyan which have brought about a lasting impact on the lives of thousands of people. Under the Swachh Vidyalaya Abhiyan sub-project, oil & gas CPSEs have constructed more than 21,750 school toilets across the country, 95 per cent of them in rural areas, which are being used by more than 5 lakh girls. There has been a significant reduction in drop-out rates across these schools showcasing how Swachhata can open doors for education and empowerment.

Swachhata in Tourist Locations

While the history of India is preserved in the glory of its monuments, we have all seen the garbage left behind by heavy tourist footfall at these iconic places. It is most appropriate then to spread the message of Swachhata at these

locations which are visited by thousands every day. Ten such iconic places of historical and religious importance were identified and adopted by oil & gas CPSEs for upkeep and maintenance across the length and breadth of the country - Tirumala Tirupati Devasthanam, Tirupati; Kamakhya Temple, Guwahati; Taj Mahal, Agra; Vaishno Devi, Katra, Jammu; Meenakshi Temple, Madurai; Golden Temple, Amritsar; Gangotri; Yamnotri; Gaya and Kalady.

Some of the most innovative projects undertaken by oil & gas CPSEs include a Bandicoot robotic manhole cleaner installed by Indian Oil Corporation in Thanjavur, Tamil Nadu which replaces manual scavenging. An Oil & Natural Gas Corporation (ONGC) project installed eco-friendly incinerators at locations in Gujarat and Rajasthan for disposal of used sanitary parts benefitting thousands of rural women. ONGC also provisioned 3 water ATMs and solar RO water purifiers at locations in Assam, Jharkhand and Tripura which are used by more than a lakh people. Bharat Petroleum Corporation Limited has installed 33 Micro Composting Centers to generate compost from 174 MT daily at Avadi and Poonamallee in Tamil Nadu. Hindustan Petroleum Corporation Limited collaborated with the Tata Trust to provide washing facilities at 300 schools for more than 50,000 students, in four States. The MoSD&E signed an MoU with the Ministry of Drinking Water & Sanitation in July 2018 to train over 50,000 masons in twin-pit toilet construction. Skill India has developed new job roles for skill training oriented at waste management, such as agri-residue aggregator and waste management manager.

It is the vision of the Prime Minister that Swachhata goes beyond this GoI program and becomes a way of life for India. Initiatives such as the fortnightly

Success Story

Kerala launches the first biogas plant under GOBAR-Dhan

Kerala has taken the lead by setting up the country's first bio-gas plant under the GOBAR-Dhan scheme. The Thuruthi waste treatment plant in Pappinissery Gram Panchayat of Kannur district will treat bio waste collected from public spaces, including community and commercial spaces such as markets.



GOBAR-Dhan (Galvanizing Organic Bio Agro Resources Dhan) Scheme has been conceptualized with an aim to convert waste into bio energy, gas and compost which would not only benefit the people but also maintain cleanliness in the villages.

The new plant in Kannur has a capacity of treating 1000 kg of waste per day. As far as technology is concerned, Nisargruna biogas technology devised by BARC (Bhabha Atomic Research Centre) has been used at the plant.

It is expected that around 25 M3 of biogas will be obtained from the plant as a by-product. The gas will be used as boiler fuel in the adjoining chicken waste rendering plant.

Bio-gas, the most common form of bio-fuel, is a clean form of energy and can be obtained from cattle dung, poultry droppings, crop residue, kitchen waste, etc.

Gobar-Dhan will benefit rural people in general and women in particular as it would improve both health and village cleanliness. The initiative will support recovery of biodegradable waste and convert it into a rich resource, while providing economic benefits to farmers and households.

observance of Swachhata Pakhwada and Swachhata hi Sewa provide an opportunity to showcase and celebrate the core messages of the Swachh Bharat Abhiyan. Embracing these opportunities, MoP&NG and MoSD&E have enrolled thousands of people into the cleanliness mission through Shramdhaans in public areas and innovative walkathon and cyclothon rallies. I am proud to share that the Ministry of Petroleum & Natural Gas was awarded the Swachh Bharat Inter-Ministerial Award in Swachh Bharat National Awards 2017. Indeed, Swachh Bharat Mission has now become a 'Jan Andolan' with massive people's

participation and has created a sense of responsibility across society. However, we have a long way to go. Next year on October 2, 2019, we will celebrate the 150th birth anniversary of Mahatma Gandhi. It would be a befitting tribute to the founding father of the nation to achieve a 100 per cent ODF India.

"So long as you do not take the broom and the bucket in your hands, you-cannot make your towns and cities clean." – Mahatma Gandhi

Jai Hind!

(E-mail: min.png@nic.in)

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YE-929/2018

Sanitation Revolution: Implementation at Scale

Parameswaran Iyer



The SBM is setting an example for the rest of the world to move towards improving sanitation for all and achieving the United Nation's Sustainable Development Goal 6 in mission mode and ensuring that behaviour change communication in all its forms is the only tool for sustainable change

As a country, India presents a magnificent diversity with 29 states and 7 union territories and a population of 1.3 billion people, almost 70 per cent of which live in 600,000 villages, within 700 districts. However, as was the case until 2014, juxtapose that snapshot with 600 million people (approximately 60 per cent of the world's open defecators) practicing open defecation across the country. Imagine the spread of diseases, loss of productivity time, risk of violence especially for women and children, and the lack of basic human dignity.

Everything changed, however, on August 15, 2018, when, in his

first Independence Day speech the Prime Minister of India, took to the ramparts of the Red Fort and put India on a historic journey – the journey for an Open Defecation Free (ODF) India, a Swachh Bharat.

Never before had a Prime Minister put sanitation at the forefront of the national development agenda. From being a major cause of the world's sanitation crisis, with about 600 million people defecating in the open, about 500 million people now have access to toilets through a sanitation revolution which has taken place over the last four years. Today, India has a rural sanitation coverage of over 95 per cent - a percentage that we could not have ever envisaged in

The author is Secretary, Ministry of Drinking Water and Sanitation, Government of India.



our wildest dreams 4 years ago. After building a phenomenal 87 million individual household toilets, as many as 5.1 lakh villages, 529 districts and 25 States and Union Territories are now open defecation free. Further, a recent, independent large-scale household survey under the World Bank support project found that 93 per cent of the households surveyed which had toilets used them, confirming the behavior change focus of the Swachh Bharat Mission.

In this entire process, the Swachh Bharat Mission has become a household name with people from all fields – students, teachers, corporates, civil society and the government contributing to making this country clean and green. Even more significant is the fact that the movement has led to inclusive development, catering to all sections of the society – irrespective of age, caste, gender, religion and physical ability.

How did India move from being the largest contributor to open defecation to implementor of the largest behaviour change campaign in the world? Over the years, global experts on sanitation have repeatedly emphasized that the key strategy to achieve behaviour change was to use techniques such as the Community Approach to Sanitation (CAS) and Community Led Total Sanitation (CLTS); yet in 2014, it was clear that

although some of the aforementioned tools were necessary, they were not sufficient when one of the major challenges was the sheer size of the problem.

The Swachh Bharat Mission (SBM), therefore, had to change and amplify strategy, in order to address, what we like to call, the challenge of the 4 Ss.

Scale. To meet the need to change the behaviour of 600 million people, the SBM had to acknowledge the scale it was dealing with and respond with a national Team Swachh Bharat with the caliber to change the behaviour of the individual, as well as the community. This team today includes 120 million school students, 1 million masons (of which 100,000 are women), 500,000 swachhagrahis, 250,000 Sarpanches, 700 District Collectors, 400 Zila Swachh Bharat Preraks, 20 prominent brand ambassadors; all lead by the single Communicator-in-Chief, the Prime Minister of India.

Speed. A sense of urgency needed to be created to kick start and roll through the campaign. The Prime Minister's clarion call also set a sunset clause, October 2, 2019, for the Mission, in order to avoid a drip-drip approach, and gave impetus to India's sanitation campaign.

Speed was also required in setting up the team, which is only as good as its

weakest link. By creating the team from scratch, the SBM had to first ensure each individual in the team believed. This was true behaviour change in the very leadership which would take the Mission forward and gave rise to the PM-CM-DM-VM model. The Prime Minister gave the vision of an ODF India by October 2019, the Chief Ministers led at the State level, District Magistrates prioritized sanitation and put the focus on the SBM, further empowering the Village Motivators, the swachhagrahis, to partake in inter-personal communication, and lead behaviour change in the villages.

Stigmas and Myths. The SBM could not set forth in its objective of changing behaviour and attitudes of the masses without acknowledging the stigmas and myths held for generations by the different communities. There were various common myths in rural India regarding sanitation – toilets are only required for women and children, having a toilet within the premises of one's home is impure, cleaning the toilet is not one's own duty, and many more.

Along with addressing these on the ground, at a central level, mass media campaigns were launched, each with their own messages and myth busters. The Darwaza Band campaign, starring Bollywood icons Amitabh Bachchan and Anushka Sharma, moved beyond access to toilets and communicated the need to use toilets, not just by women and children, but by each and every member of the household. The media buzz caught on with popular culture as was with the release of Toilet Ek Prem Katha, a blockbuster film starring Akshay Kumar, which gave a holistic picture of the troubles, obstacles faced mainly by women, and the eventual achievement of safe sanitation practices in the community.

Sustainability. With the sanitation revolution gaining momentum, the SBM also maintained its parallel focus on sustaining the jan andolan and the progress being made on the ground. The following were key elements of the sustainability strategy:



initiative was Swachh Survekshan Grameen 2018 under which an independent sanitation survey was conducted across 6980 villages in 698 districts of the country.

That the mission has become the world's largest sanitation campaign is not an exaggeration. Indeed, it has transformed into a jan andolan with people at all levels working tirelessly to change behaviour and meet targets. Needless to say, the contribution of the women is by far the greatest – not only because the mission has afforded them the dignity and security they need; but also because it guarantees the well-being of their families and the community at large. And the women met the challenge head on – sacrificing their free time, taking on sanitation activities in addition to taking care of their families, standing up against authority, taking on roles that were predominantly for men, such as building toilets.

Our greatest sources of motivation in this ODF journey are the stories of behavior change – of people standing up, demanding their right to sanitation access: Here are a few instances of our SBM Champions:

- When mason's training was offered to women, Sunitha Devi enthusiastically joined the programme and learned to build twin pit toilets in the proper way. Seeing her skill, the district

- ODF-Quality (ODF-Q): Requires every toilet constructed under the Mission to be geo-tagged. All villages are subject to a double verification system, which includes self-declaration as well as third party verification. In case of any report of poor quality, rapid response of reports and actions is sought by the State governments.
- ODF-Sustainability (ODF-S): Ensures continuous behaviour change communication, to remain much after the achievement of ODF. Operation and Maintenance practices (O&M) are important for sustained usage, and the SBM further supports institutional mechanisms and financial incentives to keep the safe sanitation practices going. In addition, the Ministry of Drinking Water and Sanitation is currently working on a Ten-Year Sanitation Strategy for sustainability post-SBM.
- ODF plus (ODF+): SBM goes beyond toilets and works towards clean villages by prioritizing solid and liquid waste management practices in ODF villages, as well as the prioritization on rural water supply for ODF villages, in coordination with the National Rural Drinking Water Programme.

Over the past four years, MDWS has been constantly working with all other Ministries of the Government, the State Governments, local institutions,

non-government and semi-government agencies, corporates, NGOs, faith organisations, media and the rest of the stakeholders; thereby making Swachhata everyone's business and not only that of the sanitation departments. In this regard, a host of special initiatives and projects have been implemented.

Among these are initiatives such as Swachhata Pakhwada (where all Union Ministries/Departments take up swachhata related activities for a fortnight each) , Swachh Iconic Places (a multi-stakeholder initiative focusing on cleaning up 100 places across India that are iconic due to their heritage, religious and/or cultural significance), Swachhata Action Plan (where 76 Ministries/Departments have earmarked funds worth 5248 crore for their Swachhata plans) and making villages along the banks of the Ganga River ODF. The most recent



Success Story

Murshidabad makes great strides in ODF-S

Slipping back of a community into the former practice of open defecation (OD) is very common among ODF (open defecation free) villages. To prevent this, the district administration of Murshidabad in West Bengal has planned massive ODF Sustainability and Re-verification activities.

Over the last few months, as many as 5000 volunteers comprising of government officials, community facilitators have visited all households, met people through a transect walk, checked the functional status of toilets of institutions and inspected former common open defecation areas. This exercise brought in a population of more than 80 lakh under review and recorded their behavioral changes.

Significantly, people were given the liberty to choose their toilet design, as long as they kept the sub structure as per the approved design. This helped a great deal in developing a sense of ownership among people towards their toilets. Today, as many as 388758 households have toilets, constructed through their own effort, money and according to their taste, culture and heritage. This is believed to be the biggest jump towards sustainability.

Significant initiatives undertaken by sanitation teams:

Nazardari and Gandhigiri:, Nazardari teams were formed comprising of natural leaders and Self Help Group (SHG) members who visited OD prone areas morning and evening to check this.

Toilets for all: Community facilitators met with people from every single household and discussed with them the importance of toilet usage by every member of the family, including the elderly and children. To cater to the differently abled, solutions such as fixing a bar or ramp were suggested. Safe disposal of children's faeces of children was another focus area.

Kachha Toilet Todo Abhiyan: A week long programme, 'Kachha Toilet Todo Abhiyan' (Demolish the unsafe toilets) was observed across the district when thousands of insanitary toilets were demolished and areas cleaned.

Focus on educational institutions and Anganwadi Centres: Triggering was carried out at 2633 schools with the participation of nearly 8 lakh students with a view to changing their mindset. This exercise was so powerful that students started writing letters to their parents pleading for toilets.

Gram Panchayat teams were formed, consisting of natural leaders and teachers who carried out triggering at village and school levels with activities such as oath taking, role play and collective decisions which helped in building community solidarity.

Sanitation Cards: Sanitation Cards were issued to every household that was using toilets.

MUKTI: Under the Mukti project, the district identified places of open defecation and made plans to transform and beautify those places by land reclamation, plantation and greenery through MGNREGS.

Child Cabinet: Child cabinets were formed in all schools with representation of students to check hygienic practices among students and visit nearby villages and promote the continued use of safe toilets.

Addressing flood prone areas: During floods, it is common for people to take shelter in high schools or community halls. To address this, the district administration has started constructing sufficient toilet units for use during floods.

administration made her a master trainer who went from village to village, training other Rani Mistris. To date, she has trained over 1600 Rani Mistris.

- Not letting the responsibility of caring for her eight-member-family deter her, Shankari Maavi from Karji panchayat of Banswara district in Rajasthan became the mason and the labourer, as she constructed her own toilet. With tools in hand, she worked day and night, without seeking help from anyone. Her mobile search light was her torch at night and during the day she made time to take care of her crops. In this manner, she did justice to her regular agricultural work and fulfilled the need for cleanliness in her home by getting ready a toilet for use.
- Shamsal Begum, an active campaigner of the SBM-G was to get married. When she received a proposal from Tousef Reja Ahmed, a cellphone shop owner, she agreed, subject to certain conditions – including the setting up of a proper toilet in the groom's home in Murshidabad.

Encouragingly, as reported by the World Health Organisation (WHO), SBM will result in averting over 300,000 deaths related to diarrhoea and protein-energy malnutrition between 2014 and October 2019. This is attributed to the decrease in open defecation in the country and increase in toilet coverage. Meanwhile, a UNICEF study estimates that in an open defecation free community, considering medical costs averted, the value of time savings and the value of mortality averted, the financial savings for each household is Rs 50,000 per year; and the benefits are highest for the poorest section of the population.

In addition to the impact already being made, this incredible venture is imparting lessons for the overall development agenda in terms of how to implement large scale behavior change programmes at scale. From addressing the 4 Ss, the SBM has guided discourse

to lessons learnt in the form of the importance of the 4 Ps.

Political Leadership. Political will and leadership from the top are critical.

Public funding. Over Rs. one lakh crores have been committed by centre and states to the SBM to ensure no shortfall in funding.

Partnerships. Constant engagement with development partners, NGOs, the private sector, civil society, media, etc.

People's Participation. Sanitation is not a government programme, but a jan andolan.

Taking ownership of its own sanitation and surroundings, rural India is poised to deliver on time, its resolution for a Swachh Bharat by 2nd October 2019. The SBM is setting an example for the rest of the world to move towards improving sanitation for all and achieving the United Nation's Sustainable Development Goal 6 in mission mode and ensuring that behaviour change communication in all its forms is the only tool for sustainable change. This was duly acknowledged by the 59 Ministers for Sanitation from around the world who participated in the Mahatma Gandhi International Sanitation Convention at New Delhi from 29th September to 2nd October 2018. The Swachh Bharat model of sanitation has led India into a sanitation revolution, the effects of which are reverberating around the world. □

(E-mail: param.iyer@gov.in)

SATAT initiative to promote Compressed Bio-Gas as an Alternative, Green Transport Fuel

An innovative initiative - SATAT - to set up Compressed Bio-Gas (CBG) production plants and make available CBG in the market for use in automotive fuels was launched recently by the Union Minister of Petroleum and Natural Gas & Skill Development and Entrepreneurship, with PSU Oil Marketing Companies (OMCs) inviting Expression of Interest (EoI) from potential entrepreneurs

Besides the potential to boost availability of more affordable transport fuels, better use of agricultural residue, cattle dung and municipal solid waste, the CBG plants will provide an additional revenue source to farmers, and 75,000 direct job opportunities and lakhs of indirect jobs. Currently 42 lakh households are getting PNG supply, and there is a commitment to cover 2 crore households in 300 districts.

SATAT is aimed at providing a Sustainable Alternative Towards Affordable Transportation as a developmental effort that would benefit both vehicle-users as well as farmers and entrepreneurs. This initiative holds great promise for efficient municipal solid waste management and in tackling the problem of polluted urban air due to farm stubble-burning and carbon emissions.

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NORTH EAST DIARY

SIKKIM LEARNS TO FLY

It was a proud day for the people of Sikkim and the country on September 24, 2018 when the state got its first airport at Paykyong. The foundation of the airport was laid nine years ago in 2009 approximately 33 kms from the state's capital Gangtok. Spread over 201 acres of land and located 60 kms from Indo-China Border, the airport is constructed on top of a hill 4500 feet above sea level. The airport is engineered to include soil reinforcement and slope stabilization techniques keeping in mind the rough terrain. The Greenfield airport has been constructed without remodelling and renovating the existing geographical structure using the technique of 'cut and fill' wherein land is carved out from the mountainside.



