About Swachh Bharat Mission

Launched in 2014, the Swachh Bharat Mission (SBM) or the Clean India Mission, is the world’s largest sanitation and behaviour change programme. In rural areas, the Mission is known as the Swachh Bharat Mission–Grameen (SBM–G) and aims to eliminate open defecation in rural India by 2nd October 2019, the 150th birth anniversary of Mahatma Gandhi.

RURAL INDIA’S SANITATION LEAP SINCE LAUNCHING SBM

39% (Oct 2014)
93% (Sep 2018)

Coverage of households with access to toilets in rural India
India’s rural sanitation coverage over the years

<table>
<thead>
<tr>
<th>Year</th>
<th>Coverage</th>
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<tbody>
<tr>
<td>1981</td>
<td>1%</td>
</tr>
<tr>
<td>1991</td>
<td>9%</td>
</tr>
<tr>
<td>2001</td>
<td>22%</td>
</tr>
<tr>
<td>2011</td>
<td>33%</td>
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<tr>
<td>2014</td>
<td>39%</td>
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<tr>
<td>2018</td>
<td>93%</td>
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Source: Census of India/IMIS

India in 2014: accounted for 60% of the world’s open defecation

India in 2018: accounts for 20% of the world’s open defecation

Thoughts about SBM from world visionaries

“Nearly three years ago, Indian Prime Minister Narendra Modi made one of the boldest comments on public health that I have ever heard from an elected official. It’s still having a big impact today.”

— Bill Gates, Principal Founder, Microsoft

“The Swachh Bharat Mission can be a game-changer because good sanitation practices can help address malnutrition. I look forward to learning from India’s experience.”

— Jim Yong Kim, World Bank President

SBM-G Achievements in 4 years:

- Sanitation coverage increased from 39% to 93%
- 85 million toilets have been built by households
- 450,000 of 600,000 villages are now ODF
- Out of 699 districts 460 are ODF
- 450,000 grassroots motivators, swachhagrahis are stationed in villages
The Six Pillars of Swachh Bharat Mission’s Success

**Leadership at the highest level**
- The Mission is led by the Prime Minister of India – reinforced through leadership at the Centre, States, districts and villages.

**Behaviour change at the heart of the Mission**
- At the heart of the Mission are the Community Approaches to Sanitation (CAS), which empowers households and communities to build their own toilets
- Interpersonal communication is central to Behaviour Change Communication (BCC) and helps to trigger mass awareness
- Mass media campaigns using celebrities and eminent personalities support behavior change
- Over 450,000 trained grassroots motivators called *swachhagrahis* have been engaged in villages
- Children and women act as agents of change

**Time-bound goal: ODF by 2nd October 2019**
- The goal is for all villages in India to achieve open defecation free status by 2nd October, 2019, the occasion of Mahatma Gandhi’s 150th birth anniversary
- Striving to meet this time-bound goal has imparted a sense of urgency

**Focus on quality and sustaining sanitation gains**
- Villages are encouraged to declare themselves open defecation free (ODF)
- Villages are inspected after 3 months of declaring ODF and later at 9 months, after which they are inspected annually by an independent body
- Twin-pit toilets are encouraged as they provide sustainable and effective on-site treatment with little maintenance
- Bio-waste, including cattle dung is managed safely

**Monitoring outcomes and not just outputs**
- The focus is on establishing ODF communities rather than just toilet coverage
- All toilets are geo-tagged and recorded in the National Monitoring Information System
- Swachhagrahis in each village monitor the usage of toilets

**Sanitation as everyone’s business**

<table>
<thead>
<tr>
<th>SWACHHATA ACTION PLAN</th>
<th>SWACHH ICONIC PLACES</th>
<th>SUPPORT OF DEVELOPMENT PARTNERS AND CORPORATES</th>
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<tr>
<td>76 ministries and departments have earmarked a total of over 5 billion dollars for sanitation in the last two years. They have developed action plans to improve sanitation in their respective areas</td>
<td>30 places of iconic and religious interest with high numbers of visitors were targeted to improve sanitation and general cleanliness, supported by corporates</td>
<td>Capacity building and implementation support has been given by many development organizations and corporates</td>
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</tbody>
</table>
Summary of the Programme’s Impact

- 450 million Indians in rural areas have stopped defecating in the open since 2014
  
  Source: Ministry of Drinking Water and Sanitation

- Households in an ODF village in India save INR 50,000 (USD 700) per year on an average
  
  Source: UNICEF 2018

- Between 2014, over 300,000 diarrhoeal deaths would have been avoided
  
  Source: World Health Organization 2018