The airport is equipped with ATC tower-cum-fire station, two sophisticated CFTs, one technical building for passengers, high-intensity runway lights and parking for over 50 vehicles. The airport will not only circumvent the five hours journey through the mountainous roads from the nearest Bagdogra Airport and improve the connectivity with the state. It will give impetus to the state's economy and development of the tourism sector. In addition, it will make it convenient for the Indian Air Force for landing and taking off in the area with the upcoming construction of 75 metres long runway adjacent to the main runway.

Estimated over Rs 605 crore, the airport is the hundredth airport of the nation and will start functioning from October 4, 2018 with initial flights running to Kolkata and Guwhati.

J&K WINDOW

RIVER POLLUTION ABATEMENT PROJECT IN UDHAMPUR IN JAMMU & KASHMIR

In an effort to supplement the efforts of State Governments in pollution abatement in identified stretches of various rivers through National River Conservation Plan (NRCP) for implementation of projects on cost-sharing basis between the Centre and State Governments, the Ministry of Environment, Forest and Climate Change has sanctioned a project for 'Pollution abatement of rivers Devika and Tawi in Udhampur, Jammu & Kashmir. The project is scheduled for completion by March 2021. Upon completion, the project will have a significant and direct beneficial impact in terms of reduction of pollution load in the two rivers and improvement in their water quality. As full sewerage system will be laid in the town and its entire sewage will be treated, the project will improve the aesthetics and sanitation conditions in Udhampur and support the Swachh Bharat Abhiyan towards ensuring cleanliness in the town.

The total sanctioned cost of the project is Rs. 186.74 crore, which will be shared between the Government of India and Government of J&K on 90:10 cost-sharing basis respectively. The share of Central Government in the project will be Rs. 166.86 crore and the share of the State Government will be Rs. 18.08 crore. The Urban Engineering and Environment Department (UEED) is the implementing agency of the project.

The major components under the project include laying of 129.27 kms of sewer lines (which will ensure full sewerage system in Udhampur town), setting up of 3 Sewage Pumping stations and construction of 3 Sewage Treatment Plants (STPs) of 13.60 million litres per day (mld) capacity. The project will also cover non-sewerage works relating to river front development in a length of around 340 metres at 3 bathing ghats, including Mela Ghat (where there is mass gathering during religious festivals/events), construction of 2 improved wood crematoria to minimise wood consumption and ash disposal, as well as public awareness activities.

The main reason for the pollution of Devika and Tawi rivers in Udhampur is discharge of untreated sewage from the town. Presently, no sewerage system and Sewage Treatment Plant (STP) exist in Udhampur. The project for 'Pollution abatement of rivers Devika and Tawi rivers in Udhampur under NRCP has been sanctioned by the Ministry on September 28, 2018.

SWACHHATA HI SEVA

Tens of thousands from across the country have been involved in sanitation and cleanliness activities beginning 15th September, 2018, as a part of the Swachhata Hi Seva 2018 (SHS-2018) campaign. Going by the diverse groups which participated in the activities, the campaign is rightly called a jan-andolan (peoples' movement) for Swachhata (sanitation); observed in the run-up to the 4th anniversary of the Swachh Bharat Mission (SBM), on 2nd October 2018.

The objectives of SHS 2018 are to:

- re-energize the Swachh Bharat jan andolan
- accelerate SBM progress in final stages
- reinforce 'Sanitation as Everyone's Business'.

As many as 20 crore people were mobilized during the fortnight.

Reports indicate that a large number of NGOs, Schools, Colleges, Social, Cultural and Political leaders, Corporates, Government officials, Collectors and Sarpanches, undertook Shramdaan activities during this period to include – mass cleaning of public spaces; segregation of solid waste and other waste management activities; door to door swachhata awareness; IEC awareness through Nukkad Natak and folk songs; Swachhata rallies; wall paintings; toilet construction and retrofitting activities; twin pit emptying; and building compost pits.



Students take oath in Mahabubabad



Students in Madurai

In Mahabubabad district of Telangana, shramdaan was carried out by all gram panchayat functionaries. While the district administration conducted awareness programmes on Swachhata Hi Seva and pasted IEC posters on autos, school students took the swachhata pledge and engaged in hygiene and cleanliness activities.

Further south in Madurai east block of Tamil Nadu, the Government Othakadai Primary school took the swachhata pledge administered by motivator, Selvi; and thereafter cleaned their classrooms and school premises, ensuring that every classroom had a dustbin. At assembly students were monitored for clean uniform, and during lunch time they stood in queue to wash hands before partaking of their meal. Soaps and towels were kept in every toilet. Meanwhile Thooimai kavalars (sanitation soliders), medical

professionals along with the general public also took the swachhata pledge at the Primary Health Centre in Madurai district. And in Thoothukudi, the District Collector flagged off Thooimai Ratham along with signature campaigns during the SHS-18 launch event.

In Jammu and Kashmir, on 15th September, Governor Satya Pal Malik declared the state open defecation free (ODF) and launched 'Swachhata Hi Seva.' A painting competition was conducted in a school in Jammu to engage young minds and give them a platform to express their ideas on swachhata. Also, de-weeding of Lake Manasbal in Ganderbal district of J&K was done. Meanwhile, Financial Inclusion and Insurance Department of J&K Grameen Bank in collaboration with NABARD conducted 56 'Swachhata Hi Seva' programmes across the state in various villages of districts Jammu, Rajouri, Poonch, Kathua, Samba, Bandipora, Baramulla and Kupwara.



NCC cadets in Leh

In Arunachal Pradesh, Chief Minister, Pema Khandu launched the Swachhata Hi Seva, a fortnight long programme at Buddha Park in Tawang. On the other hand, Government officials in West Siang district came together to offer Shramdaan on the second day of Swachhata Hi Seva.



Students in Manipur

PHED and a team of doctors, nurses and paramedical staff from Medilane led a mobile awareness programme on health and hygiene at Savio English Higher Secondary school in Imphal West (Manipur). Around 300 students participated in the programme which was followed by demonstration of hand washing. The District Water and Sanitation Committee of the Bishnupur in Manipur observed Swachhata Hi Seva (SHS) at Panchayat Resource Centre, near Imphal on 17th September.

In Meghalaya, Deputy Commissioner of South West Khasi Hills launched the Swachhata Hi Seva and Swachhata Shramdaan on 17th September. It was followed by a cleaning drive along the road sides in Laitlawasang area up to Mawkyrwat. Meanwhile, Swachhata Hi Seva Run, a run for clean and green villages was organised by the South West Garo Hills in collaboration with the District Sports Office and Tura Runners' Club at Ampati on September 22. The event was conducted in two categories, namely, a half marathon and a Special Run. In addition, the fortnight long campaign included street plays on cleanliness, hygiene, toilet construction and waste management and mass cleaning drive in all the market places.



Swachhata Hi Seva in UP



De-weeding of lake in J&K

“This campaign has not remained merely a government programme as it has transcended into a mass movement embraced by the people of the country wholeheartedly,” Chief Minister of Assam, Sarbananda Sonowal said while inaugurating the Swachhata Hi Seva 2018 campaign and a piped water supply scheme under ‘Mission 100’ at Boko in Kamrup on Saturday.

In Punjab students of Government High Schools in block Dorangla were motivated about the ill effects of open defecation, and the need to ensure personal hygiene and clean surroundings at home and at school. They were advised about clean drinking water and to avoid using plastic and thermocol items. Oath ceremonies were held also in Khalsa College in SBS Nagar district.

Other Highlights

- In Rewari district of Haryana, school children are becoming the voice of the SBM as they went on a rally to spread awareness about cleanliness and hygiene.
- In Jaunpur of UP, communities came together to participate in sanitation activities and spread the message of swachhata.
- Pit emptying was done in Solapur of Maharashtra
- In Ranchi of Jharkhand various cleanliness activities were undertaken by school students.
- In Madhepura district of Bihar, people came out of their homes to offer sharmdan.
- Large numbers of volunteers from the Art of Living Foundation organized cleaning drives across the country



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Improving Cleanliness of Health Care Facilities

Preeti Sudan

The diverse interventions undertaken by MOHFW, ... are making a decisive impact at the level of health facilities, and they have also built a supporting and enabling environment at the community level for achieving the goals of sanitation and hygiene behaviour change, well beyond the existing programmes



Every person desires to live and work in a clean and pleasing environment. Healing of sick and wounded happens faster in such surroundings.

In ancient times, surgical procedures were conducted near riverbanks during morning hours to benefit from clean water and air and clean surroundings. With passage of time our natural resources are getting exhausted because of urbanisation and population growth, which is adversely impacting human health and the nation's economy. LIXIL Group Corporation, Water, Air & Oxford Economics in their report

estimate, that in 2015, lack of access to sanitation cost a loss of around US \$ 222.9 billion to the global economy. This was almost 1.2 times the cost incurred in 2010, a rise of US\$ 40 billion in just five years¹.

For addressing the growing challenges of Sanitation and Hygiene, the Ministry of Health & Family Welfare of Government of India has adopted a multi-pronged strategy and has launched many initiatives for improving hygiene and sanitation holistically. Since 2015, it has particularly made sanitation a centre piece of its efforts to improve the

health and wellbeing of our citizens. These initiatives address hygiene and sanitation within existing health facilities as well as in the community through its own programs, and also in partnership with other Ministries to address the issue holistically.

MoHFW's Kayakalp initiative began in 2015 with the aim of improving infrastructure upkeep, hygiene and sanitation, and infection control practices in Central Government institutions and public health facilities in all 36 States and UTs. Health facilities are assessed and scored on a number of

The author is Secretary, Ministry of Health & Family Welfare, Government of India.

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3. Open Defecation Free (ODF) Village Day
4. Hand Washing day
5. School and Anganwadi Sanitation day
6. Liquid and Solid Waste Management Day
7. Individual and Home Hygiene day (safe water and food handling, better upkeep of drinking water)
8. Health Awareness Day / Healthy Life Style Day
9. Vector Control Day
10. Celebration day for Swachhata Champions
11. Gram Sabha on Sanitation & Cleanliness

parameters, and every year the highest-scoring facilities at each level receive recognition through Kayakalp Awards that carry a cash award, apart from citation. The Kayakalp scheme has resulted in significant improvement in the level of the cleanliness, hygiene and infection control practices at public healthcare facilities, and has inculcated a culture of ongoing assessment and peer review to promote hygiene, cleanliness and sanitation. Encouraged by the achievements of Kayakalp Scheme, the private sector has come forward and joined the efforts of the Government. National

Accreditation Board for Hospitals & Healthcare Providers (NABH) has decided to consider assessment of healthcare facilities in the private sector on the lines of parameters of Kayakalp.

Additionally, MoHFW has used the platforms of Village Health Sanitation and Nutrition Committees (VHSNCs) under the National Health Mission and Mahila Arogya Samitis (MAS) under the National Urban Health Mission (NUHM) to promote sanitation in the vulnerable urban communities. Many states have adopted innovative

practices in making VHSNCs and MASs effective. ASHAs also work with VHSNCs to mobilise the community for construction and use of toilets. MAS are recently established community groups of about 12 to 20 women from primarily poor and vulnerable populations in urban areas, and they are working for mobilising communities on a range of issues, including sanitation.

MoHFW is also working to improve sanitation through a convergence of efforts with other ministries. One such joint initiative between MoHFW and the Ministry of Drinking Water and Sanitation is the Swachh Swasth Sarvatra that attempts to bring synergy between the Swachh Bharat Mission (SBM) and Kayakalp by enabling and awarding funds to Gram Panchayats where Kayakalp awarded PHCs and CHCs are located to become Open Defecation Free.

VISHWAS-A New Initiative

In 2017, as a part of its efforts to expand and strengthen sanitation and hygiene interventions, NHM has launched a new campaign, **VISHWAS – Village based Initiative to Synergise Health, Water and Sanitation** – a year long campaign to be carried out by VHSNCs to build community awareness and develop local champions for action on water, sanitation and health, and create a platform for building synergies between various programmes, such as the Swachh Bharat Mission. The key strategies adopted under these initiatives are detailed in the following sections.

A. Kayakalp Initiative for Health Facilities–The programme aims at inculcating in public health facilities, a culture of regular assessment and peer review of performance related to hygiene, cleanliness and sanitation, and creating and sharing sustainable practices related to improved cleanliness and their linkages to positive health outcomes.

Under the scheme, health facilities undertake their own assessment,



work on improving appearance of the facility, implementation of biomedical waste rules, strengthening of infection control practices and partnering with Local NGO/ civil society organisations. There are predefined assessment criteria for every dimension of 'Swachhata' within the facility and also outside the 'boundary-wall'. Subsequently, facilities showing improvement go through peer assessment, followed by External assessment to validate the Kayakalp score. Outstanding efforts of the health facilities are recognised by Kayakalp Awards at each level of the facilities. Selection of District Hospitals (DHs), Sub District Hospitals (SDHs) and Community Health Centres (CHCs) is decentralised at the State level, while for Primary Health Centres (PHCs), it is at the district level.

Based on the set criterion, the winner facility receives a cash prize with a citation. Additionally, Certificate of Commendation and a cash prize are given to all facilities that score over 70 per cent under Kayakalp criteria, so that a larger pool of facilities are motivated. Under the Scheme, Central Government Institutions may receive as Award Money, upto Rs. 2.5 crore, while the winner District Hospital receives a sum of Rs. 50.00 lakhs, Community Health Centre (CHC) Rs. 15.00 lakhs and Primary Health Centre (PHC) Rs. 2.0 lakhs.

In FY 2017-18, all States and UTs have rolled out the program, and over 28,000 facilities including DHs,



CHCs/SDHs, PHCs and Urban PHCs have been assessed, of which 2970 facilities-11 Central Government Institutions, 289 DHs, 760 SDHs/CHCs, 1729 PHCs and 181 Urban Health Facilities – have been awarded.

The States & UTs are supported extensively in roll out of 'Kayakalp' initiative, as part of National Health Mission (NHM), and funds for awards, trainings, assessment, hospital improvement and technical assistance are provided. Trainings on different dimensions of the Kayakalp have been conducted in all States and UTs. Assessment of facilities is undertaken on seven broad thematic areas and the set of specific criteria and checkpoints within each of them, which are; a) Hospital/Facility Upkeep b) Sanitation and Hygiene c) Waste Management d) Infection Control e) Support Services f) Hygiene Promotion g) Kayakalp outside boundary.

Activities under the KAYAKALP initiative are also being shared on social media - <https://www.facebook.com/pages/Kayakalp/586316831510706>.

Impact of Kayakalp Programme: After launch of Kayakalp scheme, there is significant improvement in the level of cleanliness, hygiene and infection control practices at public health facilities. The program has also built a culture of ongoing assessment

and peer review of the performance to promote hygiene, cleanliness and sanitation. It has also provided opportunities and incentives to bolster inter sectoral coordination for the improvement of health systems.

Swachh Swasth Sarvatra

Swachh Swasth Sarvatra is a joint initiative of Ministry of Health & Family Welfare and Ministry of Drinking Water and Sanitation to achieve better health outcomes through improved sanitation and increase awareness on healthy lifestyles. Its objective is to have more synergy between two complementary programmes – Swachh Bharat Mission (SBM) and Kayakalp.

Three broad objectives of this scheme are: -

1. Enabling Gram Panchayat where *Kayakalp* awarded PHCs is located to become Open Defecation Free (ODF).
2. Strengthening Community Health Centre (CHC) in ODF blocks to achieve a high level of cleanliness to meet *Kayakalp* standards through a support of Rs 10 lakhs under NHM.
3. Build capacity through training in water, sanitation and hygiene (WASH) to nominees from such CHCs and PHCs.



be more effective in negotiating issues and planning actions. In Odisha, every Gram Panchayat conducts a meeting of VHSNCs once in a quarter, and takes active part in supporting and monitoring them. Other states have also taken their own initiatives to make VHSNCs effective.

ASHAs play a key role in facilitating VHSNCs, and, not only work for improving community level awareness, and support and facilitate the activities of VHSNCs in their villages, but they also mobilise the community for construction and use of toilets. The joint instruction by MOHFW and Ministry of Drinking Water Supply empowering ASHAs to play this role (by making a provision of an incentive of Rs. 75 per toilet) has strengthened their efforts on the ground.

MOHFW, through its annual programme approvals for states under NHM, has consistently supported activities for capacity building and hand-holding of VHSNCs. Periodically, national level trainings have also been conducted to train state level trainers for conducting VHSNCs. Recent rounds of national level Training of Trainers (TOTs) have been conducted in 2016 and 2017.

Mahila Arogya Samitis (MAS) under NUHM

Under National Urban Health Mission (NUHM) also, equal emphasis is placed on sanitation and hygiene interventions. Similar to VHSNCs, Mahila Arogya Samiti (MAS) has been established in urban areas under NUHM. MAS are groups of about 12 to 20 women in an urban area, in a community of primarily poor and vulnerable sections. Under NUHM, processes for constitution and training of MAS are being supported actively. Every MAS receives Rs. 5000 per year as untied fund similar to VHSNCs. Presently, about 74000 MAS have been constituted across states, but the programme is still evolving. Though MAS is a relatively recent community

Under this initiative, funds have been allocated for strengthening of Community Health Centres (CHC) in ODF blocks to help work towards Kayakalp award by adhering to standards of cleanliness through a support of Rs 10 lakhs and technical assistance. Also the CHCs are expected to work for creating awareness on hygiene and sanitation, so that Panchayats make collective efforts to achieve the ODF status.

Village Health Sanitation and Nutrition Committees (VHSNCs)

The Ministry of Health and Family Welfare has always promoted and supported sanitation and hygiene initiatives and linked them with community level health promotion interventions. National Rural Health Mission, since its inception in 2005, created Village Health Sanitation Committees (VHSCs) across all states, as the 'platform for community action on health', clearly highlighting the key role of mobilising communities in improving sanitation and achieving health outcomes. VHSCs, were established at village level, and were provided an 'untied fund' of Rs. 10000, per year, to support the community's own initiative for convergent action on health and other social determinants

of health. VHSCs have been later renamed as Village Health Sanitation and Nutrition Committees (VHSNCs), to underscore Nutrition as part of its focus. VHSNCs along with community health worker ASHA, were a key component of Communications strategy under National Health Mission, the present iteration of NRHM. As per the revised guidelines for VHSNC, released in 2013, the local Gram Panchayat Member is to be the Chairperson of VHSNC (earlier it was the Gram Panchayat Sarpanch), to ensure more active participation of the community, as well as Panchayat representatives in every village.

Presently, about 5.2 lakh VHSNCs are in place (92 per cent VHSNCs formed against the target, of which 97 per cent have bank accounts). States have adopted innovative practices in making their VHSNCs effective. For example, Chhattisgarh has strengthened its VHSNCs through active participation of ASHAs, and has made VHSNCs a part of Swasth Gram Panchayat Yojana, under which each Gram Panchayat is ranked annually and awarded on a set of parameters related to health and its social determinants. The VHSNCs of the state have also been integrated as local level federations to enable them to



group, they are playing an active role in mobilising communities, particularly on issues of sanitation and hygiene.

VISHWAS (Village based Initiative to Synergise, Health, Water and Sanitation) Campaign

In 2017, as a part of its efforts to expand and strengthen sanitation and hygiene interventions, NHM has launched a new campaign, VISHWAS – Village based Initiative to Synergise Health Water and Sanitation, which is being undertaken by VHSNCs in their own area.

Under VISHWAS, yearlong campaign is to be carried out by each VHSNC in its area, with focus on building awareness and social mobilization, developing community champions for action on water sanitation and health, and creating a platform for building synergies between various government programmes. The campaign, along with the Swachh Bharat Mission (SBM), is to carry out 11 monthly campaign days, each one of which will be focussed on a selected theme.

The VISHWAS Campaign module was prepared and shared by the ministry with states in July 2017, with a guidance note for the campaign rollout. National training of trainers (TOT) was conducted in New Delhi and Guwahati, in June and September 2017 respectively. The Module was also shared with Ministry of Rural Development (MORD), and was distributed to about 5000 elected members of Panchayati Raj Institutions in a national convention organized by MORD in October 2017. A number of states like, Chhattisgarh, Orissa, Punjab, Telangana, Goa and Maharashtra, and five North East States, namely, Meghalaya, Manipur Assam, Arunachal Pradesh and Mizoram, have conducted training of their district trainers, and some have also conducted block level TOTs. Some states like Chhattisgarh and Orissa have conducted the training of VHSNC members for the rollout of the campaign. Uttar Pradesh, has started the rollout of VISHWAS Campaign in five selected districts (Varanasi, Gorakhpur, Jhansi, Lucknow, and Kanpur). It has conducted the State TOT, and Training of block trainers and VHSNC

Success Story

A Swachh Independence Day for Kalaburagi

To motivate and mobilize people to accept swachhata as a way of life, the Zila Panchayat of Kalaburagi district in Karnataka, demonstrated the steps to handwashing to an audience of over 5000 people at the Police Parade grounds during the Independence Day celebrations.

The mass demonstration-drill depicting the best practices of handwashing was conducted by over 600 students of residential schools from all over the district.

The demonstration was unique as it emphasized Gandhiji's call for sanitation. It comprised a formation of the number 72 in tricolor, to mark the 72nd Independence Day. The theme of the event was Swachh Meva Jayate and it included the Swachh Survekshan Logo.

It began with a skit in local dialect where students were keen to celebrate Independence Day by partaking of sweets. However, before they could eat them, they first cleaned their hands. Thereafter, they demonstrated to the public, the 8 steps to handwashing which included use of soap for cleaning and hand towels for drying their hands.

The importance of WASH practices was narrated thereafter, with a view to bringing about behavioural change among all who gathered there.

The event highlighted the fact that students are key to ODF sustainability and that sanitation is an integral component of nation building.

members has started. The state is integrating the VISHWAS Campaign with the community level interventions being undertaken for elimination of Japanese Encephalitis in the district of Gorakhpur. Jammu and Kashmir has integrated the VISHWAS Module training with training of VHSNCs. It has conducted its three days District Trainers training in July, and included sessions on VISHWAS Campaign.

Swachhata Hi Seva 2017 Campaign

Government of India launched Swachhata Hi Seva Campaign, from 15th September to 2nd July, 2017. Campaigns were conducted across all States to conduct sanitation and hygiene related activities at Health Facilities and Community (rural and urban). MOHFW with the help of states was successful in conducting more than 1.2 lakh campaign activities, and stood first among all Government of India ministries in conduct of Swachhata Hi Seva Campaign. The Swachhata Hi Seva Campaign for the year 2018 is currently underway across all states.


Swachhata Pakhwada

Swachhata Pakhwada, an initiative of MOHFW, conducts Sanitation and Hygiene Campaigns at public health facilities and at the community level every year. Under this initiative each ministry of GOI conducts a Swachhata Pakhwada for a period as assigned in the GOI annual calendar. This year, MOHFW was assigned the period of 1 to 15 April, 2018, and the campaign was conducted in a big way across all states.

Conclusion

The diverse interventions undertaken by MOHFW, as illustrated above, are making a decisive impact at the level of health facilities, and they have also built a supporting and enabling environment at the community level for achieving the goals of sanitation and hygiene behaviour change, well beyond the existing programmes. The Kayakalp, and Swachh Swasth Sarvatra, have not only improved the cleanliness status of facilities, they have also helped in facilities becoming centres for community awareness on these issues. Community platforms of VHSNC and MAS and the newly launched VISHWAS campaign, are making significant contributions for building collective community efforts for the cause of sanitation and hygiene, in building awareness about their linkages with health outcomes, and in creating sustained behaviour change. The wide reach, access and trust of frontline workers of the health system, and the community based institutions of VHSNC and MAS, is helping in building the Swachh Bharat and Swasth Bharat, that we are all working for.

Footnote

1. Source-http://www.indiaenvironmentportal.org.in/files/file/the_true_cost_of_poor_sanitation_e.pdf 

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A Hygienic Environment for Mother and Child

Rakesh Srivastava

“Sanitation in a community is more important than independence. Sanitation is a common spiritual effort in a community like ours and it is a basic human right”.

- M.K.GANDHI



Sanitation has direct impact on the health of women and children, leading to infant and female mortality issues. Thus, the ministry has played a significant role to sensitize and ensure good health and hygiene by providing women and children with awareness on clean and safe environment

The above quote by Gandhiji portrays the sense of importance Bapu has bestowed on the need of sanitation for the survival of the human race. Sanitation is beyond cleanliness. The concept of ‘Sanitation’ is a comprehensive one including effective management (collection, treatment and disposal/recovery, reuse or recycling) of human waste, solid waste (including biodegradable and non-biodegradable refuse/trash/rubbish), waste water, sewage effluents, industrial wastes and hazardous wastes (such as hospital, chemical, radioactive, plastic or other dangerous). The standards of sanitation in a society are closely inter-related to the levels of hygiene and public health in it including extent of diseases and to the attainable standards of longevity, and thus to the productive levels of the society. Lack of sanitation, which includes lack of cleanliness and causing dirt, filth and pollution, not only has vital economic consequences but also serious social consequences which paralyze life in both social and economic fronts.

Mahatma Gandhi had realized early in his life that the then prevalent poor state of sanitation and cleanliness in India and particularly the lack of adequate toilets, in the then largely rural India, needed as much attention as was being devoted towards

attainment of Swaraj. Along with the struggle for India’s independence, he led a continuous struggle for Sanitation, Cleanliness, and efficient management of all categories of wastes throughout his public life. He dealt with nearly all aspects of Sanitation - Technical, Social and Economic - and its various aspects - Personal, Domestic and Corporate. However after Independence, the issue of sanitation has received the government’s attention only sporadically.

Following Mahatma Gandhi’s ideology, the Prime Minister of India on 2nd October, 2014, launched a nationwide sanitation campaign, ‘Swachh Bharat Abhiyan’ [Clean India Mission] with an objective to provide sanitation facilities to every Indian, including Toilets, Solid and Liquid Waste Disposal Systems, Village Sanitation, and Safe and Adequate Drinking Water Supply by 2 October, 2019, which marks the 150th Birth Anniversary of Mahatma Gandhi.

Water, Sanitation and Hygiene are the three core issues which are grouped together to represent a growing sector. While each is a separate field of work, each is dependent on the presence of the other. For example, without toilets, water sources become contaminated; without clean water, basic hygiene practices are not possible. Clean

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water, basic toilets and good hygiene practices are essential for the survival and development of children. Today, there are around 2.4 billion people who do not use improved sanitation, and 663 million who do not have access to improved water sources. Without these basic needs, the lives of millions of children are at risk. For children under five, water and sanitation-related diseases are one of the leading causes of death. Every day, over 800 children die from preventable diseases caused by poor water, and a lack of sanitation and hygiene. Around 564 million people, which is nearly half the population of India, defecate in the open. India accounts for 90 per cent of the people in South Asia and 59 per cent of the 1.1 billion people in the world who practice open defecation.

The Ministry of Women and Child Development has been a pioneering Ministry in undertaking Swachhata to the next level. It is one of the most proactive Ministries in the implementation of Swachh Bharat Initiative of the Government of India. The Ministry is working with the states, districts and village teams on Open Defecation Elimination Plans (ODEP) that addresses not just household toilets but safe sanitation

and hygiene facilities in Health Centres, Anganwadis, Panchayat buildings, Market places and solid and liquid waste management. The country has set a target to become completely ODF at the earliest and this is a challenge that has to be met with all possible means by infrastructure, behavior change and broader collective activities.

To maintain universal sanitation and hygiene at Anganwadi Centres, all States and Union Territories were directed to conduct activities on various themes like Clean Anganwadis, Clean Surroundings e.g. Playgrounds, Clean Self (Personal Hygiene/ Child Health), Clean Food, Clean Drinking Water, Clean Toilets under “Swachh Bharat Mission” and “Bal Swachhata Mission” from 14th to 19th November, 2014.

A booklet on Bal Swachhata Mission was also released to all States/ UTs regarding conduct of various activities relating to cleanliness and sanitation and use of safe drinking water at Anganwadi Centres.

Simultaneously, joint efforts with MoRD and MoPR for construction of 4 lakh anganwadi buildings and toilets under MGNREGA were taken in 2016.

In 2016, the Ministry also initiated action to identify AWCs where toilet and drinking water facilities were required. Approx 24 lakh AWW and AWH along with beneficiaries, 3.86 crores women and girls under flagship schemes are instrumental in maintaining hygiene and cleanliness in Anganwadis and its surroundings.

The Ministry of Women & Child Development observed Swachhata Pakhwada from 1st March 2017 to 15th March 2017 to raise awareness about Swachh Bharat Abhiyan among women and children and to achieve the goal of Universal Sanitation, Hygiene and ‘Open Defecation Free’ (ODF) India by 2019. During the fortnight event, all the Senior Officers from the Ministry and its associated offices along with their counterparts in the State Governments toured different parts of the country and visited various field formations of the Ministry. The officers sensitized the field functionaries like Anganwadi Workers, Supervisors, CDPOs regarding cleanliness towards one's surroundings. Various Swachhata related activities were carried out in field units of the Ministry like Anganwadi Centres, Child Care Institutions, Swadhar Grehs, One Stop Centres, Working Women's Hostels etc. Activities like white-washing of AWCs involving local communities, painting pictures, local logos on walls of AWCs by local people free of cost, cleanliness in and around AWCs were carried out. The Ministry also reviewed Divyang access to toilets, and also carried out a review of toilets constructed under Swachh Bharat Mission. The private sector was involved under Corporate Social Responsibility (CSR) for Swachhata. Competitions on the theme of Swachhata were organised like sketch competition for children to inculcate in them the habit of cleanliness and hygiene from a young age.

During 2017-18, 70,000 toilets were constructed in the Anganwadi Centres and provision of clean drinking water facilities in the 20,000 Anganwadi Centres were also made.



For the children specifically, puppet shows, wall paintings, street plays are organized according to the theme so that the message of Swachhata is disseminated to them along with entertainment.

Child Care Institutions were cleaned and provided with toilets. Similarly, 70,000 more toilets and 20,000 more drinking water facilities are being constructed in 2018-19. As on 2018, there are 9,29,339 AWCs that have toilet facilities as per the details available with the Ministry.

There were also activities for the girl child on the theme of Swachha Bharat, demonstration on hygiene cooking behavior and practices were given. The Ministry has achieved its goals in organizing nationwide events to raise awareness on importance of health and hygiene among all the children in Child Care Institutions across the country.

The Ministry has organized Swachhata Hi Sewa campaign from 15th September, 2018 to 2nd October, 2018 and has carried out similar Swachhata activities as done in Swachhata Pakhwada. It aims at Cleanliness and Swachhata in the Government bodies/institutions/other field formations of the Ministry, so as to reach maximum number of women and children.

Child care institutions and Anganwadis are considered as the centres in rural India where mothers and children converse almost everyday and thus, these have turned into nodal units to spread awareness of Swachhata and disseminate the message of sanitation. Thus, hygiene drives regarding menstruation and distribution of menstrual hygiene products are carried out here as rural women have been suffering from menstrual unhygienic practices since a long time. These practices have both physical and psychological affect on women. The Ministry has taken separate care for conducting awareness campaigns for menstrual hygiene for women. During Swachhata Hi Sewa Campaign in 2018, all AWWs and ICDS workers were involved in Shramdaan at Village levels. The Ministry has tried to reinforce the concept of "Sanitation as Everyone's Business". To ensure that Swachhata activities are carried out by each and every citizen of India, 'Shramdaan' or contribution of labour is encouraged.



Swachhata related activities were carried out in field units of the Ministry like Anganwadi Centres, Child Care Institutions, Swadhar Grehis, One Stop Centres, Working Women's Hostels etc. Activities like white-washing of AWCs involving local communities, painting pictures, local logos on walls of AWCs by local people free of cost, cleanliness in and around AWCs were carried out.

Shramdaan is an innovative action taken by the Ministry for offering voluntary Swachhata activities starting from the level of Minister to the Anganwadi workers in their homes, surroundings and offices. Ministry's officials are including, inviting and encouraging co-workers and members of general public for Shramdaan.

For the children specifically, puppet shows, wall paintings and street plays are organized according on the theme so that the message of Swachhata is disseminated to them along with entertainment. It increases their interest in the subject and becomes easier for them to remember.

In order to end open defecation, influential opinion leaders – such as the government, elected representatives, PRIs, Media etc, should come together as they can play a key role in achieving the country's target. One of the forces that can help us raise the importance of addressing the sanitation crisis in the country and state, and at an individual level, are the Anganwadi Centres. The Ministry is working with state and districts teams on Open Defecation Elimination Plans (ODEP). The Ministry has tried to bring in the rented Anganwadi Centres which do

not have pucca toilets into the nearby schools. This way the AWs will have access to sanitary toilets. The Ministry has taken a number of initiative 5 to demonstrate activities on sanitation and hygiene for women and children, Demonstration of hand washing using WHO techniques has been organized during events like POSHAN Maah, Swachhata HI Sewa Campaign and Swachhata Pakhwadas.

Poverty and malnutrition exacerbate the risk of infants and children to various infectious diseases like diarrhea and pneumonia, and heighten the probability of death, particularly among children with low birth weight. Demographic and epidemiological studies have documented that poor economic status of household, low female literacy, poor nutritional status of mother, child marriage, large family size, low autonomy of women, and inadequate access to health care services typically lead to disproportionately higher risk for the health status of mothers and their children. Studies have also documented large socioeconomic and interstate disparities in the maternal and child health status. It is widely realized that the practice of open defecation



Child care institutions and Anganwadis are considered as the centres in rural India where mothers and children converse almost everyday and thus, these have turned into nodal units to spread awareness of Swachhata and disseminate the message of sanitation. Thus, hygiene drives regarding menstruation and distribution of menstrual hygiene products are carried out here as rural women have been suffering from menstrual unhygienic practices since a long time.

women and children with awareness on clean and safe environment.

Women can be active agents for bringing behavioral change in the society. They play an important role in the socialization process of children. They are considered to be the carriers of culture, tradition and history and identified with shaping the behavior of children. They have the ability to procreate children and at the same time create culture. Therefore, the Ministry has immensely contributed towards building a safe and hygienic environment to ensure good health for both mothers and children.

India displays a unique cultural pluralism wherein people of different culture and ideologies co-exist in harmony and peace. There are different myths and legends in every culture, in every part of the Indian society. Most of the norms are either against women or for women. Thus, women and at the same time the female child becomes the victim. Thus, in India, it is a challenge indeed to implement the policy measures in a true sense. With its vast population and culture and ideologies, it is in fact a challenge for the Ministry to reach to every man and mind. The Ministry is working assiduously with its state and district teams to achieve its goal of declining infant and female mortality rate and providing them with a healthy, safe and secure environment.

Footnote

- I. Dr. Y.P. Anand, 'Cleanliness Sanitation: Gandhian Movement and Swachh Bharat Abhiyan'. Bombay Sarvodaya Mandal and Gandhi Research Foundation.
- II. The Times of India, March 30, 2016

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is the main reason as to why India reports highest diarrhea deaths among children below 5 in India. Children weakened by frequent diarrhea are more vulnerable to malnutrition, stunting and pneumonia. Moreover, malnutrition among children in rural India is a common problem mostly among the disadvantaged sections of the society. The Ministry has also initiated POSHAN Abhiyan to reduce the problem of poor nutrition among children by synthesizing, generating and mobilizing nutritional resources. The Ministry is very active in implementing the goal of POSHAN to improve maternal and child nutrition in India. The ministry has strived to reduce the level of stunting, under-nutrition, anemia and low birth weight babies. It has created synergy, ensure better monitoring,

issue alerts for timely action, and encourage States/UTs to perform, guide and supervise the line Ministries and States/UTs to achieve the targeted goals. Importance of nutrition for the children and pregnant women are disseminated by the ASHA workers, ANM and AWWs.

Following the directives of the Prime Minister and the Ministry of Drinking Water and Sanitation, Ministry of Women and Child Development has taken Sanitation in its purview and is acting as an active body to work inside out for it. Sanitation has direct impact on the health of women and children, leading to infant and female mortality issues. Thus, the ministry has played a significant role to sensitize and ensure good health and hygiene by providing




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Sanitation Revolution: Cleansing Urban India

Durga Shanker Mishra



As far as sanitation is concerned, the Urban Mission is well on track to achieve its ODF targets. The most significant achievement in sanitation has been a paradigmatic shift in the way SBM (Urban) is being implemented - the focus is now on counting and sustaining Open Defecation Free (ODF) towns/cities, rather than only counting toilets



A multi-pronged approach comprising regulatory and policy level changes, sustainable infrastructure creation and focusing on attitudinal and behaviour change among people through large scale citizen engagement has been the hallmark of the Government's initiatives on the journey towards a "Swachh Bharat".

The Cost of Poor Sanitation

The Sustainable Development Goals (SDGs) place significant emphasis on sanitation, cleanliness and hygiene. There is significant evidence globally that better sanitation, hygiene and cleanliness helps in effective control of various vector borne diseases, parasite infections and nutritional deficiencies. There have been studies linking cleanliness and hygiene with reduction in respiratory disorders, gastrointestinal diseases (especially diarrhea), psychological issues and allergic conditions. As per a UNICEF report (2011)¹, almost 90 per cent of child deaths from diarrheal diseases are directly linked to contaminated water, lack of sanitation or inadequate hygiene. In addition to the impact on communicable diseases, better sanitation, hygiene and waste disposal lead to reduction in occurrences of low birth weight babies, spontaneous abortions and occurrences of birth defects. Various

studies have established that the problem of solid waste management has been compounded due to high population growth rates and population concentration in urban areas. Waste that is not properly managed, especially excreta and other liquid and solid waste from households and the community, are a serious health hazard and lead to the spread of infectious diseases. Unattended waste lying around attracts flies, rats, and other creatures that, in turn, spread disease.²

Studies have proved that improvement in sanitation and hygiene results in better health outcomes. As per the India Health Report for Nutrition Security in India (PHFI, 2015)³, the North Eastern state of Mizoram has reported a 13 percentage-point decline in stunting (below normal height for the age) and five percentage points decline in underweight children (underweight and short) between 2006 and 2014 due to improved access to sanitation. Improved sanitation has been shown to have significant impact not only on health, but also on social and economic development, particularly in developing countries. For example, an independent study conducted by UNICEF in India⁴ in August 2017 established that every Indian family will save about INR 50,000 annually if open defecation is eliminated.

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The Launch of Swachh Bharat Mission

Decades ago, Mahatma Gandhi said that ‘sanitation is more important than political freedom’. The launch of Swachh Bharat Mission on 2nd October 2014 by the Prime Minister to address this burgeoning health crisis was a historic moment for India – not merely for placing the issue of sanitation at the centre of the Government’s developmental agenda, but also for the resounding message that was sent out from the ramparts of the Red Fort: “*Na Gandagi Karenge, Na Karne Denge*” (*I shall not make my environment dirty, nor will I allow others to do so*), thereby making every citizen an equal partner in India’s journey towards ‘swachhata’. The Swachh Bharat Mission (Urban) (refer Figure 1), being implemented by the Ministry of

Housing and Urban Affairs (MoHUA) is aimed at transforming Urban India into a garbage-free and open defecation free country across all its towns and cities by 2nd October 2019, and will be a fitting tribute to Gandhiji’s memory on his 150th birth anniversary.

The Journey So Far

The journey of four years since the launch of the Mission has been exciting and sometimes tumultuous, with many heartening successes tempered by some challenges. During the first two years of launch of the Swachh Bharat Mission, the major focus of the Government was on putting in place an enabling environment for achieving the Mission objectives – making all statutory towns Open Defecation Free (ODF), alongwith 100 per cent scientific management of municipal solid waste. This was done through suitable policy

changes to encourage infrastructure creation for conversion of waste into value added products on the one hand, while parallelly creating a conducive environment for large scale citizen engagement and participation. These efforts have been yielding promising results (refer Figure 2), with rapid and visible on-ground outcomes helping to accelerate the pace of progress of the Mission. As we begin the last year of our ‘swachhata’ journey, we are able to look back with a sense of satisfaction and pride in our achievements, which have brought India to the cross-roads of an exciting transformation to a New India.

Sanitation – the ODF journey

As far as sanitation is concerned, the Urban Mission is well on track to achieve its ODF targets. The most significant achievement in sanitation has been a paradigmatic shift in the way SBM (Urban) is being implemented - the focus is now on counting and sustaining Open Defecation Free (ODF) towns/cities, rather than only counting toilets. When the Mission was launched, no city or town in India was ODF. Today, urban areas of 19 States/UTs have become ODF. We have realised that merely becoming ODF is not enough to address all the sanitation challenges that a city faces. For example, how would households with space constraints, residents of slum colonies, a visitor to a city or any floating population respond to nature’s call? Where would they get access to clean, functional and usable toilets? Hence, we have now introduced the SBM ODF+and ODF++protocols to address the issue of operation and maintenance of community and public toilets, and also the issue of holistic sanitation, including faecal sludge management, so that the ODF outcomes that we have achieved are sustained in the long run. Parallely, MoHUA has partnered with Google to upload and make available on Google maps all the public and community toilets in the cities (refer figure 3) so that citizens and visitors are able to easily locate these facilities in their vicinity. So far this has been completed

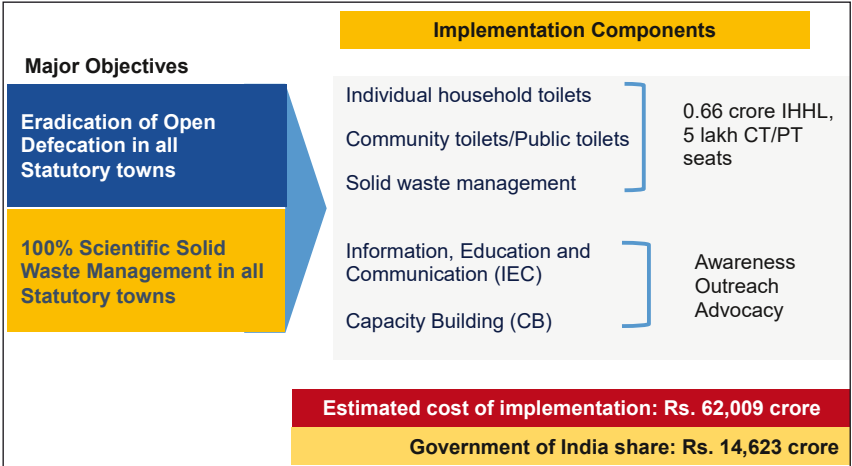


Figure 1: Components and targets of SBM Urban

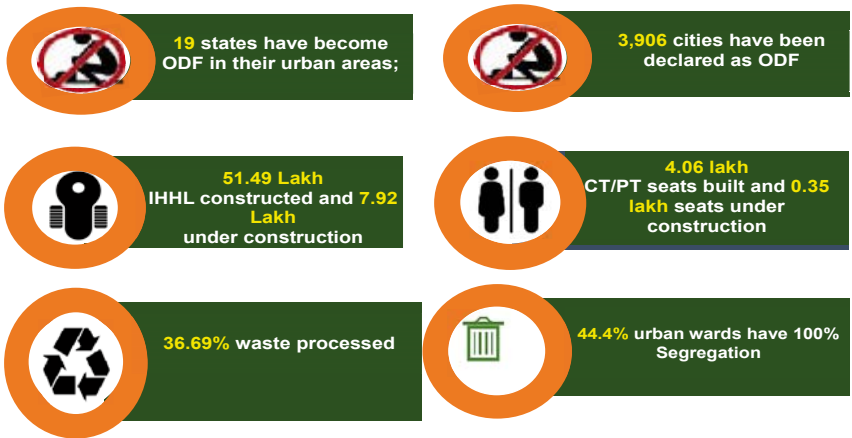


Figure 2: Summary of Achievements under SBM Urban

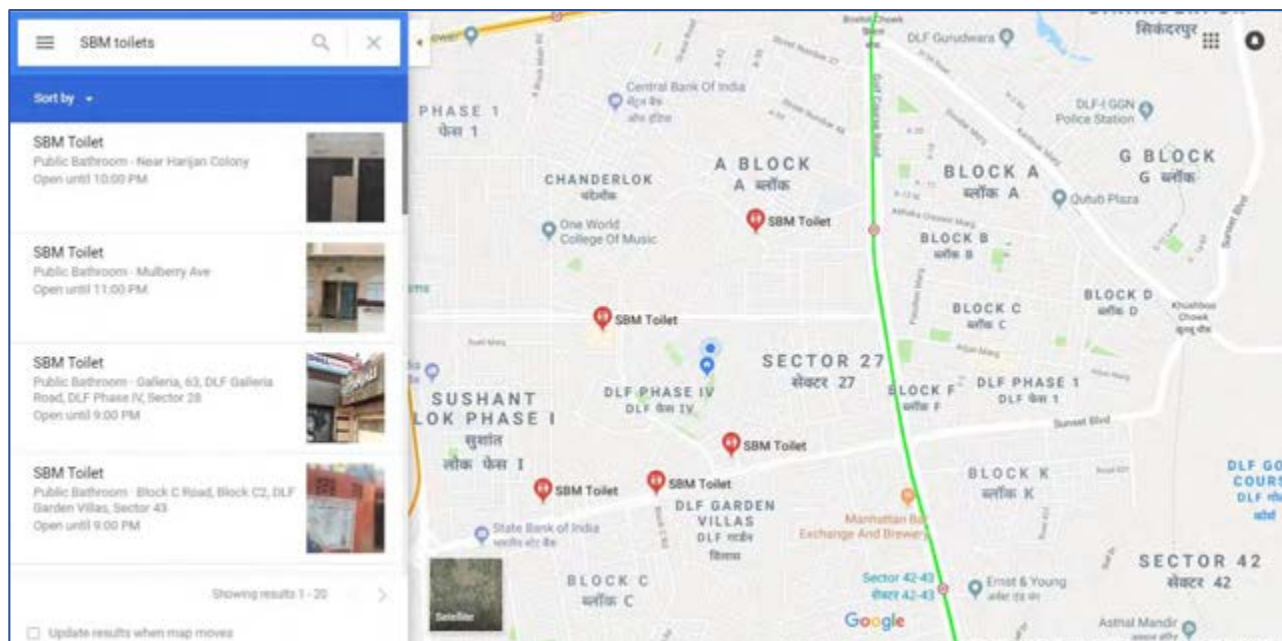


Figure 3: Public Toilets (SBM Toilets) on Google maps

for 550 cities/towns across the country; out of which 179 are with population over 1,00,000.

Solid Waste Management – a Multi-Pronged approach

It has to be acknowledged that while the ODF objective in India is on the brink of success, addressing the issue of Solid Waste Management poses a far greater challenge. In India, an estimated 65 million tonnes of Municipal Solid Waste is generated annually by around 400 million citizens residing in urban areas (refer

Figure 4). It is estimated that 165 million tonnes of waste will be generated by 2030 and 450 million tonnes by 2050, along with resultant public health and environmental challenges. We are also losing 1,250 hectares of additional precious land every year to accommodate dumping of un-processed municipal solid waste.

Therefore, MoHUA has adopted a multi-pronged approach to address the complex issue of scientific waste management in urban areas of India. This includes policy and regulatory

changes to encourage processing of waste to value added products on the one hand, along with Mission initiatives such as Swachh Survekshan to inculcate a spirit of healthy competition, and Star Rating for Garbage Free cities to ensure long term sustainability.

At the time of launch of the Swachh Bharat Mission, 95 lakh tonnes per annum of waste was the treatment capacity across processes such as composting, bio-methanation, RDF and waste to energy plants⁵. This has been enhanced substantially in the last 4 years, and approximately 37 per cent of the total waste generated is being processed today. States such as Chhattisgarh, Kerala and Goa have been doing exemplary work on Solid Waste Management. Similarly, cities such as Indore, Navi Mumbai, Aligarh, Sasvad, and Bengaluru are showing the way forward in innovative and sustainable approaches (refer Box 1) for managing their solid waste.

Swachh Survekshan– a Tool for Mission Monitoring and Governance

Under the SBM Urban, MoHUA has been conducting the *Swachh Survekshan* (refer Figure 5)-an annual

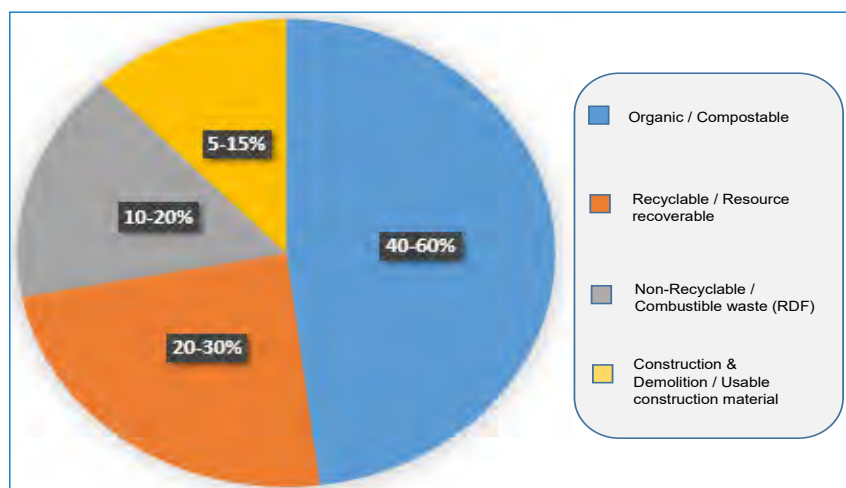


Figure 4: Waste profile in Urban India

BOX 1: Success Stories from States and Cities

- Chhatisgarh is on its way to becoming a Zero Landfill state through the Zero Waste Model being replicated in its cities. Ambikapur in Chhatisgarh has no open dumping yards, segregating over 90 per cent of its waste and generating ₹13 lakh every month through their innovative Solid Liquid Waste Management (SLRM) approach.
- Kerala has been leading the way in decentralized waste management with most of its cities having installed pipe compost and bio gas plants at the household level. In fact, Alappuzha in Kerala is among the top five cities in the world recognised by the United Nations Environment Programme (UNEP) in its efforts to tackle the problem of solid waste.
- Goa has proven how waste can be an asset through its source segregation into 5 fractions. The city claims 100 per cent door to door collection. Most residential societies have composting units and kitchen gardens in place for utilizing the compost produced.
- 100 per cent of waste in Gangtok is being segregated at sources and being processed.
- Indore, Bhopal and Jabalpur in MP are practicing 100 per cent source segregation.
- Navi Mumbai is already segregating 88 per cent of its MSW at source.
- Bengaluru has an innovative online portal to support all Bulk Waste generators to comply with SWM rules.
- Nagpur has introduced an innovative watch which helps the ULB to monitor attendance of sanitary workers through geo-tagging of their locations during their working hours
- Aligarh has introduced ‘magic bricks’ made out of dry waste which can be used in construction activities
- Sasvad in Maharashtra uses an innovative colour coding of households (red, yellow, green) to denote households that do not segregate their waste, segregate occasionally, and regularly segregate respectively.
- Jharkhand uses a similar approach of colour coding for households that are practicing / not practicing open defecation (e.g. green colour for households that are ODF, yellow for households that have toilets but resort to OD sometimes, red for households that practice OD regularly)

Swachh Survekshan 2019, which focuses on innovation, sustainability, citizen engagement, garbage-free status etc., will be conducted across all towns and cities in January 2019.

Star Rating for Garbage Cities

The Ministry has introduced a new innovative initiative for evaluating the Garbage Free status of Cities and awarding the “**Garbage Free City Stars**” to the city. The Star Rating initiative, which is a rating protocol based on twelve (12) parameters, follows a SMART framework – **S**ingle metric, **M**easurable, **A**chievable, **R**igorous verification mechanism and **T**argeted towards outcomes – and has been devised in a holistic manner covering all aspects of Solid Waste Management viz. Public Cleanliness, Door to Door collection, source segregation, processing, cleanliness of drains and water bodies, plastic waste management, managing construction and demolition waste, etc. which are critical drivers for achieving garbage free cities. In fact, the Star Rating protocol, properly implemented, can prove to be a game changer and revolutionise the way Solid Waste is managed in India. In fact, as more and more cities get certified as ‘stars’ and ‘citizens’ aspirations grow around cleanliness and higher standards of liveability, it may well emerge as a key differentiator in the administrative/

survey to rank cities on various sanitation and cleanliness parameters. The survey has been successful in enthusing cities with a spirit of healthy competition towards the concept of ‘swachhata’, while also emerging as an effective Mission monitoring and governance tool. In its first round in 2016, the ‘Swachh Survekshan’ was conducted among 73 million plus cities and State / UT capitals of India. In 2017, the survey was conducted among 434 cities with population over 1,00,000. Swachh Survekshan 2018, which covered 4,203 ULBs, was the first ever Pan India Sanitation Survey impacting around 40 crore people, and probably the largest such survey in the World.

- City ranking survey on mission-related parameters, to foster competition among cities as well as monitor progress under the mission,
- First ever Pan India Sanitation Survey impacting around 40 crore citizens
- Largest ever swachh survey in the world
- Increased focus on innovation, outcomes and sustainability

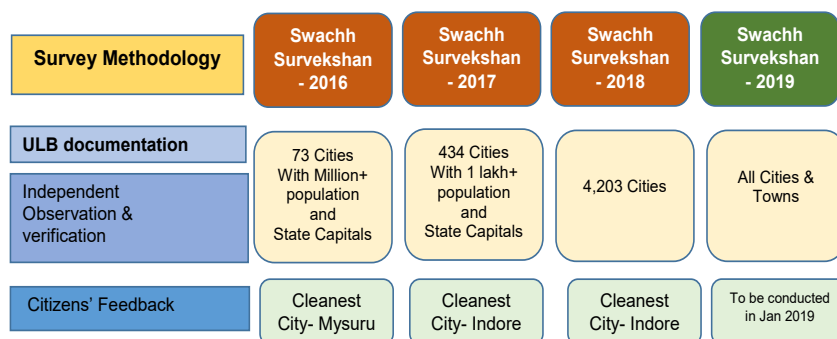


Figure 5: Swachh Survekshan – a Mission Monitoring and Governance Tool

political fabric of the country, where 'number of stars' for their city can be one of the parameters for evaluating effectiveness of administration and elected representatives in achieving Swachhata.

Moving towards a 'Janandolan'

The most exciting achievement under the Mission has been the way the Mission has caught the imagination of citizens -children, youth and senior citizens alike. In the last four years, alongwith infrastructural and regulatory changes, a parallel social movement has been steadily gathering momentum among citizens. On 2nd October 2017, Prime Minister said that *".....Agar ek hazaar Mahatma Gandhi aajaayen, Ek lakh Narendra Modi aajaayen... Toh bhi Swachhata ka sapna kabhi poora nahi ho sakta. Lekin agar savasau crore desh vasia ajaayen toh, Dekhte hi dekhte sapna poora ho jayega"*. (Even if one thousand Mahatama Gandhi or one lakh Narendra Modi try to do, vision of cleanness cannot be achieved. But if the 125 crore citizens of the country try, this vision will be achieved in no time). This shows the role of citizens in achieving the ultimate goal of Swachhata by 2nd October, 2019.

At the time of launching the Mission, the Prime Minister had nominated nine celebrity icons as 'Swachh Bharat Brand Ambassadors' to act as role models for citizens to contribute their efforts towards 'swachhata'. Today, we have more than

BOX 2: Some Inspiring Stories of Citizen Participation

- A doctor couple from Chalapalli district have been undertaking cleanliness drives in their surroundings every day of the year.
- Monks of Ramakrishna Mission in Karnataka hold regular cleaning drives alongwith citizen volunteers to keep roads and localities clean.
- Wing Commander Paramvir Singh, alongwith three swimmers and six raft-men, undertook a 'Ganga Avahan', swimming a length of 2,800 km along River Ganga, from Devprayag (Uttarakhand) to Ganga Sagar (West Bengal), to spread awareness about the Swachh Bharat Mission.
- Three enterprising ladies from Maharashtra - Suvarna Lokhande from Sinnar -Nasik district, Sangeeta Awhale from Saikheda- Washim district, and Chitali Rathod from Mozar - district Yavatmal - had taken the initiative of building toilets for their families, for their personal and their families' self-esteem.
- While Suvarna took a loan from "Bachat Gat" (Self-help Group) for building the toilet, Sangeeta sold her mangalsutra to fund the toilet, and Chaitali asked for a toilet at her in-laws' place instead of any other items from her parents during her marriage.
- KOSHISH, a Durg-based group of individuals of all ages cleans the parks near their community every morning for the use of senior citizens.
- The Sant Nirankari Mandal regularly conducts several cleanliness drives around roads, streets, parks, heritage sites, water bodies and railway stations.
- Agra-based organization India Rising carries out weekly cleaning drives with citizen volunteers across multiple locations in the city.

150 such brand ambassadors who are inspiring citizens to become partners with the Government in our collective journey towards swachhata.

Through other initiatives such as thematic drives with citizen participation, engaging students and self-help groups to be the agents for social behaviour change (refer Figure

6), engaging *swachhagrahis* across the country to drive behaviour change, running multi-media communication campaigns with messages of 'swachhata', 'swachhata selfie' series (refer Figure 7) on radio that captures best practices in sanitation and solid waste management from across the country and use of various ICT tools and apps for greater citizen



Figure 6: Children as Change agents



Figure 7: Swachhata Selfie on radio

participation and engagement - there is now a growing appreciation among people that sanitation and cleanliness is not the sole responsibility of the Government, and that each of us is equally responsible for maintaining cleanliness of our surroundings (refer Box 2). Nowhere has this feeling of 'janandolan' been demonstrated more than in the overwhelming participation by nearly 40 lakh citizens, comprising school children, students, home makers, RWAs, religious leaders, corporate houses and local business people, and celebrities in nearly 25,000 events in Urban India across thousands of towns and cities, as witnessed during the 'swachhata hi seva' fortnight (refer Figure 8) run across the country as a run-up to the 2nd October celebrations this year.

Social and Economic Impacts of Swachh Bharat Mission: A Few Examples

A recent study by the Indore Municipal Corporation (Jagran, 2017)⁶ has found that vector-borne diseases have reduced by 70 per cent due to sanitation interventions under Swachh Bharat Mission. In fact, the number of patients affected by jaundice, cholera, vomiting, diarrhea, hepatitis and malaria in Indore have reduced from 1,00,000 between June to August 2016 to 35,000 during the same period in 2017. As a result, the sale of medicines across Indore has dropped by INR 20 crores, which has contributed in controlling healthcare related costs in the city. State of Chhattisgarh has reported a dramatic reduction in contamination and incidences of diseases such as diarrhea, typhoid etc., in the last two years.



Figure 8: Snapshots of Swachhata hi Seva

There have been wide ranging benefits accruing from the Swachh Bharat Mission. For example, more than 74,000 informal workers have

Success Story

Plastic Free Sitamarhi

Sitamarhi, the first district in Bihar to become open defecation free (ODF), on 17th July 2018 is now heading towards a much-talked about plastic ban that will be carried out in a phased manner. This initiative comes under Swachh Bharat Mission-Gramin/ Lohiya Swachh Yojana, the vision being Swachh Sitamarhi (Clean Sitamarhi), Sunder Sitamarhi (Beautiful Sitamarhi).

Under this, all kinds of plastic bags (both with and without a handle), all plastic or thermocol cutlery such as spoons and plates, non-woven polypropylene bags, food containers, plastic packaging, and PET and PETE bottles are included.

Until now as many as 10 lakh cotton bags which have been made by rural woman entrepreneurs from various Self Help Groups (SHG) of project JEEVIKA have been procured by the district for distribution. Plastic free Sitamarhi campaign will not only reduce the micro-plastic contents in the food cycle but will also give a boost to the rural woman entrepreneurs in Sitamarhi District. This is in line with the newly launched Start-up Village Entrepreneurship Program of JEEVIKA and will act as a catalyst for woman empowerment towards a social cause.

been mainstreamed into the waste management chain across cities, thereby providing them with steady livelihoods. The Ambikapur model of Solid Liquid Resource Management that is being replicated across multiple cities in the country has provided jobs to thousands of Self Help Groups (SHGs) women members, with monthly earnings of between Rs. 10,000–Rs 15,000 per head, leading

to improving their quality of life. Social entrepreneurship and innovations are on the rise with citizens and start-ups getting into this sector for converting waste into value added products (e.g. converting flower and temple waste into agarbattis, discarded tyres into household furniture, recycling solid waste into handicraft items, decoration products/sculptures, attractive cloth/jute bags to replace polythene products etc.), producing innovative and cost effective equipment for Solid Waste Management, or creating business models in waste collection, recycling and recovery.

A back-of-the-envelope calculation reveals that potential value added from solid waste today can be to the tune of more than Rs 20,000 crores (assuming 1 MT of waste generates a value of Rs 3,000), and if properly harnessed and leveraged, can evolve into a trillion-rupee industry and will be a huge contributor to the economy.

Way Forward

Given the impetus and momentum around swachhata that has been garnered both among State/UT and city administrators and the citizens, we have our task cut out for the days ahead. At MoHUA, other Missions such as Atal Mission for Rejuvenation and Urban Transformation (AMRUT) which addresses the issue of waste


water and faecal sludge management, the Smart Cities Mission (SCM) which has Solid Waste Management as one of its development parameters - are complementing the SBM (Urban)'s efforts in taking forward the mandate of sanitation and waste management. The focus will now be not only on sustaining the momentum but on accelerating the pace further through innovative, game changing approaches, along with a strong regulatory and legal framework and strict enforcement. I am hopeful that the recent initiatives by MoHUA and the Central/State/Local Governments, and interventions by the National Green Tribunal (NGT) will combine to further consolidate and accelerate our progress.

Conclusion

Today, the concepts of cleanliness and swachhata have come to embody the spirit of empowerment and quality of life. Investments in sanitation and garbage free cities can significantly impact our lives and the larger environment -by providing a better quality of life for all, especially the economically weaker sections, ensuring dignity and safety of women and children, positively impacting health outcomes through reduction in vector-borne diseases, providing enhanced livelihood opportunities and greater earning potential for rag pickers and other informal sectors, opening

up entrepreneurial opportunities in the waste management sector, and improving tourism potential and resultant foreign exchange inflow, thus positively impacting the GDP of the country and contributing to a cleaner environment. A Swachh environment will lead to a 'Swasth, Swastha, Samarth, and Samridh' Bharat and pave the way for New India – 2022.

Endnotes

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(E-mail: secyurban@nic.in)

Locate Public Toilets on Google Maps

The Ministry of Housing and Urban Affairs, under the aegis of Swachh Bharat Mission – Urban (SBM – U), has partnered with Google to launch the Loo Review campaign to encourage all local guides in India to rate and review public toilets on Google Maps. This campaign is part of a feature which allows all citizens to locate public toilets in their cities on Google Maps, Search and the Assistant and also provide feedback on the same. 500+ cities in India with more than 30,000 toilets with the name of “SBM Toilet” are currently live on Google Maps.

The joint campaign to be run throughout October and November 2018 is an effort to increase the awareness and ease of locating public toilets across India. The campaign will involve and engage Local Guides in India to rate and review public toilets on Google Maps, and use the hashtag #LooReview for the chance to be featured on Google Local Guides' social channels. Local Guides are people who share reviews, photos, and knowledge on Google Maps to help people explore the world.

Anyone can join the Local Guides community and review places on Google Maps. To find a place to visit and review, search “Public toilet near me” on Google Maps.

Join the Local Guide community online:

Facebook - Google Local Guides ● Twitter - @googlelocalguides ● Youtube - Google Local Guides

You're never given a dream without also being given the power to make it true.

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Sanitation as Everyone's Business

Akshay Rout



Political Will, Public Policy, Investments, Partnerships – all must come together to create an enabling environment that would be powered by people's participation to deliver the final assault on decades of lack of sanitation and neglect of hygiene

'Sanitation' as we all know, means 'cleanliness (*swachhata*)': cleanliness of body, cleanliness of surroundings and some would even stretch it to mean cleanliness of mind and soul. Sanitation touches everyone's lives, one way or the other, in private and in public. Several studies have established a co-relation between sanitation on the one hand and Health and Wealth of people on the other. It is, therefore, only appropriate that it becomes everyone's individual and collective responsibility to ensure that sanitation parameters are delivered and maintained. The nature, scale, impact, of course, will vary depending upon individual or group contexts. But

one thing is for sure – everyone needs to get involved. Sanitation, without doubt, *is* everyone's business.

All for Sanitation

Political Will, Public Policy, Investments, Partnerships – all must come together to create an enabling environment that would be powered by people's participation to deliver the final assault on decades of lack of sanitation and neglect of hygiene. Countries like Lesotho, Korea and Malaysia stand as brilliant examples of what could be achieved.

On 15th August, 2014, the Prime Minister, did exactly that. Drawing inspiration from the Mahatma, he brought a topic like 'sanitation' from the closet to the forefront. From the

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ramparts of the Red Fort, he appealed to the citizens of India to make villages, cities, lanes, localities, schools, temples, hospitals etc. clean.

Ministry is required to ensure that the whole of the national energy and resources are harnessed towards

Walking the talk, October 2, 2014 saw the launch of Swachh Bharat Mission. It was decided that the whole nation would work together to gift Mahatma Gandhi, a clean India of his dreams on October 2, 2019, on his 150th birth anniversary. In addition to the responsibility of making rural India Open Defecation Free (ODF) and taking up appropriate Solid and Liquid Waste Management (SLWM) activities, the Ministry of Drinking Water and Sanitation (MDWS), has been designated as the nodal ministry for coordinating s a n i t a t i o n interventions of non-sanitation ministries, departments, and other relevant sectors and stakeholders. This

achieving a Swachh Bharat. Its unlikely that sanitation can be delivered within the mandate of one agency or a department or a ministry.

Charge of Every Department

Sanitation as Everyone's Business does not serve only as a beautiful slogan in Swachh Bharat Mission. It is the functional foundation of serious mainstreaming efforts and systematic movement from policy to projects. Sanitation work by non-sanitation ministries and departments, giving time and resources out of their core business, holds eminent assurance that the path of Swachhata should be irreversible. To help the Union Ministries to build *swachhata* into their own schemes and policies, special projects with measurable outcomes have been developed. As a result, the Swachh Bharat Mission has become all-encompassing - a synergizer of efforts across all stakeholders.

Swachhata Action Plan (SAP)

SAP was launched on 1st April 2017. Under this, ministries and departments mainstream sanitation in their mandates through budgeted and accountable action plans. SAP heralds a milestone in government functioning where all wings join hands to deliver the goal of Swachh Bharat, irrespective of their allocated functions. It is very encouraging that all ministries/ departments have committed funds for sanitation during each of the financial years 2017-18 and 2018-2019. This amounts to Rs. 18179 crore committed during FY 2017-18 and Rs.17000 crore during FY 2018-19.

A compendium was created for each year, listing out the Swachhata activities proposed by each Ministry/ Department against the funds that they have allocated for the financial year. SAP performance is reviewed every quarter by a Committee of Secretaries.

For the year 2018, the Ministries who won the awards for best execution

SAMPLING SAP

- Ministry of Petroleum and Natural Gas has developed a Swachhata@PetrolPump app to monitor and improve cleanliness levels at petrol pumps and service stations.
- Department of School Education and Literacy has achieved 100% gender segregated toilets in all Schools.
- Ministry of Civil Aviation, Power and Rural Development has successfully implemented Water Conservation, Bio-Fuel, Waste Recycling and Waste to Energy initiatives.
- Ministry of Railways is committed to set bio-digester toilets by October 2019.
- Ministry of Health and Family Welfare has implemented 5S (Sort, Set in order, Shine, Standardize and Sustain) in Health facilities and is coordinating with MDWS in implementing Swachh Swasth Sarvatra.

of Swachhata Action Plan were: Ministry of Petroleum and Natural Gas, Ministry of Road Transport and Highways and Ministry of New and Renewable Energy.

Swachhata Pakhwada (SP)

Charity begins at home. If the Government planned one and all to join the Swachhata movement, it had to lead by example. Swachhata Pakhwada was launched in April 2016 as an initiative of the Prime Minister. Under this, 4-5 Ministries are given 15 days' in a year following a pre-decided calendar to carry out countrywide initiatives within their jurisdiction to enhance sanitation. 92 Pakhwadas have been held to date. During this 15-day process, Ministries report their sanitation activities daily on an online portal (<https://swachhbharatmission.gov.in/SwachhSamiksha/index.aspx>). Ministers and Secretaries hold preparation meetings and conduct reviews to monitor the implementation of Swachhata Pakhwada and hold a concluding press conference to report outcome. In fact, during these 15 days, the concerned Ministry is deemed to be a Swachh Bharat Ministry. Pakhwada performance is reported and monitored at the highest levels.

Ministry of Drinking Water and Sanitation has constituted awards for each Ministry to give away to its institutions/organizations/Divisions based on internal competition and ranking. Since its launch, Swachhata Pakhwada has emerged from a programme of routine activities to sustainable and constructive sanitation interventions, ensuring involvement of the all government functionaries.

The Ministry of Drinking Water and Sanitation has documented the efforts of Union Ministries and Departments observing Swachhata Pakhwada over last two years in the form of Yearbooks. For the year 2017, the awards for the best Swachhata Pakhwada went to Ministry of Railways, Ministry of Water Resources, River Development



and Ganga Rejuvenation and the Ministry of Micro, Small and Medium Enterprises.

76 Ministries and Departments are observing Swachhata Pakhwada during 2018-19.

Swachh Iconic Places(SIP)

Again, as a part of the Prime Minister's vision, it was decided that places of heritage, with significance for history and culture and centres of pilgrimage marked by high footfall would be taken up to raise them to distinctly higher levels of cleanliness. The Prime Minister has, time and again, advised not just to keep the iconic sites clean, but also the peripheral and the surrounding areas. The Swachh Iconic Place (SIP) project, as a component of SBM, aims to achieve the same.

For execution, MDWS coordinates with partner ministries like Housing

and Urban Affairs, Tourism and Culture as well as with States, Local bodies, Trusts and Managing Committees that manage the iconic places. Several Public Sector Undertakings and private corporates have come forward to support the sanitation action plans of these SIPs financially, technologically and with management skills.

Currently, 30 sites have been taken up under this project and are





at different stages of implementation. The plan is to take up 100 such places in phases to improve sanitation so that the experience of the visitors is a happy one.

Ganga Grams

Ganga Gram is another inter-ministry project between SBM and the National Mission for Clean Ganga (NMCG). The Project is focused on better cleanliness and infrastructure facilities in villages on the banks of river Ganga, through convergence with other departments.

Ganga Gram Project was unveiled at Allahabad on August 12, 2017 at a grand sammelan of sarpanches where all 4,475 villages on Ganga bank were declared Open Defecation Free (ODF). Later, concerned State Governments identified 24 Ganga villages to be taken up as a pilot project to transform them into Ganga Grams that would have Open Defecation Free (ODF) status, Renovation of Ponds and Water Sources, Promotion of Sprinkler Irrigation, Promotion of Tourism, Modern Crematorium Infrastructure, Convergence of Central and State Schemes, Proper Disposal of Waste Water, Proper Disposal of Solid Waste, Water Conservation Projects, Organic Farming, Horticulture and Medicinal Plants.

Awareness drives are being taken up amongst villagers on the degenerating effect of open defecation and improper waste disposal not only for the river but also for the village. Gram Panchayats have been empowered to play an active role in ownership and maintenance of Ganga Gram activities. People's involvement is a major plank of Ganga Gram Project.

Students and Youth to the Fore

Swachh Bharat Mission has the most productive involvement of students and youth community to rejuvenate sanitation on campus and nearby areas and also to harness their potential as change agents. Through their daily activities in school and neighbourhood and special occasions like Swachhata Olympics, Swachh Polls and rallies, they are the biggest messengers of this Mission. They paint, write essays and letters, shoot films and impress upon their families and communities the importance of

Swachhata and often demand toilets at home where it did not exist.

Just like the school children, the youth have also gone door to door creating awareness, paint walls, clean public places and spread the message of Swachhata. They constitute a formidable force of Swachhata volunteers.

A special 'Swachh Bharat Summer Internship' programme was developed for college students and youth to devote at least 100 hours to Swachhata during summer this year. The Ministry of Drinking Water and Sanitation in association with the Ministry of Human Resource Development and Ministry of Youth Affairs and Sports conducted this programme between May and July, the vacation time for a large number of students. This began with a clarion call directly from the Prime Minister to the youth. Large number of villages in the country witnessed enthusiastic groups of Swachhata Interns joining the local community and cleaning up the hinterland. There was also career related incentives for the youth in terms of internship certificates, academic credits and awards through competitions. Close to 4 lakh youth participated in *swachhata* related shramdaan and behaviour change interventions.

Corporate Partnerships

The Swachh Bharat Mission has received significant support from the corporate sector. To facilitate financial contributions from individuals and corporates, *Swachh Bharat Kosh* was set up which has received a total of Rs. 839.3 crore as of March 2018. These resources





sanitation provides the underpinning of the current march towards a clean and healthy country, an aspect that was the focus of discussion in the recently concluded Mahatma Gandhi International Sanitation Convention. The beautiful phrase '*jan andolan*' now resonates in the context of Swachh Bharat work.

Millions have come together under special campaigns like *Swachhata Hi Seva* (2017 and 2018), *Chalo Champaran*, *ODF Weeks* and fortnights and many more for adoption of sustainable sanitation. Celebrities, officials, and common people alike have undertaken *shramdaan* and demonstration activities like pit digging, pit emptying etc. to remove the misplaced stigma appended to sanitation. Faith leaders across faiths have come out in support of Swachh Bharat motivating their followers.

Women have been championing the Swachh Bharat Mission like no other group. In the run up to International Women's Day on 8th March, the *Swachh Shakti* was celebrated in both 2017 and 2018, with special events to honour women champions who have done exceptional work in the field of rural sanitation. *Swachh Jeevika Swachh Bihar* is again a special campaign launched in July this year, to provide safe sanitation facilities at households of all Didis (members of women's Self Help Groups). 10 lakh twin pits toilets have already been constructed led by the Jeevika sisters themselves.

United Action

The above narrative seeks to explain that Swachh Bharat Mission, the largest behavior change programme in the world is not a matter of chance but that a well thought out engagement of all stakeholders holds the key. Everyone needs to put a brick for sustainable sanitation within their own spheres of influence.

Yes, because sanitation is everyone's business. □

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are being used for lifting sanitation parameters in identified areas.

The partnership between MDWS and Tata Trusts is an outstanding example of leveraging corporate strength to deliver a public mandate. This partnership focused on building a cadre of skilled young professionals to work as Zila Swachh Bharat Preraks (ZSBPs). Tata Trusts trained and deployed 475 motivated young professionals, to help districts design, implement and monitor various interventions under the SBM-G. They have, by now, become a vibrant part of the Swachh Bharat implementation family. Others like the India Sanitation Coalition have brought together a number of corporates who are engaged in uplifting the sanitation scene in parts of the country and are reinforcing the SBM. Some corporates have made sizeable contributions to the communication campaigns for SBM(G).

Support from Media

The Media has also taken upon itself to sensitise the people about the ill effects of poor sanitation and is playing a significant role in influencing behavior change. It has helped amplify the voice of SBM and ensured its reach to all sections of the

society through numerous reports, specials, editorials and discussions. Very rightly, the role played by the Indian media in advancing the goals of Swachh Bharat Mission is being lauded regularly at all levels.

Swachhata Ambassadors

Swachh Bharat Mission has undoubtedly received the unflinching support from millions of Indians. From the rich to the poor, the young to the old, celebrities to common people, everyone has contributed her bit, thereby making a difference.

There are celebrities from Bollywood, sports and other walks of life who have spared time and energy to promote the message of sanitation. A number of Audio- Visual Campaigns featuring these icons with messages of toilet usage have caught the popular imagination. A range of feature films (like *Toilet Ek Prem Katha*, *Padman*, *Halka* and *Gutar Gu*) have been produced in recent times that promote the message of sanitation.

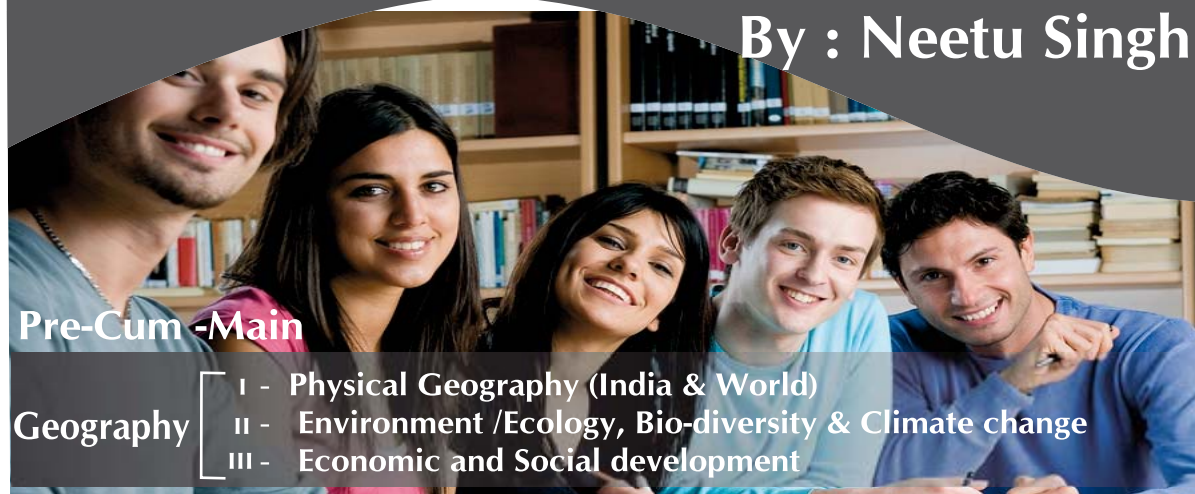
Business of Jan Jan

Ultimately it is the common people who have spearheaded the Swachhata battle. An unprecedented mass movement in favour of

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Sanitation: A Purification Process

Sudarshan Iyengar



Gandhiji introduced personal hygiene, village and town sanitation as a constructive programme. Removal of untouchability was both a constructive programme and one of the eleven vows that each Satyagrahi had to follow

Four years earlier, paying tribute to the Father of the Nation Mahatma Gandhi, the fifteenth Prime Minister of India in his first Independence Day speech on August 15, 2014, said the following from the ramparts of the Red Fort.

Brothers and sisters, it will be 150th birth anniversary of Mahatma Gandhi in 2019... Mahatma Gandhi had cleanliness and sanitation closest to his heart. I, therefore, have to launch a 'clean India' campaign from 2nd October this year and carry it forward in 4 years. I want to make a beginning today itself and that is – all schools in the country should have toilets with separate toilets for girls. Only then our daughters will not be compelled to leave schools midway.¹

We, the people of Hindustan, have a long way to go in performing our duty in order to fulfil the promise we have made to ourselves in the Preamble to our Constitution on January 26, 1950 – the Republic Day, to secure to all its citizens-Justice, Liberty, Equality and Fraternity. until every citizen has access to clean and potable drinking water and adequate sanitation facility, we will continue to be an unjust, un-liberated, and unequal society. Water and Sanitation (WATSAN) is most important for each and every citizen of our country. Indeed, it is our collective responsibility to move

towards *Swachh Hindustan*.

Gandhiji's Idea of Swachh Hindustan

There is considerably more to Gandhiji's idea of a *Swachh Hindustan* than building toilets and making it free from open defecation free, although it is the first and very important step. Gandhiji wanted to see Hindustan *Swachh*– clean and cleansed, body and soul. He was distressed about the way we lived and maintained our inhabitations. Gandhiji felt deeply hurt the way we all treated communities who were condemned to handle filth and human excreta. Gandhiji also realised that Indians had, over time, developed a very unscientific attitude towards sanitation and hygiene. It was this attitude that was responsible for creating a class of people who were to handle filth and faeces. This class was then condemned to live outside the main settlement in poverty and destitution and most inhuman physical and mental conditions. Gandhiji picked up the broomstick –*Jhaadoo* and involved one and all in cleaning up house, ashram, neighbourhood, street and toilets. When he gave the call to improve sanitation and hygiene, he also had a firm agenda of integrating the condemned communities with all as equals without bias, prejudice and contempt. *Jhaadoo* was not just a symbol of physical cleanliness alone. He established *Jhaadoo* as a symbol of *Antyodaya*. He clearly led and

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advised on the journey of welfare from *Antyodaya* to *Sarvodaya*. Cleaning and cleansing were not limited to body and environs only. For Gandhiji, cleansing the soul was the ultimate goal for any human being. For him, building one's character ceaselessly in pursuit of Truth was the goal of life. Cultivating non-violence as a force was the way and process to cleanse the soul. Gandhiji had realised that there was a crisis amongst our population. It was crisis of confidence. We had given up our originality and had become a flattering lot under the British. Gandhiji spent his entire life in the act of cleansing self and soul and this he did by applying his self to public and social service. In this manner Gandhiji visualised to make Hindustan a *Swachh* nation where every citizen is clean and pure-physically, socially and from the heart.

Sanitation and Hygiene in South Africa

Gandhiji had gone to South Africa for a job with a trading and business firm of Dada Abdulla. Within days, he tasted the arrogant and insulting attitude of British and European people towards Indians. The famous incident of his being pushed out by force from a first-class railway compartment made him feel like the rejection untouchable communities faced in India. He learned that the White community charged the Indian community, and publicly maintained that Indians lived in insanitary conditions and did not practice hygiene. Gandhiji also noticed that Indian communities also did not make efforts to practice good sanitation and hygiene.

The main objective of Gandhiji was to win, for Indian communities such locations in the towns and cities in South Africa that would be amenable to good sanitation and hygiene. Gandhiji strategically worked with the Indian community for improvement of sanitation practices at one level. Then he took up the matter with the civic authorities and went on insisting for improving the physical infrastructure and its maintenance. He then addressed

“Everyone must be his own scavenger. If you become your own sweeper, not only will you ensure perfect sanitation for yourself, but you will make your surroundings clean”

-Mahatma Gandhi (Bapu)

Source: <https://www.india.gov.in/content/story/mahatma-gandhi-thoughts-about-sanitation.html>



the state governments and the office of Secretaries of the Colonies in Africa and the India to raise the issue of neglect on part of the civic authorities. Gandhiji stands out as a unique personality in public life who demonstrated and promoted the cause of private and public sanitation.

Insanitation in India

Back from South Africa, Gandhiji travelled the length and breadth of India. He witnessed and experienced insanitation, lack of cleanliness, unhygienic environment, dirt and filth throughout the country. He and his group first stayed in Tagore's Shantiniketan where Gandhiji found that the Brahmin cooks practiced purity and pollution principles but maintained very unhygienic habits. Sanitation arrangements were bad. He and his team introduced inmates' participation in cleaning and cooking. Gandhiji had decided to travel with the common people in third class in railways and as a deck passenger on ships. On his deck travel, he noted 'What was an apology for a bath room which was unbearably dirty and the latrines were stinking sinks. To use the latrine, one had to wade through urine and excreta or jump over them. If anything was lacking to complete the picture of stink and filth, the passengers furnished it by their thoughtless habits. They spat where they sat, dirtied the surroundings.' In a train travel he noted 'We do not know the elementary laws of cleanliness. We

spit anywhere on the carriage floor, irrespective of the thought that it is often used as a sleeping space. We do not trouble ourselves as to how we use it; the result is indescribable filth in the compartment. The so-called better class passengers over-awe their less fortunate brethren. Amongst them I have seen the students world also. Sometimes they behave no better. They speak English and they wear Norfolk Jackets and therefore they claim the right to force their way in, and command seating accommodation. I have turned the searchlight all over and as you have given me the privilege of speaking to you, I am laying my heart bare. Surely we must set these things right in our progress towards self-government.'

Sanitation in Indian Cities

Similar was the situation in temples he visited. During his visit to Hardwar and Hrishikesh, he noted that people dirtied the roads and the fair banks of Ganges. They did not even hesitate to desecrate the sacred water of the Ganges. It filled him with agony to see people performing natural functions on the thorough fares and river banks. It was no different in Vrindavan in Mathura, Vishwanath temple in Benares, and Dakor in Gujarat. In cities, towns and villages that he visited, the conditions with respect to sanitation and hygiene were no better.

Habitations were no different. When he visited Benares in 1916,



purposes. Pots and Pens are finally washed with boiled water. Unboiled water from the Ashram wells is not safe to drink...We should not spit or clean the nose on the road, but only in an out of the way place where no one is likely to walk.

Nature's need must be attended to only at the appointed place. It is necessary to clean oneself after answering both the calls of nature. The receptacle for the solid contents is, as it has always been, different from that for liquid contents of the latrines. We must wash our hands with pure earth and pure water and wipe them with a clean napkin. The night soil must be fully covered with dry earth so as not to attract flies, and in such a way that nothing but dry earth is visible. One must carefully sit on the latrine seat so that the seat does not get dirty. A lantern must be carried if it is dark. Everything that attracts flies should be properly covered.²

To the credit of the Sanitation person of India it should be remembered that until last days of the life he never gave up the subject. In the prayer meetings that he addressed during late 1947 and January 1948, he, on several occasions, appealed to people to keep the clean and sanitised, and practice good personal hygiene.

Status of Sanitation in the Country

The situation with respect to construction of toilets has improved significantly in the country. The Prime Minister has recently announced in a public meeting that the toilet coverage in the country which was around 40 percent in 2014 has gone up to 90 per cent and more. About 4.5 lakh villages are covered with toilets. This is impressive, but a first step in sanitation and hygiene. Even the Total Sanitation Campaign includes construction of individual household toilets, coverage of rural schools, and solid waste management. We need to perform on the last two aspects.

he found that the old proper city was usually a stinking den with the hamlet (mohalla) based easy going habitations that abused existing sanitation laws and civic traditions. While passing through a mohalla, experiencing a spit from the building above would be a common experience. In the then Madras city, he commented on the unhygienic practices and arrogant attitude of the high caste towards the class that cleaned up. In the holy town of Gaya in Bihar, he faced worst of sanitation and hygiene.

In educational institutions and the public events such as conferences, Gandhiji for the first time brought up the issue of sanitation and hygiene. After Gandhiji's arrival in India, in every event that he attended, sanitation committee was first to be organised in which all attending leaders had to volunteer in day to day cleaning activities including cleaning of temporary toilets. This then became a practice with Congress sessions with or without Gandhiji until after Independence. In the Ashrams where Gandhiji lived and worked and the educational institutions he established, cleaning was a daily routine for all inmates.

Gandhiji in Action on Sanitation

Right science and appropriate technology were needed and pursued by Gandhiji and the inmates in his Ashram. In the rules that he framed for the Ashram in Ahmedabad he

wrote that sanitary services were essential as sacred services and yet it was looked down upon in the society, with the result that it was generally neglected and afforded considerable scope for improvement. The Ashram, therefore, laid special stress upon engaging no outside labour for this work. The members themselves attended to the whole of the sanitation requirements by turns. New entrants were generally first attached to this department. Let us remember that Gandhiji was an extremely busy person and he accounted for every minute he lived and yet he always had time to participate in the sanitation work in his abodes. There is a lesson for all of us. We are perhaps satisfied only by a symbolic action of cleaning the toilet and neighbourhood environment and then leave it for the system to take care.

In Sevagram Ashram at Wardha in late 1930s, his attention towards sanitation had not ebbed. In fact, he detailed it in the following way for the inmates.

"Everyone must wash his dish thoroughly and keep it in its place. Guests and visitors are requested to bring their own plate, drinking pot, bowls, and spoon as well as lantern, bedding, mosquito net and napkins... Everything must be kept in its proper place. All refuse must be put in the dustbin. Water must not be wasted. Boiled water is used for drinking

The State has to respond too in a more comprehensive manner. Despite the ban on manual scavenging in India, over 300 cases of deaths due to manual scavenging have been reported from across the country in 2017.³ An inter-ministerial task force has counted up to 53,236 people involved in manual scavenging in India, a four-fold rise from the 13,000-odd such workers accounted for in official records until 2017. It covers 121 districts out of 600 and more. This figure still does not include those involved in cleaning sewers and septic tanks, in Railways, which is the largest employer of manual scavengers.⁴ The country should respond to this immediately and rededicate itself to the task of doing away with manual scavenging. Total sanitation campaign should be the goal of the state, the society and the citizen.

Turning the Searchlight Inward

Gandhiji's work for improving sanitation and his campaign for removal of untouchability was also an essential component of Satyagraha with self and society. Satyagraha implied process of self-purification. Sanitation and Hygiene were for him important even for embarking on a spiritual journey. The quest for Truth took him to an understanding that all human beings and for that matter all living beings were equal before the ultimate Truth who he called God. Cleaning self and environment, for Gandhiji, was the first step in the act of self-purification. The second and most important part of self-purification was-giving up age old prejudices against the Dalits who were the silent and suffering sanitation workers in the society. Gandhiji wanted that every caste Hindu should first realise the gross injustice that was meted out to Dalits across the centuries. The second stage was its admission and sense of remorse. Finally, he wanted that each one of Caste Hindus worked for reparation i.e., removing untouchability and helping improve their welfare.

Gandhiji introduced personal hygiene, village and town sanitation as a constructive programme. Removal of untouchability was both a constructive programme and one of the eleven vows that each Satyagrahi had to follow. The sanitation and hygiene scene in India still needs substantial reform and improvement. We have not yet fully responded to Gandhiji. Gandhi understood the sociology and tried to introduce dignity to sanitation thus providing dignity to the traditional sanitary workers who were condemned to do it. After Independence, we forgot to focus on individual and education of individuals. Instead, the state assumed all responsibility and turned the campaign into schemes. The schemes are reduced to targets, structures and numbers. Gandhi emphasized on sanitation education. What most of us in India require is 'toilet training' and, sanitation and hygiene education.

As a people we are yet to behave responsibly. People continue to be ignorant, arrogant and irresponsible in attitude and, filthy and dirty in habits. We leave our toilets dirty, neighbourhood filthy and we litter and dirty public places including buses, rails and ships. *Swachh Hindustan* is still a dream for us and we need to work hard.

We, as a society continue to discriminate and exercise untouchability in subtle ways. The caste curse has not gone. Our inner-selves are not clean 'nirmal'. Self-regulation and governance is not fully understood and people in public and political life are not clean.

It is time to turn the searchlight inwards and improve to pay tribute to Gandhiji and feel responsible to self and society.

Footnotes

1. <http://www.pmindia.gov.in/en/tag/speech/> 18December, 2015
2. M.K. Gandhi, 1955. *Ashram observances in Action*, translated from Gujarati by ValjiGovindji Desai, Navajivan Publishing House, Ahmedabad pp 149 – 51. Can be also

accessed at Gandhi Heritage Portal.

3. For full report see <https://www.sundayguardianlive.com/news/12448-over-300-manual-scavengers-died-2017>
4. For full report see <https://indianexpress.com/article/india/53000-manual-scavengers-in-12-states-four-fold-rise-from-last-official-count-5218032/>

(E-mail:sudarshan54@gmail.com)

Success Story

Pune village communities open their household toilets to Wari pilgrims

People from homes along the route of the famous Wari pilgrimage route in Pune in Maharashtra, opened up their toilets for the use of pilgrims during their 15-day travel, their destination being Pandharpur.

The Palkhi or procession which is a 333 year old glorious tradition of Maharashtra, observed across the state began this year on July 6, 2018 and ended on 22nd July, 2018. Over 10 lakh pilgrims or Warkaris normally join this procession from within the state and outside.

During the last two years, as a part of the Swachh Bharat Mission Grameen (SBM-G) campaign more than two lakh toilets were built across the district yet they were never adequate to meet the requirement of the masses on their long walk.

However, this year all private households on the pilgrimage routes were requested to offer their private toilets, for the use of these Warkaris (pilgrims). A white flag was set up on every toilet to indicate that it is freely available for the use of the weary travelers. People started responding to this appeal overwhelmingly. Even the economically disadvantaged opened their homes for the pilgrims.

Staircase to Swaraj

D John Chelladurai



For Gandhi, sanitation was not just a biological requirement; it was a way of life, an integral part of Truth realisation.

His understanding of cleanliness stems from his realisation of the universal oneness of Truth. Gandhi who worshipped Truth as God, saw the Absolute, the all encompassing Truth as Pure and hence equated cleanliness with godliness. He accorded 'sanitation' the status of an essential step to freedom incorporating it into the list of eighteen Constructive Programmes

A young man from central Maharashtra who cleared the ICS preliminary exam met Gandhi at his Sewagram Ashram to seek his blessings.

Gandhi asked 'why do you want to be ICS?' 'To serve India,' responded the young man. 'Going to village and doing sanitation work is the best service to India,' advised Gandhi. And the ICS aspirant Appa Patwardhan turned out to be one of the finest freedom fighters, specialising in the art of 'Safai'.

In the school of freedom struggle, 'safai' and 'swachhata' was the test to graduation. Vinoba Bhave, Thakkar Baba, J C Kumarappa and innumerable youngsters with sparkling brilliance joined the freedom struggle and took the safai and swachhata root to independence.

As a searcher of Truth, Gandhi maintained a meticulous lifestyle and accorded highest importance to cleanliness. As the Father of the Nation, he realised the indispensable place of sanitation in nation building and stated, 'Cleanliness is only next to godliness.'

Development Pre - requisite

Development has been a faithful companion of human civilisation. From a prehistoric hunter - gatherer to the sophisticated urbane human, we have improvised life a great deal. Development is seen as a betterment that innovation brings about in any facet of life. The notion of human development incorporates all aspects

of individuals' well-being¹: food security, clean and fresh air, safe drinking water, health and sanitation, access to wherewithal and to ensure all these, quality education and freedom of choice.

Much of these components of development can be classified as physiological need fulfilment, as Abraham Maslow would put it.

As a developing community, we have taken great pains to build mechanisms to take care of one side of the physiological need, the supply side, to the utter neglect of another side, the disposal. Disposal has scarcely been in the scheme of the development agenda.

As the saying goes, 'A good beginning is half success.' Concerning the other half, the saying continues, 'It is not how you start that is important but how you finish.'

Humanity that masters the art of cooking, making instruments of development, should also master the art of disposing off what are its by products.

Sadly, be it human excretion, industrial refuse, consumer litter or development junk, humanity continues to give, if at all, a reluctant attention.

Attitude Towards Public Hygiene

This has resulted in our railway stations, bus stands, markets, even temple premises appearing to be a junk yard infested with houseflies,

mosquitoes and rodents. Gandhi called it 'stinking den.'² We have turned even the holy Ganga into a mega sewage.

Commenting on the callous attitude towards public hygiene of people, Gandhi commented, "it is not comforting to think that people walk about the streets of Bombay under the perpetual fear of dwellers in the storeyed buildings spitting at them."³ He deemed open-air defecation as 'uncivilised', for, "we avert our eyes if anyone happens to pass at that moment."

Truth Realisation

For Gandhi, sanitation was not just a biological requirement; it was a way of life, an integral part of Truth realisation. His understanding of cleanliness stems from his realisation of the universal oneness of Truth. Gandhi who worshipped Truth as God, saw the Absolute, the all encompassing Truth as Pure and hence equated cleanliness with godliness. He accorded 'sanitation' the status of an essential step to freedom incorporating it into the list of eighteen Constructive Programmes.⁴

The seeker after Truth, saw life as the closest manifestation of Truth, therefore, he equated life with Truth or God. All the processes that are part of life and its conduct are also part of the Truth realisation. In this sense, Gandhi believed, sanitation, cleanliness of inner and outer self are means of God realisation. **"We can no more gain God's blessing with an unclean body than with an unclean mind. A clean body cannot reside in an unclean city."**⁵

Swaraj

Gandhi's holistic perspective about freedom of India led him to understand the unique place of sanitation in India's pursuit of swaraj.

Demanding the right of Indian Home Rule, Bal Gangadhar Tilak roared, 'Swaraj is my birth right'. For Gandhi, the term 'Swaraj' was more profound in its implication. He stated in Young India, "Swaraj is a sacred word, a Vedic word, meaning self-rule, self-restraint, and not freedom from all restraints which 'independence' often means."⁶ Self restraint from all indulgence, not to mention, from littering public places. He went on



Gandhi believed, sanitation, cleanliness of inner and outer self are means of God realisation. "We can no more gain God's blessing with an unclean body than with an unclean mind. A clean body cannot reside in an unclean city."⁵

further, "Swaraj of my dream is the poor man's swaraj", and the self-restraint needs to seep up to the last man.

Addressing the grand audience on the occasion of the inauguration of Banaras Hindu University, he referred to the filth that smothered the holy city. "No amount of speeches will ever make us fit for self-government (freedom). It is only our conduct that will fit us for it."⁷ Cleanliness has been a 'swarajya yojana' for him.

This 'self-restraint' he evoked in individual conduct of personal and public life, both physical and attitudinal facets of living. Talking on the disposal mechanism Gandhi stated, 'Swaraj is not Poorna Swaraj, until all the ordinary amenities of life are guaranteed to every human under it.'⁸

An Act of Nation Building

Spearheading the freedom struggle, he explained the dimensions of freedom and highlighted the importance of 'clean behavior'. In this context he stated "before we think of self-government, we shall have to do necessary plodding."

From the stand point of health, Gandhi termed the condition of villages as deplorable. "One of the chief causes of our poverty is the non-availability of this essential knowledge of hygiene."¹⁰

In this sense he stated, Swaraj is not 'freeing India merely from the English yoke... but from any yoke whatsoever.'¹¹

On another occasion he stated, Swaraj will be a fruit of incessant labour and intelligent appreciation of the environment.¹²

An Act of Sublime Joy

Gandhi, who saw non-violent living as the best means to worship God and Truth, saw every act that serves life as a way to God. He deemed cleaning as an act of purification and drew immense joy from it.

Pyarelal, Gandhi's secretary, gives an interesting anecdote on this, from Noakhali where Gandhi was walking the length and breadth to build harmony between Hindus and Muslims.

He writes, "Even for Noakhali, it had been an exceptionally dewy night, and the narrow footpath by which Gandhiji was to proceed had been rendered extremely slippery when on the morning of January 19, 1947, he left Badalkot for Atakara. Twice Col. Jiwan Singh accustomed to difficult marches, lost his foothold and rolled over. Laughingly, Gandhi offered him the end of his walking stick to pull himself up the slippery slope.

The footpath was narrow so that the party could walk on it only in single

file. All of a sudden the column came to a dead stop. Gandhi was removing excreta from the footpath with the help of some dry leaves. The footpath had again been dirtied by some communal urchins.

“Why did you not let me do it? Why do you put us to shame like this?” Manu asked. Gandhi laughed: “You little know the joy it gives me to do such things.”¹³

Gram-Rajya

Village, the centre of all primary produce and sustenance, is the heart of India. In the life of villages rests the life of India, Gandhi believed. Hence, he equated Hind-Swaraj–Indian Home Rule, with ‘Gram-Rajya’.

Visualising villages of free India, Gandhi stated, ‘That village may be regarded as reformed, which has every kind of village industries to produce each of her requirements, in which nobody is illiterate, where the roads are clean, there is a fixed place for evacuation, the wells are clean...’¹⁴

Gandhi proposed ‘An ideal Indian village will be so constructed as to lend itself to perfect sanitation. It will have cottages with sufficient light and ventilation built of a material obtainable within a radius of five miles of it’.¹⁵

Lamenting over the present despicable state of villages, he wrote, “If sanitation in villages can be improved, lakhs of rupees will easily be saved and the condition of people improved to that extent. A sick peasant can never work as hard as a healthy one.”¹⁶

Response to Sanitation Issue

Responding to the sanitation woe, he proposed, ‘Every village should have the most inexpensive water-closets built at one place.’¹⁷

The whole subject (sanitation) is unexplored; the profession, far from being a dirty one, is a purifying, life-protecting one. Only we have debased it. We have to raise it to its true status.

Gandhi called Satyagraha and constructive programme as two wings

of the same bird, without one the other has no sense. The irrevocable connection Gandhi built between constructive programme such as sanitation and the freedom struggle was evident all over the country. Toilet cleaning and sanitation work became the qualification of a satyagrahi. Every public meeting, whether a call for Satyagraha against the British or a initiative of social reform, had ‘village cleaning’ as an inalienable beginning.

A section of Indians known as scavengers or Bhangis were engaged for generations in the task of removing night soil (feces) from the old-style basket-type (dry) latrines and were, therefore, looked down upon even by other Harijans. Gandhiji was very concerned with the suffering of these people because he felt that, though they were considered to be at the bottom of society, they executed the most important tasks of organising community sanitation and health. “He is the social leper shunned by all, yet he belongs to the one group more indispensable than any other for the sanitary well-being of society and therefore, its very physical existence”¹⁸. The Bhangi brethren were made to use their hands to clean and carry feces containing baskets without any measure to protect him/her from parasites and bacteria. In order to give them dignity, he proposed that we all have to be ‘Bhangis to ourselves’. And, invariably every time he went to Delhi, he either stayed with them in Bhangi Colony or visited them.

Following Gandhi’s vision, innumerable institutes took up on Gandhi’s call and started ‘safai’ campaign; Safai Vidyalaya-Dehu Road, Nirmal Gram Nirman Kendra, Nasik are some of them that took it religiously.

Harijan Sevak Sangh established Safai Vidyalaya (Sanitation Institute) in 1963 at the Sabarmati Gandhi Ashram, Ahmedabad, Gujarat, with the purpose of liberating the scavengers from this kind of work.¹⁹ The primary objectives of Safai Vidyalaya are: upliftment of sweepers and scavengers, upgradation of rural and urban health and sanitation.

Conclusion

Gandhi worshipped Truth as God

and non-violence as the way. It is the ‘way of living’. Between the ‘way’ and the ‘goal’, Gandhi said, ‘Because the former is in my command, I would consider the ‘way’ more important in the functional sense, than the end.’ ‘If you take care of the means the end will take care of itself,’ he stated. In that sense, India as a nation that marches towards glory in the world arena must take up the ways of making her pure and clean, and the end ‘glory’ would follow suit. ‘The splendor of the spring is reflected in every tree, the whole earth is then filled with the freshness of youth. When the Swaraj spirit has permeated the society, there is an energy in every walk of life,’ he maintained.²⁰

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YE-934/2018

KVS is carrying forward the spirit of the cleanliness campaign by making it a movement for all its stakeholders in the system. It is an ongoing programme and not just an event to be launched and celebrated for a day or a week. The entire programme has been internalised into the system and it has now become a part of the system for regular transaction



Ambassadors of Cleanliness

Santosh Kumar

The Bhagwat Gita in Chapter 13, talks about 'shaucham'-cleanliness, as one of the values to be cultivated if a person wants to evolve. 'Shaucha' gives rise to purity of mind, contentment, victory over senses and competency to attain self-realisation. Our rich culture and value system has laid strong stress on internal and external

cleanliness that is essential for the well being of the body, mind and soul. 'Cleanliness is next to Godliness', has been an age old value of Indian culture which we are all born and brought up with. It is an established reality that health of the citizens of the country, determines the health of the nation and it is also true that cleanliness is one of the most significant factors to contribute to the individual's health. The cleanliness

drive envisaged by the government cannot yield the expected results unless the people participate and make it a movement. The Prime Minister's call on October 2, 2014 to make mission 'Swachh Bharat', a movement of one and all, is now gradually becoming a reality with huge involvement of people from all age groups, backgrounds and sections of the society.

The author is the Commissioner of Kendriya Vidyalaya Sangathan, an autonomous organisation of School Education under Ministry of Human Resource Development.

It is true that, besides occupational placement, one of the main objectives of the Indian education system has always been to help the child evolve to his/her fullest potential with a balanced view of life, for harmonious co-existence with all. Education not only helps the child in the process of adaptation with the contemporary world, but it also prepares him to face the challenges of the future. In the formative years, a child's exposure to our rich culture and value system, connects him easily with our roots and he assimilates those values effortlessly as 'values are caught, these cannot be taught'. Healthy and balanced development of the young mind is possible only through his varied exposure and interaction with the environment and surroundings, where those values are being practised and are available to him to accept and adopt.

Kendriya Vidyalaya Sangathan, with more than 1190 schools across the country and abroad, is a pace setting organisation in school education. It imparts quality education to children from all walks of life from classes I to XII and has always laid thrust on connecting the child with our rich value system for healthy and balanced growth. KVs have taken up various community outreach programmes through rallies, competitions, Bharat Scouts & Guides activities etc. to create mass awareness and sensitise people about cleanliness and personal

hygiene. With the involvement of students, teachers and parents in the 'Swachhh Bharat' movement through various platforms and programmes, KVS has developed the children as ambassadors of cleanliness in the society.

KVS has converted this cleanliness mission for the students into a learning event by making it a part of core school activities:

- Swachhata is embedded now in the school psyche.
- Schools transact it in their daily routine as a part of the inbuilt curriculum through various modes and organise programmes, film shows, painting/essay writing competitions, role plays, campaigns etc. not as one day events but as a regular ongoing activity.
- Students are carrying the idea to their family and neighbourhood and the participation of the community in such school programmes is visible.
- The students under cleanliness drive, not only create awareness in the family and neighbourhood but also act as ambassadors of Swachhata.
- KV FRI Dehradun has been awarded 'Rastriya Swachhata Award' under the cleanest government school category in 2016 by the Prime Minister.

The movement, 'Swachh Bharat' is being carried out in KVS with all commitment and our schools have not only become cleaner but also greener in recent times.

The efforts of the KVS are not only to keep schools and surroundings clean but also to make the schools greener to foster environmental literacy.

- The Green Schools Programme (GSP) of the Centre for Science and Environment (CSE) is a learning programme for schools to move beyond theories and text books and concentrate on "doing".
- The programme helps schools to audit the use of natural resources, provides them with the methodology to assess themselves as environmental managers and plugs the gaps that are identified through the audit.

Schools, which submit reports, are rated and certified based on their performance. The feedback is given on the basis of the information supplied by the schools.

Since the launch of the online audit in 2015, there has been a steady increase in the number of KVs registering for the audit:

- 329 schools registered in 2015, 736 schools in 2016 and 858 schools in 2017.



Clean toilet campaign in KVS- creativity on walls- KV AFS Borjhar, Assam

- Around 18 per cent of the total 54 green schools from across India were Kendriya Vidyalayas.
- Kendriya Vidyalayas have been taking at least one GSP award every year.
- KV Ottapalam and KV Pangode have made it to the Change Makers category (only four schools in India have made it to this new and prestigious category out of which two are KVs) for demonstrating significant improvement in their environmental footprint. Some of the notable contributions of these two Green Award 2017-18 winner KVs are listed below:

Kendriya Vidyalaya, Army Cantt, Pangode, Kerala

- **Green cover:** More than 50 per cent of the school area is under green cover.
- **Air:** 71 per cent of the school population uses sustainable modes of transport; 8 per cent uses non-polluting modes such as walking and cycling.
- **Waste:** Waste from the school is used as fuel for its biogas plant, which ensures regular supply of gas; the school has completely banned plastic within its premises.
- **Water:** Rainwater is channelised from various trenches to recharge the school's groundwater; some of it is allowed to flow down to the adjoining forest and join the river Karamana.

Kendriya Vidyalaya, Ottapalam, Kerala

- **Energy:** The school has recorded savings in electricity bills over a period of one year. Solar energy powers the administrative block of the school. A biogas plant, with waste storage capacity of 50 kgs, produces around 10 kgs of gas.
- **Air:** Only 1 per cent of the school's population relies on private vehicles.
- **Waste:** The school practices the principle of 'reduce your trash'.

Success Story

Raksha Bandhan celebrated as Swachh Bandhan

Raksha Bandhan, the festival that celebrates the bond of love between brothers and sisters was celebrated as Swachh Bandhan in a village in Godda district of Jharkhand.

The event was held in a residential tribal middle school for boys called Rajkio Anushuchit Janjati Abhasio Utkramik Uchh Vidyalaya-Ghamaro situated in Rampur village of Paharpur Gram Panchayat in Sunderpahari Block of Godda district.

Located off the beaten track, the village is quite remote. According to ZSBP-Godda, Shibnath Chatterjee, the children were not very aware of the Swachh Bharat Mission, nor were taught the correct techniques or importance of handwashing; and the need to wash hands before meals and after using the toilet. Neither had they celebrated Raksha Bandhan before.

Students were oriented about swachhata, safe sanitation practices, hand washing and the need to keep their environment clean. The children were told that Swachh Bandhan is not just for brothers and sisters but for all.

After orientation, Rakhi's with the symbol of "Swachh Bandhan" were exchanged among them. They also recited the sanitation oath, vowing to keep their campus clean. They agreed to refrain from open defecation and took on the responsibility of stopping others from that practice.

Primary classes have a two-bin system. The last period of the day has a five-minute slot dedicated to waste collection.

- **Water:** An old rainwater harvesting structure has been renovated. Water from the shed is directed to an underground rainwater storage tank. The stored water is used in the school's toilets, and for mopping and gardening.

IGBC Green your School Contest

- KVS also participates in the contest organised by the Indian Green Building Council that awards a trophy with cash reward of Rs 3.5, Rs 2.5 and Rs 2.0 lakhs to top 1st, 2nd and 3rd position holders respectively.
- KV AFS Begumpet bagged the first position in 2015.
- KV Sector-2 RK Puram stood first amongst the 307 participating schools in the country in 2016.
- KV IIT Kanpur stood first in 2017.

In order to have a comprehensive view of cleanliness, sanitation, hygiene, and eco health, KVs have initiated

various activities/ programmes within and outside campus as a part of regular school activity for promoting healthy well being of all. Some of the key initiatives are:

- Every school is sensitised towards waste disposal and utmost care is taken to ensure that the disposable waste is used within the school campus by way of dumping it in trenches/pits prepared for biodegradation to convert into compost manure for using in the school gardens.
- Students are sensitised not to waste food and left over food is disposed in identified places only.
- Personal hygiene, especially of girls is also given due care and sessions on health and hygiene are conducted by experts.
- Use of plastic is being minimised and some schools are declared as plastic free zone.
- The senior students are encouraged to gift books to their juniors. In this process, on the one hand they develop the habit of keeping their books neat and clean to be passed on to their juniors and on the other it saves a lot of trees.

- In the year 2016-17, the senior class students gifted 258385 books to their juniors and library, saving apprx. 51.677 tonnes of paper and about 874 trees.
 - In 2017-18, the mission continued and students gifted 504679 books saving apprx. 100.935 tonnes of paper thereby saving apprx. 1716 trees.
 - The children are encouraged to plant a tree on their birthday and visitors are also provided green plants instead of dead flowers/bouquet.
 - As a part of promoting good citizenship qualities among the students, initiatives on saving the consumption of power in schools have also gathered momentum.
 - The children have developed the habit of switching off the lights and fans while the classrooms are not in use.
 - In order to save energy and conserve environment by reducing dependence on conventional sources of energy, KVS, in the first phase is installing solar PV systems in 273 KVs in the state of Delhi, Bihar, Assam, Tripura, Karnataka, Maharashtra, Uttar Pradesh and Andhra Pradesh. In 12 KVs in Delhi, the installation of solar panels has been completed. As on date, 54,419 traditional bulbs/tubes have been replaced with LED lights and 948 solar lights have been installed in various KVs and the journey is on.
 - Rain water harvesting is also being put in place in existing school buildings. Out of total 755 permanent school buildings, 231 have developed rain harvesting system and in the rest of the buildings, the process is on. All new school buildings under construction have the provision of rain water harvesting too.
- Some of the key programmes/activities organised in KVS under 'Swachhata Abhiyan' during recent years are as under:
- Administration of 'sanitation pledge' to all students, staff and officers of the KVS.
 - Cleaning of campus and surroundings.
 - Motivational talks from people of repute on cleanliness.
 - Checks or incentives on personal hygiene during morning assembly.
 - Special drive for maintenance of school toilets and ensuring availability of potable water for children and staff.
 - Observance of 'Swachhata Pakhwara' in Schools, ROs and Hqs.
 - To emphasise upon clean and green environment in Kendriya Vidyalayas, 'Swachh Vidyalaya Award' and 'Harit Vidyalaya Award' were instituted from academic session 2016-17 at Regional Level with running trophies and cash awards.
 - Conduct of quiz competitions on sanitation.
 - Celebration of Earth Day/ participation in climate change programmes etc.
 - Painting and drawing competitions on the theme of cleanliness
 - 'Harit Diwali- Swachh Diwali' campaign
 - Mass participation at all levels in 'Swachhata hi Seva' campaign launched from September 15, 2018.

KVS is carrying forward the spirit of the cleanliness campaign by making it a movement for all its stakeholders in the system. It is an ongoing programme and not just an event to be launched and celebrated for a day or a week. The entire programme has been internalised into the system and it has now become a part of the system for regular transaction. The values of cleanliness that are imparted to children through various activities/programmes in participatory mode during formative years shall become permanently imprinted on their minds and they will act as true ambassadors of this campaign. □

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Swachhata Ranking Awards 2018 for Higher Educational Institutions

The Swachhata Ranking Awards 2018 for higher educational institutions were conferred by Union Minister for Human Resources Development in New Delhi recently. The best 51 higher educational institutions have been selected for Swachhata Ranking Awards in 8 different categories.

Salient features of Swachhata Ranking Awards

The Swachhata Rankings exercise has been initiated by Department of Higher Education to generate healthy peer pressure among higher educational institutions for keeping and maintaining hygienic campuses so that the environment for student learning becomes clean and leads to higher thinking.

The Department has recognised that educational institutions should play the lead role in not only their in-campus hygiene but also by adopting villages around their area for promoting hygiene through awareness creation and other assistance.

This year's rankings have received more than double the response from educational institutions compared to last year. More than 6000 institutions have participated. The parameters have been made more scientific to include aspects like rain water harvesting, solar power, quality of hostel kitchen apparatus, water supply system quality, maintenance method sophistication etc.

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Swachh Rail, Swachh Bharat

Alok Kumar Tewari



Railways are conscious of its duties and responsibilities towards providing a reasonably safe, clean and healthy mode of transportation to its passengers. The task requires active co-operation of the users

Rail transport is one of the most efficient and eco-friendly means for mass transportation of goods and passengers among the popular modes. Indian Railways has always committed itself towards adopting measures which are least detrimental to the environment, despite the impact of large scale population and regional effects.

On October 2, 2014, on the occasion of 145th birth anniversary of Mahatma Gandhi, the Government of India officially launched the national level campaign, “Swachh Bharat Abhiyan” to achieve the dream of a clean India by October 2, 2019. Consequent to the launch of the national level campaign, the Ministry of Railways launched the ‘Swachh Rail, Swachh Bharat’ campaign with the mission to improve cleanliness across railway station premises and trains.

Indian Railways has more than 8700 stations, running an average of over 13000 trains every day. Maintaining and improving cleanliness of these stations and trains is a mammoth task due to heavy footfalls/overcrowding, uncontrolled usage and passenger habits, particularly on trains and at major stations where passengers tend to remain for long hours.

A series of initiatives have been

taken by the Ministry of Railways under the “Swachh Rail, Swachh Bharat” campaign that includes but is not limited to the following: (1) Outsourcing of cleanliness of all major stations; (2) Improving flooring of platforms to enable mechanised cleaning; (3) Providing separate dustbins for different types of waste; (4) Employing CCTVs to monitor cleaning practices; (5) Installation of bio-toilets in passenger coaches; (6) Development of a “Customer Complaint” Web Portal and Mobile Application to collect continuous Citizen Feedback; (7) Introduction of Pay-and-Use toilets at various stations; (8) Introduction of on-board housekeeping services (OBHS), Clean my Coach and Coach Mitra services in nominated trains; (9) Employing first of its kind, real time 24X7 public grievance system through Twitter and provision of medical, security and other emergency assistance to passengers.

‘Clean Train Station’ (CTS) are provided for limited mechanised cleaning services to passing through trains during their stoppages at selected stations enroute. So far, 39 CTSs have been made operational across Indian Railways.

Furthermore, to create awareness among passengers, cleanliness drives have been launched by IR towards significant and sustainable

The author is Principal Executive Director (Environment & Housekeeping Management), Railway Board, Ministry of Railways. During his 34 years tenure, he has worked on various prestigious assignments.

improvements in cleanliness standards of trains and railway stations.

To assess the impact of cleanliness efforts at major stations, third party survey on cleanliness indicators is periodically being done at 407 major stations. Survey reports include guidelines for various steps to be taken to improve cleanliness standards.

Cleanliness Drive: Modalities

The mechanism of selecting the competent agency through the open, transparent, fair and competitive bidding process has been given impetus through process reforms for service contracts. Integrated Housekeeping Contracts have been put up in place at major stations to promote use of mechanised cleaning equipments and quality materials. General Conditions of Contracts (GCC) for service contracts has been introduced on Indian Railways to guide the Zonal Railways to tackle various situations governing the execution of service contracts. Earlier, service contracts were also governed by GCC of Works contract, which had different conditions focusing on creation/maintenance of assets and thus, were proving insufficient to tackle the challenges of service contracts.

In the new standard bid document issued for housekeeping of stations, coaching depots and trains, a 10 per cent weightage has been given to 'use of type and quantity of consumables and machinery' in the evaluation of contractor's performance which is



Integrated Housekeeping Contracts have been put up in place at major stations to promote use of mechanised cleaning equipments and quality materials.

linked to the monthly payments.

Two-packet tendering system is followed. In addition to the minimum eligibility criteria, only the bidders scoring minimum 70 per cent in technical evaluation stage will qualify for opening of financial bids. Provision of bio-metric attendance, payment linked to users feedback and price variation clause to ensure payment of minimum wages are some of the key features included to overcome manpower issues affecting housekeeping contracts. Zonal railways have started processing tenders based on this standard bid document. Empowerment of field officers has been done to cater to service exigencies. Notwithstanding, in case of complaints/unsatisfactory

work regarding cleanliness, necessary action is taken to avoid such complaints and suitable penalty is imposed on the contractor as per contract conditions.

Additional toilets at Railway Stations have been installed including Pay-and-Use toilets. Enforcement of Indian Railways (Penalties for activities affecting cleanliness at railway premises) Rules 2012 has been intensified. Use of CCTVs for monitoring cleanliness activities at major stations has also been increased.

Effective Customer Engagement

Weekly intensive cleanliness drives have been undertaken at various



View of Jhansi station platform and entrance foyer

railway stations in rotation by Zonal Railways. Theme based drives are also undertaken from time to time with focus on cleanliness in different areas of railway working. Charitable Institutions/Social Organisations including voluntary organisations have been associated to undertake cleanliness awareness campaigns. Use of social media, electronic media, public announcements etc. is being made to create awareness amongst rail users about cleanliness. An amount, of Rs. 2522 crores was spent on cleanliness and sanitation, including bio-toilet by Railways in 2017-18.

Indian Railways have already introduced social media platform for customer engagement through twitter handles of the Ministry of Railways @ Rail Min India, facebook page “Ministry of Railways – India” as well as twitter handles of all Divisional Railway Managers and General Managers of Indian Railways for effective customer engagement. This has proved to be a more effective interactive mechanism with passengers where issues are addressed on real time basis.

Passengers have begun to realise



the power of social media and are now religiously resorting to Twitter and Facebook for quicker resolution of their issues and to seek response to their queries. Any passenger, travelling in the train, can get in touch with railways on real time basis for assistance. This facility was not available earlier.

This interactive mechanism with passengers works as under-

are taken care of through the above system on real time basis.

- Along with forwarding such complaints through Twitter, passengers are also made aware of the already existing system of “Clean My Coach” (wherein one can SMS his PNR no. to 58888 to get their complaint registered for cleanliness at his seat) and helpline no. 138.

In addition, an online Complaint Management System (COMS) is also functional where users can register their complaints.

Bio-Friendly Technology

Railways actively supported and participated in the drive launched by Government of India against Open Defecation (OD) on Sept 25, 2016. Bio-toilet technology has been developed jointly by Indian Railways (IR) and Defence Research and Development Organisation (DRDO). This environment- friendly, low-cost and robust technology is the first of its kind in the railway system in the world. The efficacy of the bacteria used in the system has been tested by DRDO conditions like those at Siachin Glacier. The biggest advantage of this technology is that the colony of anaerobic bacteria converts human



- The official reads the tweet/post and tags it to the concerned authority (i.e. Zone/ Division/Railway Board Directorate).

- After a tweet/post reaches a division, concerned branch officer takes immediate action to provide the necessary help/assistance, thereby resolving the issue of the passenger. Once the issue gets resolved, the official tweets the status of the complaint appropriately.

- Tweets/posts received regarding ‘cleanliness and hygiene in coaches and stations’

waste mainly into water and biogases (mainly methane CH₄ and Carbon Dioxide CO₂). The gases escape into the atmosphere and the waste water in discharged after disinfection on to the track. Raw human waste thus does not fall on the railway tracks and this keeps stations premises/tracks clean. To avoid misuse of bio-toilets, awareness programmes to educate the passengers on 'how to use bio-toilets- dos and donts' are regularly conducted by Zonal Railways by providing stickers in coach toilets, playing audio/video clippings and model display etc.

The first train, Gwalior-Varanasi-Bundelkhand Express, fitted with IR-DRDO bio-toilets was introduced in service in January 2011. After receiving encouraging feedback these bio-toilets were fitted in more coaches for in service trials. Since, 2014 the pace of fitment of bio-toilets has been increased substantially and it is planned to install bio-toilets in the entire coaching fleet by March 2019. Twenty seven sections on IR have been declared as Green Train Corridors which have no human waste discharge from trains, as all trains passing to these sections are fitted with 100 per cent bio-toilets.

With an aim to provide clean and efficient toilets and to reduce the water consumption in toilets, IR is doing a trial of Bio-Vacuum Toilets. This has aircraft type vacuum toilet on the passenger interface and bio-digester tank is fitted beneath the toilet area on the coach. The faecal matter gets digested in the bio-tanks on board.

Integrated mechanised cleaning is being provided at railway stations, on-board housekeeping service has and been provided in over 1000 trains, mechanised laundries are being set up to improve quality of washing of linen provided to AC coach passengers.

Solid Waste Management

Solid Waste Management is another important area to bring in visible change. To manage solid waste, segregation in three separate streams namely bio-degradable (wet waste),

non bio-degradable (dry waste) and hazardous waste is required. Railways have taken up a pilot project for disposal of municipal solid waste generated at railway terminals in an environment-friendly manner including conversion of waste to energy. Pilot plants are being set up at Jaipur and New Delhi which will convert bio-degradable waste to energy through bio-methanation process. Energy generated from these plants would be utilised for suitable services at or near the stations.

For the first time in 2016, railway stations (407 stations of A1 & A category) were audited for cleanliness by an independent third party agency. These surveys have been repeated in 2017 and 2018. A similar survey on ranking of 210 important trains on cleanliness is also nearing completion.

The Swachh Rail, Swachh Bharat 2018 assessment has seen immense progress in the cleanliness aspect of railway stations. It is a clear outcome of the combined effort of the railway officials and passengers. It is the behavioral shift in passengers that has led us closer to the dream of a clean India. The overall cleanliness score of 407 A1 & A category stations in this year's assessment improved by 17.6 per cent as compared to that of 2017. The key areas of achievement of cleanliness behind the success stories are as under-

1. Reduction of plastic waste through bottle crushing machines.
2. Personal hygiene at railway stations through sanitary napkin vending machines.



With an aim to provide clean and efficient toilets and to reduce the water consumption in toilets, IR is doing a trial of Bio-Vacuum Toilets. This has aircraft type vacuum toilet on the passenger interface and bio-digester tank is fitted beneath the toilet area on the coach.

3. Outsourcing of cleanliness at major railway stations.
4. Awareness initiatives carried out in schools, NGOs and communities.

Disinfestations of coaches by authorised and approved agencies is being regularly done to eradicate presence of cockroaches in coaches as per the following schedule:

- For AC coaches & pantry cars: Once in 15 days.
- Reserved non AC coaches: Once in 30 days.
- Unreserved non AC coaches: Once in 60 days

Railways are conscious of its duties and responsibilities towards providing a reasonably safe, clean and healthy mode of transportation to its passengers. The task requires active co-operation of the users. There have been reports of vandalism, in appropriate use of facilities. While all attempts are made to restore facilities in good condition, it involves significant effort and money to do the same. Railways are, therefore, working on and seeking active involvement of all stakeholders in this effort of "Swachh Rail, Swachh Bharat" ■

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PM Addresses Concluding Session of Mahatma Gandhi International Sanitation Convention



The Prime Minister, Shri Narendra Modi at the Mahatma Gandhi International Sanitation Convention (MGISC), at Rashtrapati Bhavan Cultural Centre, in New Delhi on October 02, 2018. The Secretary General of the United Nations, Mr. Antonio Guterres, the Union Minister for External Affairs, Smt. Sushma Swaraj, the Union Minister for Drinking Water & Sanitation, Sushri Uma Bharti, the Minister of State for Communications (I/C) and Railways, Shri Manoj Sinha, the Minister of State for Housing and Urban Affairs (I/C), Shri Hardeep Singh Puri and the Minister of State for Drinking Water & Sanitation, Shri Ramesh Chandappa Jigajinagi are also seen.

The 4-day Mahatma Gandhi International Sanitation Convention concluded on 2nd October, 2018. Giving his concluding address, the Prime Minister said that it was Mahatma Gandhi's inspiration, that led to the Swachh Bharat Mission. He added that inspired by Mahatma Gandhi, Indians have made the Swachh Bharat Mission the world's biggest people's movement. He said that rural sanitation, which stood at 38 percent in 2014, has now reached 94 percent. More than 5 lakh villages are now ODF, he added.

MGISC has been a 4-day international conference that has brought together Sanitation Ministers and other leaders in WASH (water, sanitation and hygiene) from around the world.

The Prime Minister visited a Digital Exhibition, accompanied by the Secretary General of the United Nations, Mr. Antonio Guterres. From the dais, the dignitaries launched commemorative postage stamps on Mahatma Gandhi, and a medley CD based on Mahatma Gandhi's favourite hymn – “Vaishnav Jana To.” The Swachh Bharat Awards were also distributed on this occasion.



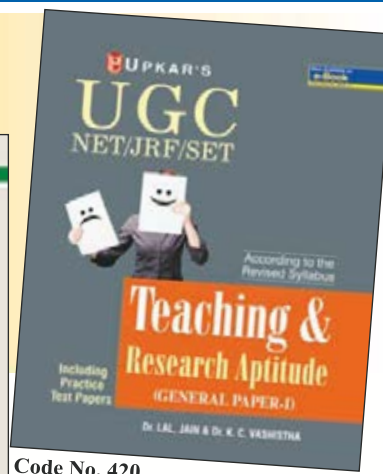
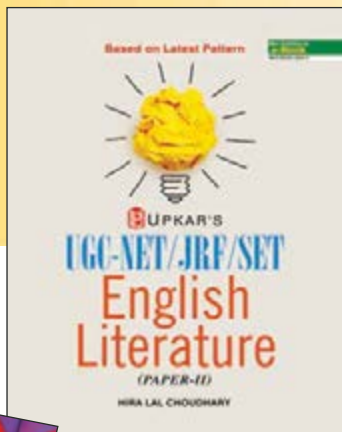
The Prime Minister, Shri Narendra Modi visits Mini Digital Exhibition accompanied by the Secretary General of the United Nations, Mr. Antonio Guterres at the Mahatma Gandhi International Sanitation Convention (MGISC), at Rashtrapati Bhavan Cultural Centre, in New Delhi on October 02, 2018.



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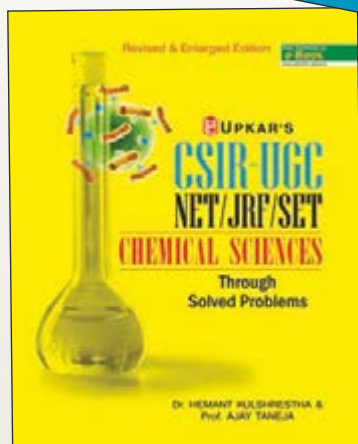
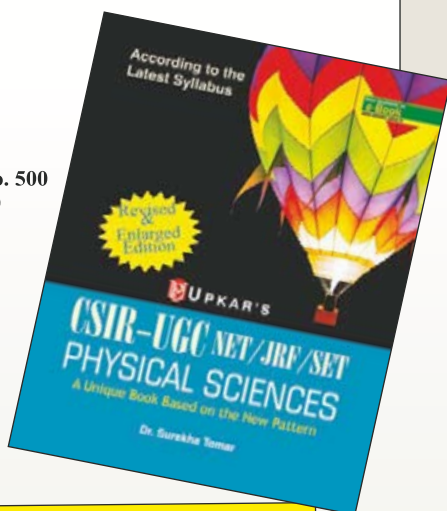
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